Module 3

1.What are the four important tags we use in SEO?

- Meta title tags
- Meta description tags
- Meta keywords
- Meta robot tag

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

To add an image to a website, use the `<img>` tag like this: <img src="image-url.jpg" alt="Description of the image">
When adding an image to a website, ensure it's optimized for fast loading by keeping the file size and dimensions appropriate. Use clear and descriptive alt text for accessibility and SEO, and choose the right format for quality and performance.

3. What is the difference between NOFOLLOW and NOINDEX?

NO FOLLOW : This tag instructs the crawler not to follow the links on the page. It is a directive for web crawlers and search engines that instructs them not to follow the links on a particular page. When a link is marked with "no follow", it essentially tells the search engine to ignore that link when determining the page's ranking and not to pass any "link juice" through it. This is commonly used to prevent spammy links from affecting search engine rankings or to control the distribution of link authority. By applying the `nofollow` attribute, website owners can help manage their site's SEO and control how their content is indexed.

NO INDEX : The `noindex` tag is used to tell search engine crawlers not to include a specific page in their index. This means the page won't appear in search results or contribute to your site's overall ranking. It's useful for

excluding pages that are duplicate, low-quality, or otherwise not intended for public visibility in search engines. Adding the `noindex` tag helps control what content appears in search results and protects sensitive or irrelevant pages from being indexed.

4. Explain the types of queries.

Transactional Queries : A transactional query is a query where someone is looking to purchase something specific but hasn't yet decided where to buy it from. Transactional queries indicate buying intent (or the intent to execute a transaction).Most transactional queries include words like "buy," "purchase," "order," "cheap," or "discount."

Informational Queries : These are queries where the user is looking for information. For example, If someone types "How do electric cars work?" into a search engine, they are conducting an informational query. They want to understand the workings of electric cars and are looking for detailed explanations or guides on the topic.

Navigation Queries : A navigational query is aimed at reaching a specific website or web page. The user has a clear destination in mind and is using the search engine to find it. For example, If someone types "Twitter login" into a search engine, they are conducting a navigational query. They intend to go directly to the login page of Twitter, rather than looking for general information about Twitter.

Commercial Queries : Commercial queries are searches where people are looking for information to help them decide on a product or service they might buy soon. They often look for reviews, comparisons, or prices to make a smart purchase decision. For example, If someone searches for "best noise-cancelling headphones 2024," they are performing a commercial query. They are looking for information on top-rated noise-cancelling

headphones, likely to make a purchase decision based on the recommendations and reviews they find.

5. What is the importance of Site Map and Robot.txt in SEO?

Sitemap: A sitemap is a list of all the pages on your website that you want search engines to see. It helps search engines find and index your pages more efficiently, including new or updated ones. This ensures that all important content gets noticed and can improve your site's visibility in search results.

robots.txt: This file tells search engines which parts of your site they are allowed or not allowed to crawl. It helps you control access to certain areas, like duplicate content or sensitive information, and directs search engines to focus on your most important pages.

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

o **Admin pages**

o **Cart page**

o **Thank-you page**

 o **Images**

User-agent: *

Disallow: /admin pages/

Disallow: /cart page/

Disallow: /thank-you pages/

Disallow: /images/

7. What are on-page and off-page optimization?

On-Page Optimization

On-page optimization means making changes directly on your website to help it rank higher in search engines. This includes writing useful and relevant content, using keywords in titles and headings, and making sure your site loads quickly. You also want to have clean and descriptive URLs, and ensure your site works well on mobile devices. Good on-page practices make your site more appealing and easier for search engines to understand.

Off-Page Optimization

Off-page optimization involves actions outside of your website to improve its search engine ranking. This includes getting other trustworthy websites to link to your site, promoting your content on social media, and managing online reviews. It's about building your site's reputation and authority on the web. Effective off-page strategies help boost your site's credibility and attract more visitors.

8. Perform an on-page SEO using available tools for www.designer2developer.com

Website:- www.designer2developer.com

1. Identify target keywords

- Software development services
- IOT application development
- Mobile application development

2.Optimize the title tag

- Top Mobile App and Software Development Company specialising in IoT solutions.

3.Write your headline in an H1 tag
- <h1> Top Mobile App and Software Development Company </h1>

4.Write a meta description that boosts clicks
- We offer expert software development services tailored to your business. From IoT application development to mobile application development, our innovative solutions are designed to boost your efficiency and help your business grow. Get in touch with us today for custom software that fits your needs.

5.Check the URL slug for SEO-friendliness

- https://www.designer2developer.com/contact-us/

6.Add target keywords to your body content

- Designer2Developer is a tech service company with a skilled team of 30, balancing IT and software development with expertise in IoT (Internet of Everything). We offer tailored solutions for web and mobile platforms across diverse sectors like Education, Healthcare, Automotive, and more.

We specialise in creating prototypes and MVPs for startups, and providing SaaS and PaaS solutions for large organisations with customizable SDKs and APIs. Our experienced team uses the latest technology to deliver comprehensive ==software development services==, including intuitive web and ==mobile application development==, ==IoT application development==, device-server communication, embedded software, and integrated solutions with data analysis and predictive analytics.

7. Review your content quality
- The page doesn't have an H1 tag and only uses H2 tags. The description also misses the targeted keywords. Additionally, the body content is 43% plagiarism and 57% unique.

Suggest content quality - Header tags should be used correctly from H1 to H6. Make sure the title, description, and URL include the targeted keywords. Also, include links to social media pages. Ensure that all content is completely unique.

8. Mark up subheadings with header tags

\<H2\> Main Navigation Menu

\<H2\> INNOVATIVE, RELIABLE, QUALITY, SECURITY

\<H3\> Everything you want in a mobile & web app development partner.

\<H2\> WE LOVE AGILE DEVELOPMENT

\<H3\> A design – orientated approach mixed with technical skill and strategic decision making ensures that we deliver optimum results on every project.

\<H2\> Learn & Plan

\<H2\> Design

\<H2\> Develop & Test

\<H2\> Go Live!

\<H2\> Iterate & Maintain

\<H2\> WE ARE FLEXIBLE

\<H3\> Depending on the project-specific characteristics, we propose 3 major engagement models:

\<H2\> OUR SERVICE OFFERINGS

\<H3\> We bring deep platform expertise to your project, leveraging the mobile & web application development experience.

\<H2\> RECENT FROM OUR BELTS

\<H3\> View some of our case studies to see a selection of our clients.

\<H4\> School Management System, Education App Development

\<H4\> Tows Through Time,Location based app development

\<H4\> 24X7Driver - Taxi Cab App Development, GPS Enabled App Development

\<H4\> New Trans City- Fleet Management App Development, Taxi application development

\<H4\> Find Talent- Marketplace App Development, App Developers

\<H4\> FFI – Marketplace App for B2B

\<H4\> Peaceful Pregnancy- App Development for Health & Fitness

\<H4\> Snip

\<H4\> Nouvelle D'Spa- Online Appointment Booking App

\<H4\> Iserv-u, On-Demand Services App Development, on demand app development

\<H2\> FIND OUT WHAT OUR CLIENTS HAS TO SAY ABOUT US…

\<H3\> Our clients come to us because we offer amazing quality at unbeatable prices.

\<H2\> OUR CLIENTS & PARTNERS

\<H3\> We bring deep platform expertise to your project, leveraging the mobile & web application development experience.

\<H3\> Have an Idea?

Suggestion:

\<h1\>Top Mobile App and Software Development Company\</h1\>

-H2 to h6 are proper

9. Improve navigation with internal links

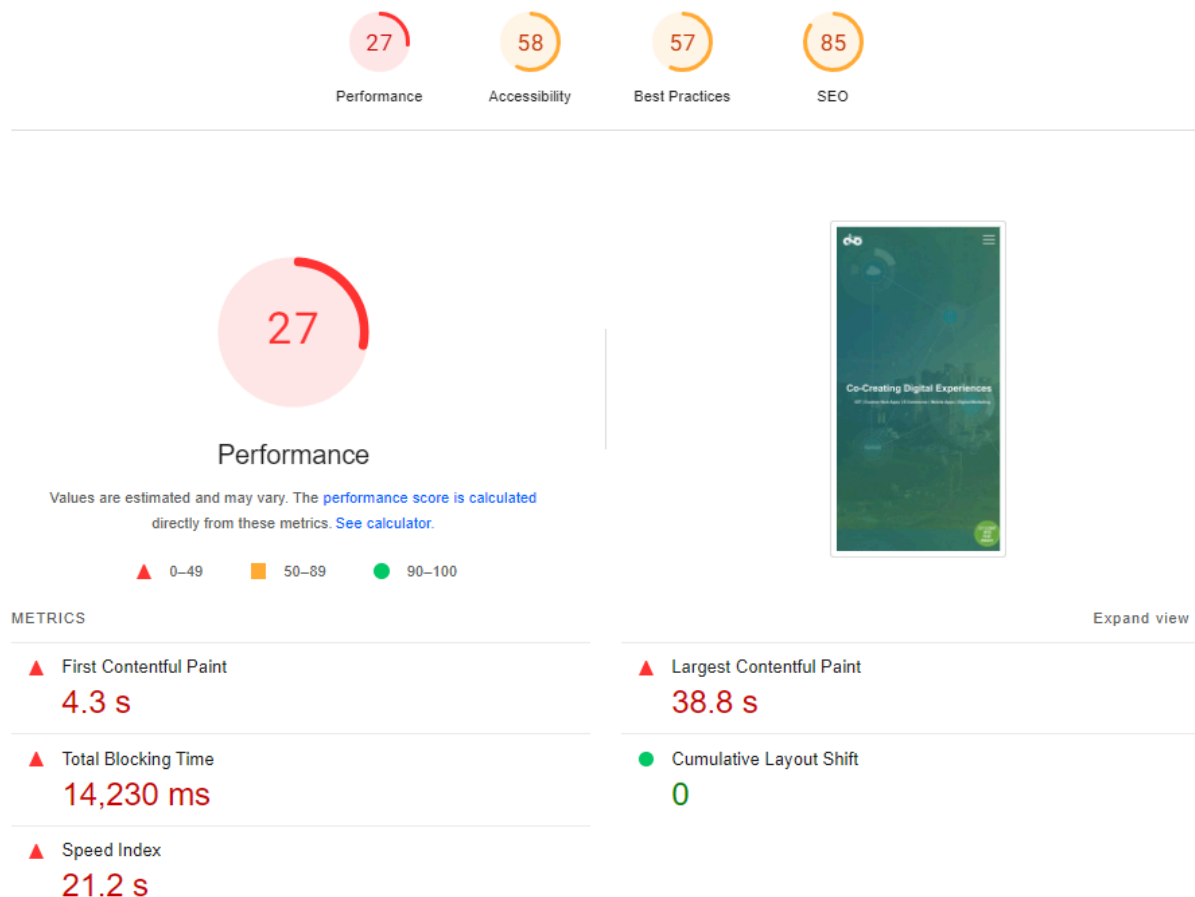-This link text clearly indicates what users will find
-<ahref="https://www.designer2developer.com/mobile-and-web-application-development-company/" >

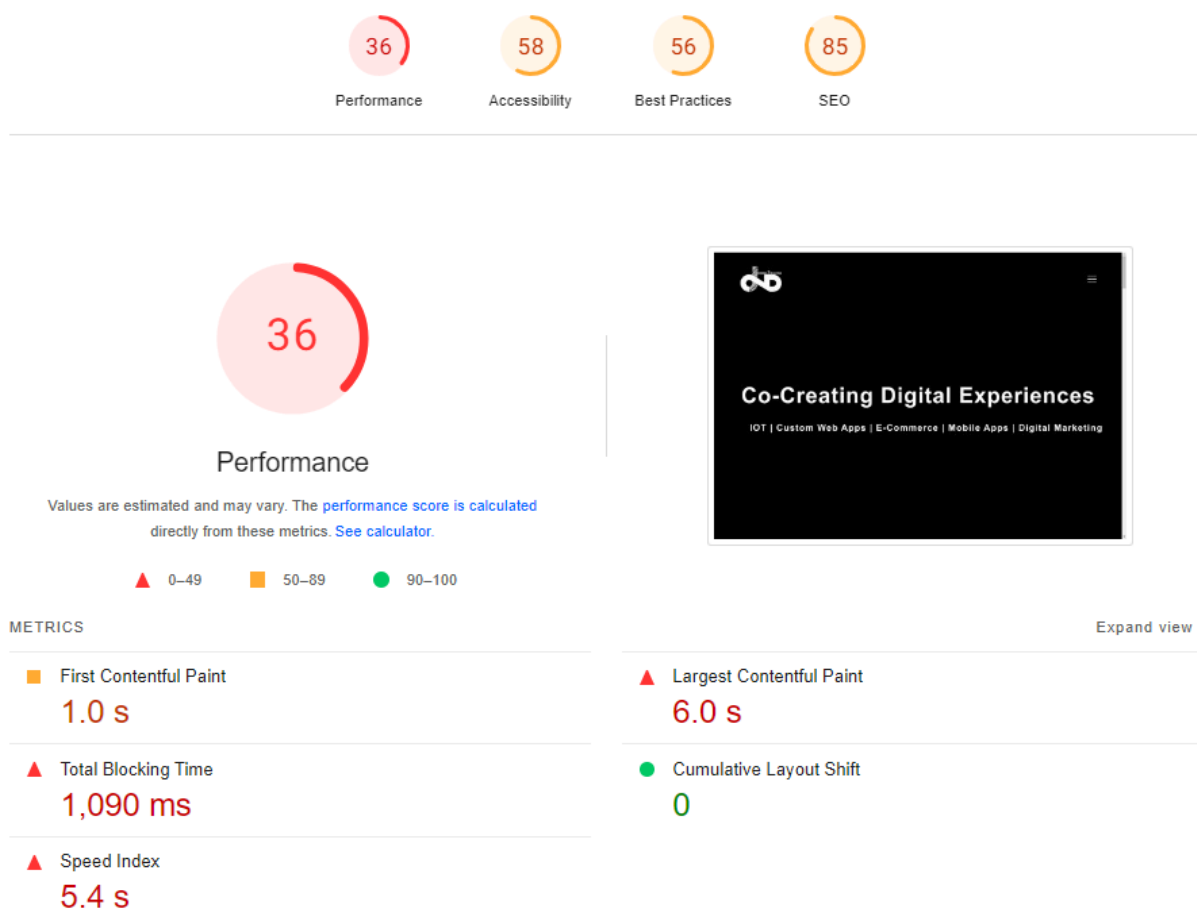## 10. Crawling date : 21 Aug 2024, 12:41:59

11. Page indexing

- Page is indexed

12. Core web vital

Cumulative layout shift is good but improves in first input delay and largest contentful paint . (mobile)

36	58	56	85
Performance	Accessibility	Best Practices	SEO

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Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.

▲ 0–49   ■ 50–89   ● 90–100

METRICS   Expand view

■ First Contentful Paint	▲ Largest Contentful Paint
1.0 s	6.0 s
▲ Total Blocking Time	● Cumulative Layout Shift
1,090 ms	0
▲ Speed Index	
5.4 s	

Cumulative layout shift is good but improves in first input delay and largest contentful paint . (desktop)

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

Here's the complete on-page SEO checklist:

Website:- www.esellerhub.com

1. Identify target keywords

-E-Commerce Solutions ($100 - 1K, low$)

2.Optimize the title tag

-Custom E-Commerce Solutions, Designed and Built for Your Business

3.Write your headline in an H1 tag

-<h1>Custom ECommerce Solutions, Designed and Built for Your Business</h1>

4.Write a meta description that boosts clicks

eSellerHub provides premium eCommerce solutions with top inventory management software and custom systems. Optimise order management—request a demo today!

5.Check the URL slug for SEO-friendliness

https://www.esellerhub.com/blog/

6.Add target keywords to your body content

Running an online retail business comes with its own set of challenges, especially in today's competitive market. To succeed, using E-Commerce Solutions is essential. Multi-channel marketplace management software is a must-have for managing your online store effectively. Whether you run a clothing shop or a grocery store, accurate inventory management and order fulfilment are crucial. Custom ECommerce Solutions, designed specifically for your business needs, can help streamline these tasks and boost your success.

7. Review your content quality

  Header tags are correctly used in the website. Social media pages are also properly mentioned in this website and   Targeted keywords are properly mentioned in the title, description, and URL.

8. Mark up subheadings with header tags

<H1> Custom ECommerce Solutions, Designed and Built for Your Business

<H2> Inventory Management

<H3> Order Management

<H3> Supplier Management

<H3> Fulfilment

<H3> Reporting and Analytics

<H3> API Integrations

<H4> Marketplace Integrations

<H4> Shipping Integrations

<H4> Amit Mitra

<H4> Bhargav Patel

<H4> Luke Billyard

<H4> Jennifer Shaw

<H4> Amit Mitra

<H4> Bhargav Patel

<H4> Luke Billyard

<H4> Jennifer Shaw

<H4> Amit Mitra

9. Improve navigation with internal links

-This link text clearly indicates what users will find
-<ahref= "https://www.esellerhub.com/success-stories.html "

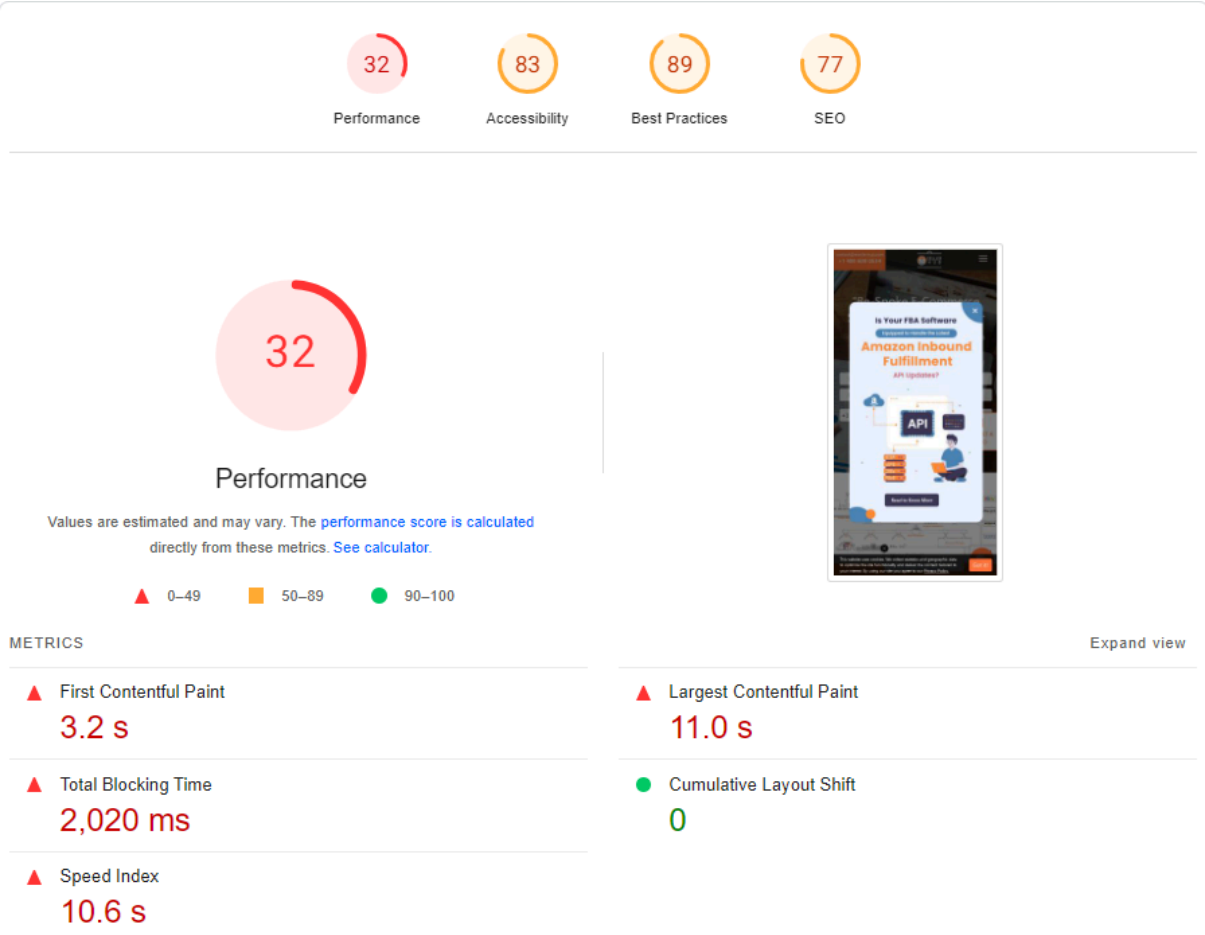**10. Crawling date : 22 Aug 2024, 12:25:12**

11. Schema use

- Local Businesses schema
- Organisation schema
- Sitelinks search box schema

12. Page indexing

- Page is indexed

13. Core web vital

32 Performance	83 Accessibility	89 Best Practices	77 SEO

Performance

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Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.

▲ 0–49   ■ 50–89   ● 90–100

METRICS   Expand view

▲ First Contentful Paint   ▲ Largest Contentful Paint
3.2 s   11.0 s

▲ Total Blocking Time   ● Cumulative Layout Shift
2,020 ms   0

▲ Speed Index
10.6 s

Cumulative layout shift is good but improves in first input delay and largest contentful paint . (mobile)

58	83	93	77
Performance	Accessibility	Best Practices	SEO

58
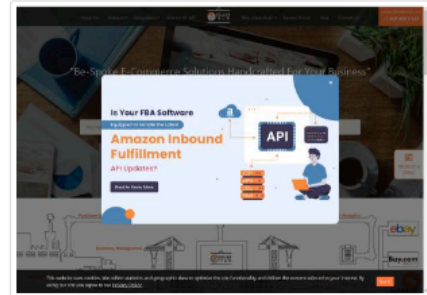
Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.

▲ 0–49   ■ 50–89   ● 90–100

METRICS   Expand view

● First Contentful Paint
0.7 s

▲ Largest Contentful Paint
2.7 s

■ Total Blocking Time
290 ms

■ Cumulative Layout Shift
0.144

▲ Speed Index
4.1 s

First input delay is good but improves in Largest contentful paint and cumulative layout shift . (desktop)

Here's the complete off-page SEO checklist:

- Link building
- Social Media Engagement
- Online Reviews
- Social Bookmarking
- Podcast & Webinars
- Blog Commenting

10. What are the characteristics of "bad links" ?

"Bad links," or low-quality or harmful backlinks, can negatively impact your website's search engine ranking and overall SEO performance. Here are some key characteristics of bad links:

- **Unrelated Sites**: Links from websites that aren't about the same topic as your site can be harmful. They don't add value to your content.
- **Spammy Websites**: Links from sites that look like they're spammy, full of ads, or have low-quality content are bad for SEO.
- **Low-Quality Sites**: Links from websites with a bad reputation or low credibility don't help and might even hurt your rankings.
- **Overuse of Keywords**: Links with text that's stuffed with keywords in a way that looks unnatural can be seen as manipulative.
- **Paid Links**: Links that you've bought instead of earned naturally are against search engine rules and can lead to penalties.
- **Hidden Links**: Links that are hidden or disguised so users can't see them are considered deceptive.
- **Reciprocal Linking**: Excessive linking back and forth with other sites just for SEO purposes can be seen as suspicious.
- **Links from Harmful Sites**: Links from sites involved in scams or harmful activities can damage your site's reputation.

Keeping your backlink profile clean and natural helps your website rank better and stay in good standing with search engines.

11. 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

https://bhavyatops.blogspot.com/2024/09/how-to-excel-with-top-data-analyst.html

12.What is the use of Local SEO?

Local SEO is used to help businesses appear in search results when people look for services or products nearby. It ensures that if someone searches for something like "best coffee shop in town," local businesses in the area show up prominently. By adding local details to your website and online profiles, you make it easier for customers in your area to find you. This can lead to more foot traffic, calls, and inquiries from people who are nearby and looking for what you offer.