

Subject : Information Technology

Standard : 12th Science.

Chapter No. 2 : Introduction to SEO.

Topic Name : Optimizing Website.

Optimizing Website :

- There are various sections of a website which can be optimized for the better SEO.
- Some of the ways to optimize the website for SEO.

1. SEO : Page structure optimization.

- HTML Programs should start with `<!DOCTYPE html>`.
- If it is singular tag eg. `<img>` it should be self enclosed like this - `<img/>`
- Order of tags should be proper. Most of the time recently opened tag will be closed first.

It is recommended to use :

1. <TITLE> :

- Title is the first thing that user notices in search result list while using google for searching.
- Contents should be up to 60 characters (space included).

2. Meta – description Tag :

- While creating a web page, Meta description tag should be used to boost your On-page SEO.
- Meta description should be between 70 and 160 characters (space included).

3. Heading Tags :

- The page should include proper heading tags from `<h1>` to `<h6>` wherever required.
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4. Image Tags with ALT attribute :

- The alt attribute gives information about the image.
- So even if the image does not download, it can make the viewers understand the image related information.

2. SEO Keywords :

- SEO Keywords are the important words and phrases related to the developed website content.
- A list of keywords, need to be carefully chosen to optimize the search.
- Keyword Research and analysis is an important part of the Search Engine Optimization (SEO) as well as “Search Engine Marketing”.
- For “Search Engine Marketing” , one can pay for certain keywords.

2. SEO Keywords :

- There are various online keyword planner tools (Such as Google AdWords Keyword Planner) to shortlist keywords.
- This is more useful to compare the cost of various keywords, if the website designer opts for paid Search Engine Marketing.

3. SEO Social Bookmarking :

- Social bookmarking is a powerful tool in promoting a website.
- It is very useful for Off – Page SEO optimization.
- Bookmarks are website links that are stored for future references.
- They are very useful specially when Web Pages with long URLs are not easy to remember.
- Bookmarking service allows you to save, organize and share bookmarks with other users.
- External links are the important SEO factors to rank a website higher in the search engine.
- With Social bookmarking, you can quickly create high-quality backlinks

4. SEO – Social Media Optimization (SMO) :

- It deals with enhancing the website's ranking, using interactive communities like Facebook, twitter, blogs, forums and so on.
- When these communities have links to the created website it builds familiarity and trust about the website.

5. SEO – Backlinks :

- Backlinks are links on one website that, When clicked, take the user to another site.
- Backlinks are especially valuable for SEO because they contribute to the overall strength and the value of the content.
- They also represent a “vote of confidence” from one site to another.
- In short, backlinks to your website are a signal to search engines that others are interested to know about the contents form your website.

6. Other Factors for SEO :

1. Speed of the website :

- While creating a website, attention is given on the design, content and as many visuals as possible.
- However, all but this can slow down the website and obstruct usability.

2. Mobile Friendly :

- Website's mobile friendliness has become a ranking factor for Google.
- Hence, it is very important to ensure that the created website is mobile friendly 'for maximum' exposure and to improve the websites ranking.

6. Other Factors for SEO :

3. Creating Robots.txt :

- This file tells search engine which pages you want to exclude from indexing.
- For example, if you do not want a certain page or image being indexed, then you can restrict that page from being indexed.

THANK YOU.
