

Alice Seba's 10 Minute SEO Tutorial HTML Tag Cheat Sheet

1. **Title Tag**: Your title tags go between the <head> and </head> of your html document and look like this:

```
<title>Dog Grooming Book</title>
```

2. **Description Tag**: Your description tags go between the <head> and </head> of your html document and look like this:

```
<meta name="description" content="This dog grooming book answers all your questions about grooming your dog.">
```

3. **Keyword Meta Tag**: Your keywords go between the <head> and </head> of your html document and look like this:

```
<meta name="keywords" content="dog grooming book">
```

4. **Headline Tags**: Your headlines go in the body of your HTML document and look like this:

```
<H1>Dog Grooming Book</H1> (with the number in the tags corresponding with size of the font).
```

5. **ALT Tags**: The HTML code is –

```
<IMG SRC="URL" ALT="Insert your Alternative Text Here">
```

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