

## Anatomy of a web page - semantic markup

1. Domain/url/path - www.mywebsite.com/events/seo-training.htm - the web page - **very important for seo (9?)**

### Meta Data in Header generally invisible

- 2. Title - **most important place for Keywords for SEO (10)** - also appears in SERPs
- 3. Keywords - ignore
- 4. Description - Used in SERPs

### Visible Content or Body

5. H1 - Heading 1 - normally the main visible heading on the page - only 1 allowed - **very important to seo (8)**

6. First paragraph - important for seo (7?)

7. H2 - First level of sub-heading (6?)

H3 - next level of sub-heading within this H2 (5?)

H4 - next level of sub-heading within this H3 and so on down to H6 (4?)

Bullet or List (3)

Paragraph (2)

Image Alt Tag (1)

8. Links -  
**important to  
seo (7?)**

7. H2 - First level of sub-heading (6?)

Paragraph (2)

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