

“Assignment”

“MODULE - 03”

Que. 01 - What are the four important <meta> tags we use in SEO ?

ANSWER:-

- 1) Meta title tags**
- 2) Meta description tags**
- 3) Meta keywords**
- 4) Meta robot tags**

1) Meta title tag:-

- It is used to tell search engines and visitors what any given page on your site is about.**
- It is the most important of all the Meta tags. It tells search engines about the title your webpage, and it is displayed in search engine listings above the URL of your webpage or website.**

- You can add a title tag in the section in your site's HTML.

It should look something like this:

```
<head> <meta name="title" content="example">
</head>
```

2) Meta description tags:-

- meta description is an attribute within your meta tags that helps describe your page.
- This snippet of text may appear in the search engine results under your headline.
- You can find the meta description on any web page by right clicking on the page and selecting "view source" or "view page source":
</head><meta name="description"
content = "your site's summary"/>
</head>

3) Meta Keywords:-

- This is the tag where you actually put your keywords.
- The most important thing to keep in mind when selecting or optimizing your meta keywords is to be sure that each keyword accurately reflects the content of your pages.

```
</head><meta name="keywords" content =  
"Keywords for  
your website"/>  
</head>
```

4) Meta robot tag:-

- Robots meta directives (sometimes called “meta tags”) are pieces of code that provide crawlers instructions for how to crawl or index web page content.
- Noimageindex: Tells a crawler not to index any images on a page.
- Nofollow: Tells a crawler not to follow any links on a page or pass along any link equity.

Some of the main robots Meta tag values or parameters are as follows:

- **FOLLOW**: This tag instructs the crawler to follow the links on the page.
- **NOFOLLOW**: This tag instructs the crawler not to follow the links on the page.
- **INDEX**: This tag instructs the crawler to index the page.
- **NOINDEX**: This tag is used to instruct the search engine crawler not to index the page.

Que.02 - What is the use of open-graph tags in a website ?

ANSWER:-

Open Graph tags are a set of metadata tags used in the HTML of a webpage to control how the page is displayed when shared on social media platforms (e.g., Facebook, Twitter, LinkedIn). They were

originally introduced by Facebook to standardize the way information is presented across platforms, but many other services now support them as well.

Here's why Open Graph (OG) tags are important:

Improved Link Previews: When a webpage is shared, OG tags allow you to specify how the content will appear. This includes the title, description, image, and even the URL, which makes the link more visually appealing and informative.

Enhanced Engagement: By controlling how your content is previewed, you can make it more likely that users will click on it. For instance, a high-quality image and a compelling description can increase the likelihood of user engagement.

Better SEO: While Open Graph tags are primarily used for social sharing, they can indirectly help with SEO by increasing click-through rates and improving how your content is perceived on social networks. More shares and clicks could lead to more traffic and improved search rankings over time.

Que.03 - What tag will we use to add an image to the website ? Explain the points we should care about while adding the image to the website.

ANSWER:-

: Used for inserting image in web form

Table Tag Used to create/add tables in web pages

<body>

<table>

**<tr><td align="center" colspan="2">Application
Form</td></tr>**

**<tr><td>Username</td><td><input type="text"
/></td></tr>**

**<tr><td>Password</td><td><input
type="password"/></td></tr>**

**<tr><td align="center" colspan="2"><input
type="submit"
value="save"/></td></tr>**

</table>

</body>

Image Tag Use to insert an image in webpage.

For Example:

```
<body>  
  
</body>
```

- Image alt text:-

- Also called “alt tags” and “alt description”
- Image Alt text is a feature which is added to an image tag in HTML. It appears in the blank image box when the image is not displayed due to slow connection, broken URL or any other reason.

- Ex:

-

Que.04 - What is the difference between NOFOLLOW and NOINDEX ?

ANSWER:-

- **NOFOLLOW:**

This tag instructs the crawler not to follow the links on the page.

- **NOINDEX:**

This tag is used to instruct the search engine crawler not to index the page.

1) NOFOLLOW:-

Used to control link equity flow. For example, you can use NOFOLLOW links to link to low-quality or spammy websites, or to sponsored or paid links.

2) NOINDEX:-

Used to keep pages out of search results. For example, you can use NOINDEX on pages that shouldn't appear in search results, or to help with low-quality content issues.

Que.05 - Explain the types of queries.

ANSWER:-

There are 03 types of queries;

- 1) Transactional Queries:
- 2) Informational Queries :
- 3) Navigation Queries:

1) Transactional Queries :-

These are queries where the user wants to do something like buy a phone. If you are selling phone and you have pricing of phones with reviews then the user can look at the prices, user reviews and then he can buy the phone.

2) Informational Queries:-

These are queries where the user is looking for information. How is a truck made or how do I lose weight How can you effectively service these queries say you have a hotel in Switzerland your site has month wise weather in Switzerland it would enable the user to visit your page get an answer from there he can also look at your hotel property and potentially book it for his next vacation.

3) Navigation Queries:-

These are the queries where a user is searching for a certain Product/ Service When a user is specifically looking for a product by brand example would be you searching for Facebook.com on Google and clicking on the results.

For example, = <https://www.facebook.com/>

Que.06 - What is the importance of the Site Map and Robot.txt in SEO ?

ANSWER:-

Both "sitemaps" and "robots.txt" files play essential roles in SEO, particularly in how search engines like Google and Bing crawl and index your website. Here's why they are important:

1. "Sitemap" :-

A. sitemap is a file (usually in XML format) that lists all the important pages, videos, and other content on your website, along with metadata (like last update, page priority, etc.). It serves as a guide for search engines to discover and crawl your content more efficiently.

"Importance of Sitemaps for SEO" :-

Improves Crawlability :-

A sitemap ensures that search engine crawlers can easily find and access all your pages, even

those that may not be linked well within the website. It helps search engines discover pages that could be hidden deep within the site structure.

Prioritizes Key Pages :-

You can assign priorities to different pages in your sitemap, telling search engines which pages are the most important. For instance, you may want your product pages or key blog articles to be crawled and indexed more frequently than other less important pages.

Helps New Content Get Indexed Faster :-

When you publish new content or make updates, the sitemap helps search engines detect these changes faster. By including your latest posts or pages, it signals to the crawler that there's something new to index.

Facilitates Indexing of Non-HTML Content :-

A sitemap can also include information about non-HTML content, such as images, videos, or

PDFs. This ensures these files are indexed properly and show up in search results, potentially improving the visibility of multimedia content.

Crucial for Large or Complex Sites :-

For websites with many pages (e.g., e-commerce sites), a sitemap helps search engines navigate complex structures and ensures that no important content is left out of the index.

Good for Sites with Poor Internal Linking :-

If your website's internal linking structure is not strong, a sitemap acts as a backup, guiding search engines to pages that might be hard to find through links.

2. robots.txt :-

The robots.txt file is a text file placed in the root directory of your website. It tells search engine crawlers which pages or sections of your site they should or should not access. It's a directive for bots to manage what gets crawled and indexed.

"Importance of robots.txt for SEO" :-

Controls Crawling :-

The primary function of robots.txt is to prevent search engine crawlers from accessing specific parts of your website, such as pages under development, private sections (like admin pages), or low-priority pages (like PDF files or duplicate content).

Manages Crawl Budget :-

Search engines allocate a certain amount of crawl budget (the number of pages they will crawl on your site during a specific visit). By blocking unnecessary pages (e.g., login pages, filters, or duplicate content), you help ensure that search engines focus on crawling your most valuable and important pages.

Prevents Indexing of Sensitive Data :-

If there are sections of your site that you don't want appearing in search results, such as internal

reports, staging environments, or private user data, robots.txt can block search engines from indexing those areas.

Improves Server Efficiency :-

By instructing bots not to crawl certain files (like images or scripts), robots.txt can reduce server load, preventing unnecessary requests and improving overall performance.

Avoids Duplicate Content Issues:-

For e-commerce sites or content-heavy websites, there might be pages with very similar content (like product filters). Robots.txt can be used to prevent search engines from crawling and indexing these duplicate or near-duplicate pages, which can harm your SEO performance if not managed properly.

Que.07 - Below is the list of pages for an E-commerce site that doesn't need to be crawled by any crawler.

- **Admin pages**
- **Cart page**
- **Thank-you page**
- **Image**

How will you achieve this ?

ANSWER:-

UserAgent:*

Disallow:/Admin page/

Disallow:/Cart Page/

Disallow:/Thank You/

Disallow:/Image/

Que.08 - What are on-page and off-page optimization ?

ANSWER:-

On-page optimization and off-page optimization are two crucial aspects of Search Engine Optimization (SEO) that work together to improve a website's ranking in search engine results. Here's a breakdown of each:

1. On-Page Optimization:-

On-page optimization refers to the practices that can be done *within your website*** to improve its ranking on search engines. This involves optimizing individual web pages to rank higher and earn more relevant traffic. Key factors include:**

Content Quality:-

Creating high-quality, relevant, and keyword-rich content that satisfies user intent.

Keywords Optimization:-

Properly incorporating keywords in titles, meta descriptions, headers (H1, H2), URL, and within the content.

Title Tags & Meta Descriptions:-

Optimizing these HTML elements to be descriptive, include relevant keywords, and encourage clicks.

Internal Linking:-

Linking to other pages within the same website to help users and search engines navigate your site better.

URL Structure:-

Having clean, concise, and keyword-relevant URLs that are easy for search engines to understand.

Mobile Friendliness:-

Ensuring your website is responsive and works well on mobile devices, which is critical for SEO.

Page Load Speed:-

Improving the speed at which your website loads for both desktop and mobile, as faster sites rank better.

Alt Tags for Images:-

Using descriptive and keyword-rich alt tags to help search engines understand the content of images.

2. Off-Page Optimization:-

Off-page optimization refers to activities done "outside of your website" to improve its authority and trustworthiness, which can also

positively affect search engine rankings. It mainly involves building the site's reputation and gaining quality backlinks. Key factors include:

Backlink Building:-

Earning high-quality, relevant backlinks from reputable websites. These are considered votes of confidence from other sites and can improve rankings.

Social Signals:-

Engagement on social media platforms (likes, shares, comments, etc.) can indirectly influence SEO by driving traffic and increasing brand visibility.

Guest Blogging:-

Writing articles or posts for other authoritative websites in your industry to gain backlinks and drive traffic.

Brand Mentions:-

Getting your brand or website mentioned on other sites without a direct link can still boost SEO through visibility and potential backlinks.

Influencer Marketing:-

Collaborating with influencers or popular figures in your niche to promote your website or content.

Local SEO (Google My Business, citations):-

Optimizing your website for local search results by creating profiles on Google My Business and gaining local citations.

Que.09 - Perform an on-page SEO using available tools www.designer2developer.com

ANSWER:-

Que.10 - Prepare complete on-page and off-page SEO audit report for www.esellerhub.com

ANSWER:-

Que.11 - What are the characteristics of “backlinks” ?

ANSWER:-

Relevance:-

A good backlink needs to be relevant to the content they link to. For one thing, it is more likely that a visitor will click on a relevant link.

For example, if you have an architecture website, then it makes sense that you might have incoming links from websites in a related field such as lumber companies, construction businesses, etc.

Search engines consider a number of different factors to determine whether or not a website is relevant to your specific niche.

Trustworthiness:-

The trustworthiness of a website is another important characteristic of high-quality backlinks.

Anybody can publish content on the internet these days. Unfortunately, it isn't all trustworthy, particularly when you are looking for opportunities to acquire high-quality backlinks.

A few examples of trustworthy websites include prominent news sites like the BBC and CNN but just about any site that has a long standing reputation, a steady amount of traffic and engagement will have some form of authority online.

Drives traffic:-

Before you attempt to use backlinks to improve your ranking, keep in mind that links are primarily designed to provide another website with traffic. The links are provided to give readers more information. That is why Google considers good backlinks that drive traffic to be high-quality backlinks.

That is also why links that are embedded in the middle of content are often considered more valuable compared to those in the footer. Users do not click on links in the footer very often.

Authority :-

In general, it is a good idea to check the authority of a website before obtaining a link. Fortunately, there are many tools available online that measure a website's authority.

One of the more popular metrics tools for this is Moz's Domain Authority. It calculates a pages authority score on a 1 to 100 scale. You can take things even deeper with Moz Page Authority to check the authority of individual pages on a website.

In addition to what Domain Authority says, the age of a domain can also be checked. In general, the longer a domain is around, the

more authoritative it tends to become. You can use tools like the one here. to get an idea of when a domain was acquired and, therefore, have a good estimate of its age.

Unique:-

Having unique backlinks is also important. However, acquiring unique links is easier said than done. If ten backlinks point back to your website, ideally you want to have them coming from ten unique websites.

In addition to obtaining links from various websites, another thing that you need to consider is how many links are contained in the content. When there are 20 or more links in a referring page's content and your website is just one of those in the mix, then the value of that link will be diluted and the authority passed to you might not be as valuable as if that page were linking to only a few websites.

Non reciprocal:-

Exchanging links with other websites was once a common practice. It followed the principle, if you scratch my back, I will scratch yours. However, when it comes to backlinks, this practice can do more harm than good. It is even possible for Google to view it as a link scheme that violates its Webmaster Guidelines. That means the links were not obtained naturally and are subject to abuse.

So does this mean you should not exchange links with other website owners? Exchanging links is a grey area. The safest thing to do is to minimize exchanging links as much as possible. You also only want to trade links with websites that are related to your niche to ensure the link appears to be natural and organic.

You should also ask yourself if the link helps to improve the content's quality. If it makes

logical sense that your content would link to or be linked from the content in question, then it's probably ok, but if not, you might want to steer clear of reciprocal links.

Social media signals:-

Social Media is undoubtedly a big part of the web today and as a result, it's one of the factors that Google considers in their overall mix of signals. Google views social media as being an effective supplement and filter for determining how relevant content is to a specific niche or industry. Social signals like shares, retweets, and likes all help to validate a piece of content and are thought to help boost their relevance in search.

Google looks closely at how users of social media share content and engage online. In Google's eyes, a link can go a long way if it came from content that went viral on a popular

social media platform such as Reddit, Twitter, or Facebook.

Que.12 - Perform keyword research then create a blog on “Importance of IT Training” and provide a link to TOPS Technologies and connect it with the webmaster and Google Analytics.

ANSWER:-

<https://mordernethnic.blogspot.com/2024/09/importance-of-it-training.html>

Que.13 - What is the use of Local SEO ?

ANSWER:-

Local SEO (Search Engine Optimization) helps businesses increase their visibility in local

search results, which can lead to more customers and foot traffic.

Here are some ways local SEO can help your business:

Improve visibility:-

Local SEO helps your business appear more prominently in search results for local queries.

Attract customers:-

Local SEO can help you attract local customers and drive foot traffic to your physical location.

Improve reputation:-

Local SEO can help you improve your online reputation and attract new business opportunities.

Build relationship with competitors:-

Local SEO can help you build relationships with competitors by cross-promoting products and services.

Save money:-

Local SEO can be a cost-effective marketing channel, with little to no investment required to get started.

**Some strategies for local SEO include:
Optimizing local keywords, Managing Google Business Profile listings, Encouraging customer reviews, Creating and managing online business listings, and Building relationships with competitors.**

