| HTML - Must include in page | Details - rules |
|---|---|
| **Product Id** | Select product in dropdown list |
| **Title tag** | |
| **Meta description tag** | |
| **meta keywords** | Use important keywords not too much adding |

Heading (H1-H6) tags

Don't use more than one H1
Maintain shallow structure
Form query-like headings - keywords included.

**Below are some of the parameters most commonly used with robots meta tags.**

| | |
|---|---|
| Meta robots tag | noindex — page should not be indexed |
| Canonical tag | nofollow — links on the page should not be followed |
| Image alt tag | follow — links on the page should be followed, even if the page is not to be indexed |
| sitemap | noimageindex — images on the page should not be indexed |
| robots | noarchive — search results should not show a cached version of the page |
| Schema org | unavailable_after — page should not be indexed beyond a certain date. |
| Internal and external links | |

**On-Page activities to check SEO**

Title Optimization, Meta Tags Optimization, Important HTML Tags, Keyword Optimization &

Synonyms, Link Optimization, Image Optimization, Website LOAD TIMING, Google Analytic,

Robots.txt, Sitemap.xml, Copy content Checking, Keyword Density, Broken link Check.

**Admin side table structure**

This table contain Site pages Example : Home,About us, Products,Brands,Contact us

| # | Name | Type | Collation | Attributes | Null | Default | Comments | Extra |
|---|---|---|---|---|---|---|---|---|
| 1 | Page_Id | int(10) | | | No | None | | AUTO_INCREMENT |
| 2 | Page_Title | varchar(180) | latin1_swedish_ci | | No | None | | |

| # | Name | Type | Collation | Attributes | Null | Default | Comments | Extra |
|---|---|---|---|---|---|---|---|---|
| 1 | Tag_Id | int(10) | | | No | None | | AUTO_INCREMENT |
| 2 | Page_Id | int(10) | | | No | None | | |
| 3 | Product_Id | int(10) | | | No | None | | |
| 4 | Tag_Title | varchar(1000) | latin1_swedish_ci | | No | None | | |
| 5 | Tag_Keyword | varchar(5000) | latin1_swedish_ci | | No | None | | |
| 6 | Tag_Desc | varchar(5000) | latin1_swedish_ci | | No | None | | |