



Image description or caption

## Complete SEO Optimization Guide for Websites Development (Part 1)

☰ Web Development



19th April, 2020



08:25 PM

### Why does SEO matter in website development?

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

### SEO Optimizations can be painful if you are new to it

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default

model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like).

## Fear not thou, we got you covered with our full guide on SEO optimization

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source. Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) by Cicero, written in 45 BC. This book is a treatise on the theory of ethics, very popular during the Renaissance. The first line of Lorem Ipsum, "Lorem ipsum dolor sit amet..", comes from a line in section 1.10.32. You can click [Here](#) for more info on the subject.

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable. If you are going to use a passage of Lorem Ipsum, you need to be sure there isn't anything embarrassing hidden in the middle of text. All the Lorem Ipsum generators on the Internet tend to repeat predefined chunks as necessary, making this the first true generator on the Internet. It uses a dictionary of over 200 Latin words, combined with a handful of model sentence structures, to generate Lorem Ipsum which looks reasonable.

## Common Meta Tags for SEO in any webpage

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```
<!-- COMMON META TAGS -->
<meta charset="utf-8">
<meta http-equiv="X-UA-Compatible" content="IE=edge">
<meta name="viewport" content="width=device-width, initial-scale=1">
<meta name="robots" content="index, follow">
<meta name="google" content="notranslate">
<link rel="canonical" href="http://dwingloo.com/en/blog/blog-category/article">
<meta name="author" content="Dwingloo">
```

## SEO Meta Tags for Google

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable.

```
<!-- GOOGLE SEO -->
<title>Dwingloo | Complete SEO Optimization Guide for Websites Development (Part 1)</title>
<meta name="description" content="We are a Startup of innovative, out-of-the-box and dedicated team"
<meta name="keywords" content="Dwingloo, Advertising, Marketing, Agency, Software, House">
<meta name="image" content="http://dwingloo.com/img/seo/google-seo-img-en.png">
```

## SEO Meta Tags for Facebook & LinkedIn

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```
<!-- FACEBOOK & LINKED IN META TAGS -->
<meta property="og:title" content="Dwingloo | Complete SEO Optimization Guide for Websites Development"
<meta property="og:description" content="We are a Startup of innovative, out-of-the-box and dedicated team"
<meta property="og:type" content="website">
<meta property="og:site_name" content="Dwingloo">
<meta property="og:url" content="http://dwingloo.com/en/blog/blog-category/article">
<meta property="og:image:url" content="http://dwingloo.com/img/seo/facebook-linkedin-seo-img-en.png"
<meta property="og:image:type" content="image/png">
<meta property="og:image:width" content="1200">
<meta property="og:image:height" content="600">
<meta property="og:locale" content="en_US">
<meta property="fb:pages" content="1607403282738893">
```

## SEO Meta Tags for Twitter

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable.

```
<!-- TWITTER META TAGS -->
<meta name="twitter:card" content="summary_large_image">
<meta name="twitter:title" content="Dwingloo | Complete SEO Optimization Guide for Websites Development"
<meta name="twitter:description" content="We are a Startup of innovative, out-of-the-box and dedicated team"
```

```
<meta name="twitter:image" content="http://dwingloo.com/img/seo/twitter-seo-img-en.png">
<meta name="twitter:site" content="@TheDwingloo">
<meta name="twitter:creator" content="@TheDwingloo">
<meta name="twitter:url" content="http://dwingloo.com/en/blog/blog-category/article">
```

## Google Structured Meta Data (JSON-LD)

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```
<!-- GOOGLE STRUCTURED META DATA (JSON-LD) -->
<script type="application/ld+json">
  {
    "@context": "http://schema.org",
    "@type": "Organization",
    "name": "Dwingloo",
    "description": "We are a Startup of innovative, out-of-the-box and dedicated team able to bring you",
    "image": "http://dwingloo.com/img/seo/google-seo-img-en.png",
    "logo": "http://dwingloo.com/img/dwingloo-logo-en.png",
    "address": {
      "@type": "PostalAddress",
      "addressLocality": "Giza",
      "addressRegion": "EG",
      "postalCode": "12556",
      "streetAddress": "193H Pyramids Gardens",
      "addressCountry": "Egypt"
    },
    "email": "info@dwingloo.com",
    "telephone": "(+20) 155 568 0815",
    "url": "http://dwingloo.com/en/blog/blog-category/article",
    "sameAs": [
      "https://facebook.com/TheDwingloo",
      "https://twitter.com/TheDwingloo",
      "https://www.instagram.com/dwingloo",
      "https://www.linkedin.com/company/dwingloo",
      "http://www.behance.net/dwingloo",
      "https://dribbble.com/dwingloo",
      "https://www.pinterest.com/dwingloo",
      "https://www.youtube.com/channel/UCLNrM70qkoDZ-S9mYLCna0A",
      "https://vimeo.com/dwingloo",
      "https://github.com/dwingloo",
      "https://gitlab.com/dwingloo",
      "https://themeforest.net/user/dwingloo",
      "https://www.uplabs.com/users/dwingloo"
    ]
  }
</script>
```

```
]
}
</script>
```

## Google Structured Meta Data (JSON-LD) For Breadcrumb Links

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable.

```
<!-- GOOGLE STRUCTURED BREADCRUMB LINKS META DATA (JSON-LD) -->
<script type="application/ld+json">
  {
    "@context": "https://schema.org",
    "@type": "BreadcrumbList",
    "itemListElement": [
      {
        "@type": "ListItem",
        "position": 1,
        "name": "Home",
        "item": "http://dwingloo.com/en"
      },
      {
        "@type": "ListItem",
        "position": 2,
        "name": "Blog",
        "item": "http://dwingloo.com/en/blog"
      },
      {
        "@type": "ListItem",
        "position": 3,
        "name": "Web Development Blog",
        "item": "http://dwingloo.com/en/blog/blog-category"
      },
      {
        "@type": "ListItem",
        "position": 4,
        "name": "Complete SEO Optimization Guide for Websites Development (Part 1)",
        "item": "http://dwingloo.com/en/blog/blog-category/article"
      }
    ]
  }
</script>
```

## Google Structured Meta Data (JSON-LD) For Articles

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable.

```
<!-- GOOGLE STRUCTURED ARTICLE META DATA (JSON-LD) -->
<script type="application/ld+json">
  {
    "@context": "http://schema.org",
    "@type": "Article",
    "mainEntityOfPage": {
      "@type": "WebPage",
      "@id": "http://dwingloo.com/en/blog/blog-category/article"
    },
    "headline": "Complete SEO Optimization Guide for Websites Development (Part 1)",
    "image": [
      "http://dwingloo.com/img/blog/blog-img.png"
    ],
    "datePublished": "2020-04-19 14:02:26",
    "dateModified": "2020-04-19 14:02:26",
    "author": {
      "@type": "Person",
      "name": "Dwingloo"
    },
    "publisher": {
      "@type": "Organization",
      "name": "Dwingloo",
      "logo": {
        "@type": "ImageObject",
        "url": "http://dwingloo.com/img/dwingloo-logo-en.png"
      }
    },
    "description": "Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ip",
    "url": "http://dwingloo.com/en/blog/blog-category/article",
    "sameAs": "http://dwingloo.com"
  }
</script>
```