

# 3.3.4 Create a List of Keywords and Descriptions to include in web content for SEO

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# SEO

- ❑ Search Engine Optimization
- ❑ The process of affecting the online visibility of a website or a webpage in a web search engines unpaid results.
- ❑ Seo may target different kinds of searches, including images search, video search, academic search and many more



# Meta Tags

- ❑ Tags placed within the head section of your code that help define the contents of a web page
- ❑ Meta elements are typically used to specify page description, keywords, author of the document, last modified, and other metadata.



# Title Tag

- ❑ The text you'll see at the top of your browser
- ❑ Useful if you want to give the page one primary title for the user but want to clarify or simplify that information for SEO purposes and for the user who's shuffling multiple tabs on their desktop



# Meta Description Attribute

- ❑ A brief description of the page
- ❑ Explains to search engines and searchers themselves what your page is about
- ❑ The description tag won't always show up in the results for a google search
- ❑ A compelling meta description could entice searchers to click through from the SERP (Search Engine Results Page) to your site

# Video



# Sources

- <https://www.hobo-web.co.uk/definitive-guide-to-using-important-meta-tags/>
- <https://www.tmprod.com/blog/2016/meta-tags-every-site-needs/>