

Seo

Practicals

SEO Exercise - Syllabus wise

From Unit 1

1. Compare Top-5 Major Search engines.

1. Google :

With over 70% of the search market share, Google is undoubtedly the most popular search engine. Additionally, Google captures almost 85% of mobile traffic. The large traffic potential makes Google a viable option when aiming to capture organic or paid search -- the downside, of course, is almost everyone is competing for the same traffic.

Plus, recent changes to Google's algorithm, like featured snippets, aim to fulfill users' needs directly on Google, so they don't need to click any links. These changes, and Google's popularity, might make it hard for you to capture the website traffic you want.



2. Bing :

Bing, Google's biggest contender, rakes in **33% of U.S. searches** and also powers Yahoo, the U.S.'s third biggest search engine. Bing's search pages look remarkably similar to Google's, with the same categories and a similar white background, with blue links and green URLs. However, Bing additionally offers "Rewards", a program that gives you points when you search or shop on the engine, and then allows you to redeem those points for gift cards, non profit donations, and more.

The screenshot shows a Bing search results page with the query 'web traffic'. The results are as follows:

- Advertise Your Website Now | Get Setup With Solomoto**
bing-ads.solomoto.com Ad 100,000+ Businesses Can't Be Wrong, Join Now & Start Advertising Your Website
- Web Traffic | Promote Your Site with Taboola**
go.taboola.com/traffic Ad Find Out How Your Content Can Be Reached by 1 Billion People Every Month !
Service catalog: Content Distribution, Lead Generation, Blog Promotion, Retargeting
- Grow your website traffic! | Target Website Traffic**
https://www.addmoretraffic.com Ad Premium Quality Traffic - 100% Human Traffic
Buy website traffic today and promote your website quickly and easy. 100% cheap ...
80 Countries · Increase Sales · Online Payments · Are You Ready
- Web Optimization Made Easy | So You Convert More Visitors**
https://vwo.com/get-started/weboptimization Ad Understand Visitor Behaviour In Real Time And Increase Conversions. Try Today!
Identify Conversion Leaks and Optimize Your Website

On the right side of the search results, there is a sidebar with the heading 'See results for Web traffic'. It includes a definition of 'Web traffic' as the amount of data sent and received by visitors to a website, noting that it has been the largest portion of Internet traffic since the mid-1990s. It also lists 'Traffic (Leading Non-Governmental Organization)' as the Wildlife Trade Monitoring Network, a non-governmental organization working globally to combat the illegal trade of wild animals and plants.

3. Baidu :

Baidu is China's largest search engine, capturing over **75% of China's search market**. The search engine looks similar to Google (besides being in Mandarin), with a white background, blue links, and green URLs. Like Google, Baidu aims to incorporate more **rich features in the SERPs**.

If you have an interest in appealing to the Asian market, Baidu is a good option to consider. However, the search engine censors certain images and blocks pro-democracy websites, so if you're comparing search results, you'll find a more comprehensive results list on Google.

Baidu 百度 popular movies 2018 搜索工具

网页 资讯 知道 图片 视频 贴吧 文库 地图 音乐 更多»

百度为您找到相关结果约6,450个

您可以仅查看: 英文结果

[Best 2018 Action Movies | List of Top Action Films of 2018](#)
查看此网页的中文翻译, 请点击 [翻译此页](#)
In 2018, action **films** have dominated the big screen. With their fast-paced storylines, invigorating fight sequences, and heroic leads, great action **movies**...
<https://www.ranker.com/list/be...> - 百度快照

[Pumpy Shumpy - New Songs Top Movies 2018 | Top Songs New ...](#)
查看此网页的中文翻译, 请点击 [翻译此页](#)
Hot Hollywood actress Scarlett Johanson **Movies** list 2018. She is famous for her sex appeal and action **movies**. Her latest **movie** is "Ghost in the Shell".
www.pumpyshumpy.com/ - 百度快照

[2018 Movies : New & Upcoming Movies 2018](#)
查看此网页的中文翻译, 请点击 [翻译此页](#)
2018 **Movies**: Death of a Nation • Alpha • A.X.L. • Slender Man • The Meg • Spider-Man: Into the Spider-Verse • Dog Days, **movies**...
<https://www.movieinsider.com/m...> - 百度快照

搜索热点

排名	搜索指数
1 李晨朋友圈截图	497900 ↓
2 人民日报评辱华	464761 ↑
3 男孩被狗咬后去世	445268 ↓
4 杨丞琳爆冷淘汰	429373 ↑
5 黎曼猜想将揭谜底	382589 ↑
6 天空广播被收购	380789 ↓
7 经远舰曾遭盗掘	376291 ↓
8 英雄联盟S8抽签	374791 ↓
9 宝成铁路客车停运	373592 ↓
10 梅西怒骂主裁判	372692 ↓

4. Yahoo! :

Admittedly not the sleekest search engine interface, Yahoo still manages to capture fourth place in our list, with a little over **3% of the worldwide market share**. Yahoo is **powered by Bing**, so search results are incredibly similar between the two search engines. However, it's still an important search engine in its own right, with over **600 million monthly users on mobile** and **one billion total users**.

YAHOO! Sign in Mail

Mail News Finance Sports Politics Entertainment Lifestyle More...


White Sox star says what many think about umpire
 White Sox shortstop Tim Anderson unloaded on umpire Joe West after being ejected in the ninth inning of a game against the crosstown rival Cubs.
'Why do you keep looking at me?' »
 1103 people reacting

The greatest comeback story in sports history Trump defends Kavanaugh amid new... Kaepernick has become Nike's \$6B man Children's remains found in Mexican mass graves NFL hits new low with latest Clay Matthews...

Trending Now

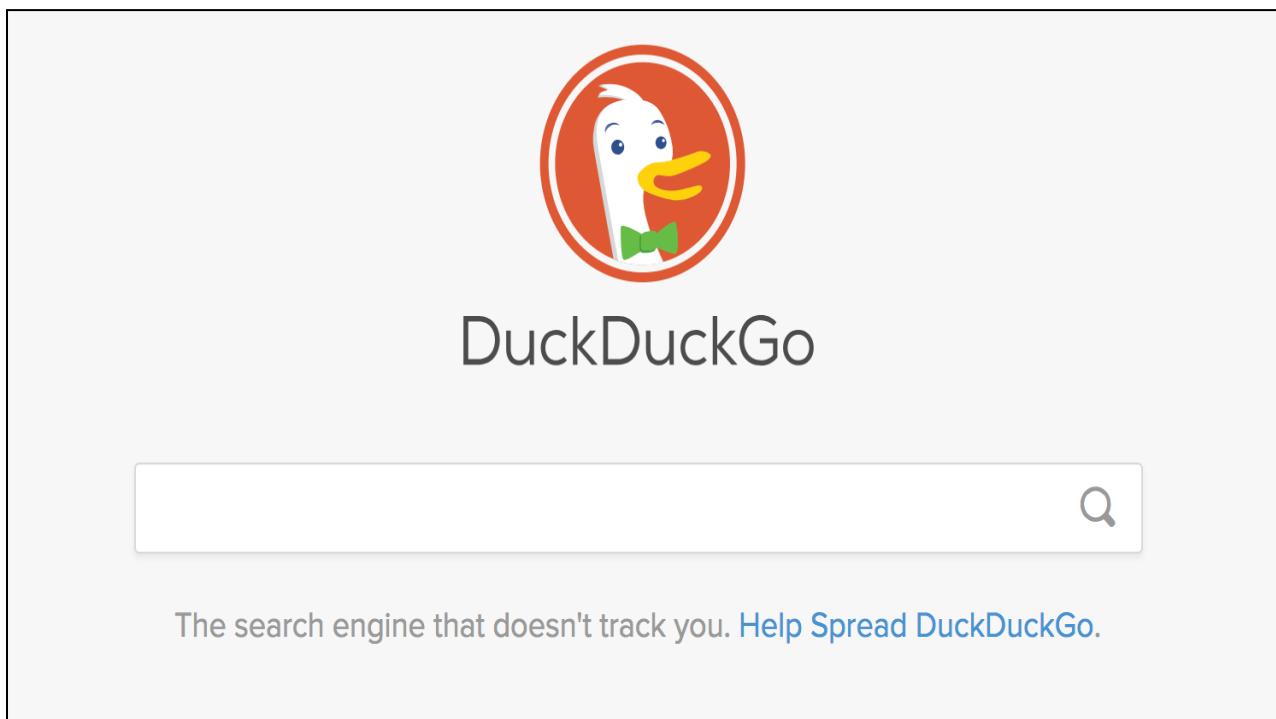
1. Kaley Cuoco	6. QuickBooks
2. Olivia Wilde	7. Ronald Reagan
3. North Korea	8. Michelin Tire Deals
4. Nikki Haley	9. Jessica Alba
5. Jared Leto	10. Reverse Mortgage ...


 Help feed, shelter and comfort those who need it most.

5. DuckDuckGo :

If you're uneasy about targeted ads or don't want your search data stored, you might want to try DuckDuckGo, which touts itself as "The search engine that doesn't track you". It doesn't track, collect, or store any information, so you're safe to search for shoes without feeling bombarded by subsequent Macy's Shoes ads. It's worth noting there are still ads on DuckDuckGo -- just not personalized ones.

Additionally, DuckDuckGo has a clean interface and only one search page, making it easier to navigate than other search engines. With an average **26,754,932 daily direct searches** as of September 2018, it's slowly gaining steam in the search market.



2. Show the Paid Advertisement Result and Natural Search Result in Google.

The screenshot shows a Google search results page for the query "iphone 11".

Paid Results: A purple box highlights the top section of the results, which consists of five sponsored ads for the Apple iPhone 11. Each ad includes a small image of the phone, the product name, storage options, price, and a link to the seller's website (Amazon.in or Reliance Digital). A purple arrow points from the "Paid Results" label to the first ad.

Organic Results: A purple box highlights the bottom section of the results, which includes the official Apple website listing and technical specifications, and a promotional offer for buying an iPhone 11. A purple arrow points from the "Organic Results" label to the "Buy iPhone 11 - Apple (IN)" link.

Search Query: iphone 11

Number of Results: About 3,74,00,00,000 results (0.69 seconds)

Ads - Shop iphone 11 :

- Apple iPhone 11 (64GB) - ₹40,999 Amazon.in Free delivery
- Apple iPhone 11 (128GB) - ₹45,999 Amazon.in Free delivery
- Apple iPhone 11 128 GB,... ₹52,150 Reliance Di... Amazon.in Free delivery
- Apple iPhone 11 (64GB) - ₹40,999 Amazon.in Free delivery
- Apple iPhone 11 (64GB) - ₹41,999 Amazon.in Free delivery

iPhone 11 - Technical Specifications - Apple (IN)
iPhone 11 Technical Specifications · Liquid Retina HD display · 15.5 cm / 6.1-inch (diagonal) all-screen LCD Multi-Touch display with IPS technology · 1792x828- ...

Buy iPhone 11 - Apple (IN)
Get up to ₹11500 off a new iPhone 11 when you trade in any eligible smartphone. Buy now with free delivery. EMI available.

Paid Results: Apple iPhone 11
★★★★★ 36,589 reviews

Details **Reviews** **Shops**

Ads - Shop now

Colour Capacity

- ₹40,999 · Amazon.in Apple iPhone 11 (64GB) - Black
- ₹52,150 · Reliance Digital Black · 128 GB
- ₹49,900 · TataCliQ.com Apple iPhone 11 (64GB) - Green
- ₹49,900 · Flipkart Apple Iphone 11 (white, 64 Gb, 0 Mah)

From Unit 2

3. Show the layout (different parts) of any major Search engine.

In this part we can use **Google** search engine for show the layout of different parts.

1. Google All Link :

A screenshot of a Google search results page for the query "redmi note 9". The "All" tab is highlighted with a red arrow pointing to it. The search results include a grid of five ads for Redmi Note 9 phones from Flipkart, followed by a snippet from Mi India, another snippet from Mi Global Home, and a snippet from news18.com. To the right, there is a detailed product card for the Xiaomi Redmi Note 9 with a 5-star rating and links to details, reviews, and shops. The page also shows filters for color and capacity, and price options from ₹11,999 to ₹16,499.

2. Google Image Search :

A screenshot of a Google Images search results page for the query "nature images". The "Images" tab is highlighted with a red arrow pointing to it. The results display a grid of nature-related images, including landscapes, animals, and close-ups. Below each image is a link to the source website. At the top of the image grid, there are several filter tags: wallpaper, beautiful, love, flower, full hd, night, photography, green, morning, and spring. The page also includes a sidebar with links to nature stock photos and free nature images.

3. Google Shopping :

The screenshot shows a Google search results page for the query "dell laptop". The "Shopping" tab is selected in the navigation bar. The results are titled "Ads - See dell laptop". On the left, there are filters for Price (radio buttons for "Up to ₹30,000", "₹30,000 - ₹50,000", "₹50,000 - ₹1,00,000", "Over ₹1,00,000", with "₹ Min" and "₹ Max" input fields), Brand (checkboxes for Dell, Alienware, ASUS, HP, Lenovo, Acer), and Operating System (checkboxes for Windows OS, Chrome OS, Linux, Mac OS). The main area displays six Dell laptop products with their images, names, prices, and ratings:

Laptop Model	Description	Price	Ratings	Delivery
Dell Vostro 14 3405	Business Laptop - w/ AMD Ryzen 5...	₹35,489.99	Dell India	Free delivery
Alienware M15 R6	Gaming Laptop - w/ 11th gen Intel Cor...	₹2,39,989.99	Dell India	Free delivery
Dell G15 Gaming Laptop	w/ 10th gen Intel Core - ...	₹85,490.00	Dell India	Free delivery
Dell Vostro 15 3501	Business Laptop - w/ 10th gen Intel...	₹38,489.99	Dell India	Free delivery
Dell XPS 13	Business Laptop - w/ 11th gen Intel...	₹1,88,261.22	Dell India	Free delivery

4. Google Videos :

The screenshot shows a Google search results page for the query "website seo". The "Videos" tab is selected in the navigation bar. The results are titled "About 3,46,00,000 results (0.54 seconds)". The first result is a video by Neil Patel titled "A Simple Step by Step Guide to SEO - Neil Patel". Below it is a video from DreamHost titled "17 SEO Tools to Optimize Your Website for Success in 2021". Other results include a video from Google Developers titled "Do you need an SEO? - Google Developers", a video from Backlinko titled "What is SEO? Search Engine Optimization In Plain English", and a video by Brian Dean titled "Search engine optimization (SEO) is the practice of getting targeted traffic to a website from a search engine ...".

5. Google News :

A screenshot of a Google search results page for the query "today news". The "News" tab is selected, indicated by a red arrow pointing to the tab bar. The results show three news items from different sources: Hindustan Times, The Indian Express, and The Economic Times. Each item includes a thumbnail image, the source logo, a brief headline, and a snippet of the article. The first item from Hindustan Times discusses a Union minister's son arrested in Lakhimpur violence. The second item from The Indian Express discusses NCB questioning Aryan Khan's driver in a ship drug raid case. The third item from The Economic Times discusses Lakhimpur Kheri Live News Updates involving Union Minister Ajay Mishra's son Ashish Mishra.

6. Google Books :

A screenshot of a Google search results page for the query "php manual". The "Books" tab is selected, indicated by a red arrow pointing to the tab bar. The results show two book entries from books.google.co.in. The first book is "PHP & MySQL: The Missing Manual" by Brett McLaughlin, published in 2012. The second book is "PHP and MySQL Manual: Simple, Yet Powerful Web Programming" by Simon Stobart and Mike Vassileiou, published in 2004. Both books have their respective book covers displayed. Below each book entry, there is a "Preview" button and a "More editions" button. A callout box highlights the text "FOUND INSIDE – PAGE 15" and a snippet of text from the book.

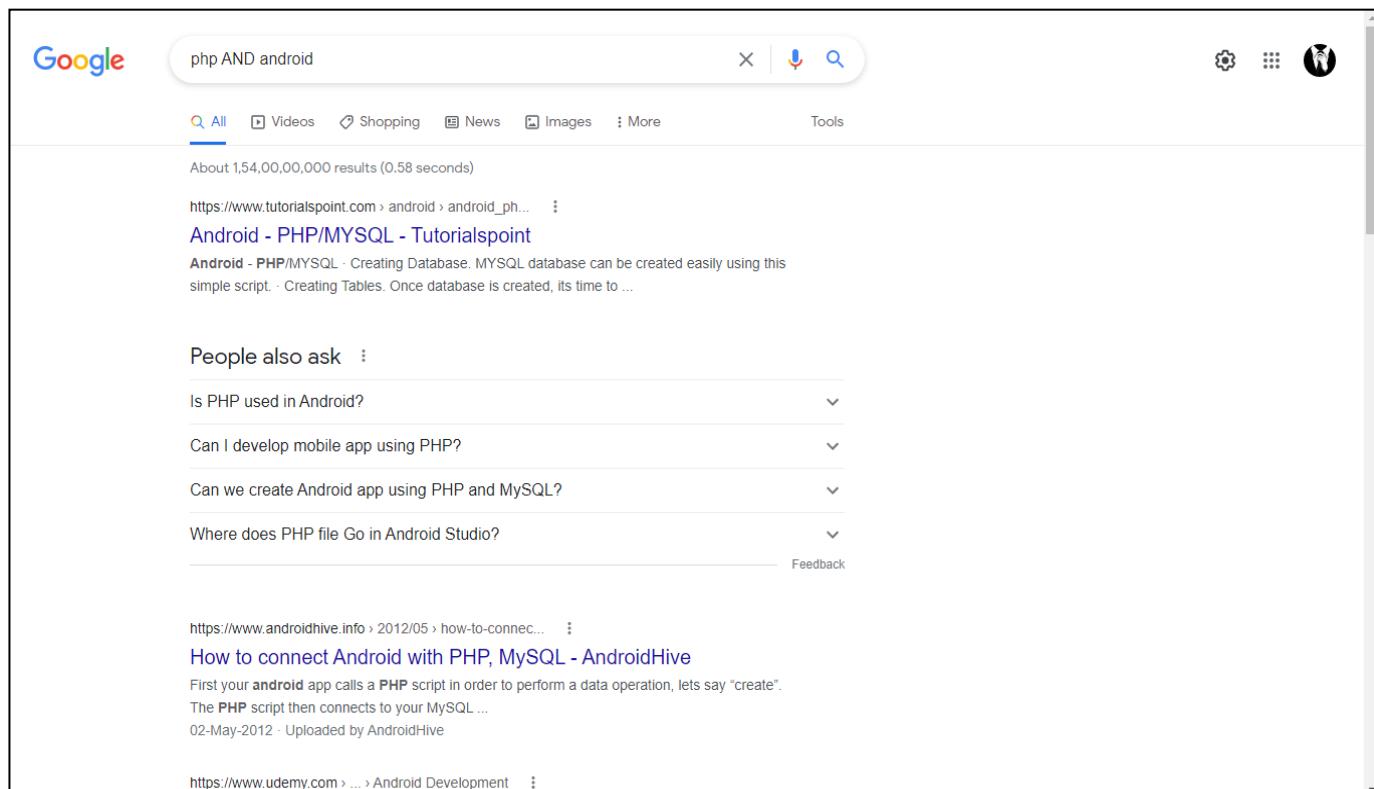
7. Google Map :

A screenshot of a Google Maps search result for "kamani science college amreli". A red arrow points from the text "Map Search" to the "Maps" tab in the navigation bar. The map shows the location of Kamani Science College And Prataprai Arts College, which is marked with a red pin. The college is situated in a residential area with several other buildings and landmarks nearby, including P.T.C. college, KK Parekh Institute of Management Studies, KK Parekh Commerce College, and Hanuman Temple. The map also shows streets like Sukhnath Colony Rd, Lathi Rd, and Station Rd. A small thumbnail image of the college building is visible on the left side of the map interface.

4. Perform and show the use of following Advance Search operators in Google.

a. AND :

Search for X *and* Y. This will return only results related to both X *and* Y. **Note:** It doesn't really make much difference for regular searches, as Google defaults to "AND" anyway. But it's very useful when paired with other operators.



b. OR :

Search for X *or* Y. This will return results related to X or Y, or both. **Note:** The pipe (|) operator can also be used in place of "OR."

Google search results for "asp.net OR c#".

Search bar: asp.net OR c#

Tools: All, Images, Books, Videos, News, More, Tools

About 18,80,00,000 results (0.66 seconds)

[ASP.NET | Open-source web framework for .NET](https://dotnet.microsoft.com/apps/aspnet)
Build web apps and services that run on Windows, Linux, and macOS using C#, HTML, CSS, and JavaScript. Get started for free on Windows, Linux, or macOS.

[What is ASP.NET?](https://dotnet.microsoft.com/learn/what-is-aspnet)
NET platform: The C#, F#, and Visual Basic programming languages; Base libraries for working with strings, dates, files/I/O, and more; Editors ...

People also ask:

- What is ASP.NET in C#?
- Is ASP.NET written in C#?
- Is C# .NET dying?
- Is ASP.NET Dead 2020?

[ASP.NET Tutorial - Tutorialspoint](https://www.tutorialspoint.com/asp.net)



C#
Programming language

C# is a general-purpose, multi-paradigm programming language. C# encompasses static typing, strong typing, lexically scoped, imperative, declarative, functional, generic, object-oriented, and component-oriented programming disciplines.

[Wikipedia](#)

Designed by: Anders Hejlsberg (Microsoft Corporation)
First appeared: 2000; 21 years ago
Family: C
Typing discipline: Static, dynamic, strong, [safe](#), nominative, partially inferred

c. “ ” :

Force an exact-match search. Use this to refine results for ambiguous searches, or to exclude synonyms when searching for single words.

Allows us to search whole phrase like “seo companies”

Google search results for "seo companies".

Search bar: "seo companies"

Tools: All, News, Maps, Images, Videos, More, Tools

About 8,72,000 results (0.58 seconds)

[Best SEO Companies & Services - 2021 Reviews | Clutch.co](https://clutch.co/seo-firms)
List of the Best Search Engine Optimization Companies · Ignite Visibility · WebFX · Straight North · Titan Growth · Boostability · Victorious · Searchbloom · Big Leap · Twickenham, United Kingdom · Canada · SocialSEO

[Top SEO Companies in India - 2021 Reviews | Clutch.co](https://clutch.co/seo-firms)
List of the Top India SEO Agencies · SEO Experts Company India · SEOValley Solutions Pvt. Ltd. · Indazo · SEO Discovery · PageTraffic · Seotonic Web Solutions Pvt Ltd.

People also ask:

- Which company is best for SEO?
- How much does it cost to hire an SEO company?
- Is hiring a SEO company worth it?
- What are the 3 types of SEO?

Internet Marketing Services

d. (+) Operator :

Force an exact-match search on a single word or phrase.

A screenshot of a Google search results page for the query "jobs +apple". The search bar at the top contains the query. Below the search bar, there are filters for "All", "News", "Images", "Videos", "Shopping", and "More". The "Tools" button is also visible. The main content area shows a list of job listings. The first listing is for a "Software Development Engineer" at Apple in Bengaluru, Karnataka, posted 2 days ago. The second listing is for a "Devops" position at Apple in Hyderabad, Telangana, posted over 1 month ago. The third listing is for a "Full Stack Developer" at Apple in Bengaluru, Karnataka, posted over 1 month ago. A link to "100+ more jobs" is at the bottom of the list.

e. (-) Operator :

Exclude a term or phrase. In our example, any pages returned will be related to jobs but *not* Apple (the company).

A screenshot of a Google search results page for the query "jobs -apple". The search bar at the top contains the query. Below the search bar, there are filters for "All", "News", "Images", "Books", "Maps", and "More". The "Tools" button is also visible. The main content area shows a list of job listings. The first listing is for a "Senior Brand Manager" at Sanofi Global (English) in Mumbai, Maharashtra, posted 1 day ago. The second listing is for a "Pre-Primary Teacher" at Shine in Rajkot, Gujarat, posted 5 days ago. The third listing is for a "Team Lead/Consultant-Record To Report" at Accenture in Mumbai, Maharashtra, posted 4 days ago. A link to "100+ more jobs" is at the bottom of the list.

f. (Site:) Operator :

Limit results to those from a specific website.

The screenshot shows a Google search results page with the query 'site:apple.com'. The results list several Apple websites:

- <https://developer.apple.com> :: **Apple Developer**
There's never been a better time to develop for Apple platforms.
- <https://school.apple.com> :: **Apple School Manager**
Manage your organization's devices, apps, and accounts.
- <https://www.apple.com> > ... · [Translate this page](#) :: **Apple (Magyarország)**
Nézz körül az Apple innovatív világában: iPhone, iPad, Apple Watch, Mac és Apple TV, tarto zékok tárháza, szórakozás és profi terméktámogatás.
- <https://www.apple.com> > ... :: **Apple (United Arab Emirates)**
Discover the innovative world of Apple and shop everything iPhone, iPad, Apple Watch, Mac, and Apple TV, plus explore accessories, entertainment, ...
- <https://www.apple.com> > ... · [Translate this page](#) :: **Apple (中国大陆) - 官方网站**
探索Apple充满创新的世界，选购各式iPhone、iPad、Apple Watch和Mac，浏览各种配件、娱乐产品，并获得相关产品的专家支持服务。

g. (cache:) Operator :

Returns the most recent cached version of a web page (providing the page is indexed, of course).

This screenshot shows a Google search result for the query 'cache:kscpac.org'. It displays the cached version of the <http://kscpac.org/login.php> page. The page title is 'Kamani Science College And Prataprai Arts College'. The cached page includes a header with the college's logo and name, a navigation menu with links like Home, About Us, Management, Faculty, Student, Downloads, Facilities, Contact Us, and Fees. Below the header, there are two main sections: 'Trustee & Faculty' (with a placeholder image frame) and 'Latest News'. The 'Latest News' section contains two news items dated 06/10/2021. At the bottom left, there is a 'Useful Area' sidebar with links to 'Topper List' and 'List of Holidays'. The bottom right features a 'Quotable Quotes' box with the Chinese proverb 'The journey of a thousand miles begins with a single step.'

h. (info:) Operator :

Find information about a specific page, including the most recent cache, similar pages, etc. **Note:** The **id:** operator can also be used—the results are identical.

Google search results for **info:kscpac.org**:

About 1,400 results (0.63 seconds)

Kamani Science College And Prataprai Arts College
કમાણી સાયન્સ કોલેજ અને પ્રતાપરાય આર્ટ્સ કોલેજ. Kamani Science College And Prataprai Arts College. "VIDYAVIHAR", OPP. Missing: info: | Must include: info:
You've visited this page 4 times. Last visit: 7/9/21

Search your detail to pay fees - kscpac.org Fees
Search your detail to pay fees. GR No *. Search Reset. © reserved by Kamani Science College And Prataprai Arts College Developed & Managed by Aum ...

KSC-Kamani Science College - University.Youth4Work.Com
Email, principal kscpac.org. Official Website, <http://www.kscpac.org/>... Aid admission. Info. update by students of the respective college only.
You've visited this page 2 times. Last visit: 25/5/19

kscpac.org - કમાણી સાયન્સ કોલેજ અને પ્રતાપરાય આર્ટ્સ કોલેજ Kamani ...
kscpac.org - કમાણી સાયન્સ કોલેજ અને પ્રતાપરાય આર્ટ્સ કોલેજ Kamani Science College And Prataprai Arts College.

Kamani Science College And Prataprai Arts College
Website Directions Save Call
College in Amreli, Gujarat
Address: Lathi Rd, Madhuvan Park, Amreli, Gujarat 365601
Phone: 02792 222 047
People also search for View 5+ more
Saurashtra University Gujarat University KK Parekh Commerce College Christ College, Rajkot K. V. Virani Institute...

i. (related:) Operator :

Find sites related to a given domain.

Google search results for **related:apple.com**:

About 19 results (0.20 seconds)

Microsoft – Cloud, Computers, Apps & Gaming
Explore Microsoft products and services for your home or business. Shop Surface, Microsoft 365, Xbox, Windows, Azure, and more.

MacRumors: Apple News and Rumors
The first full week of October was a busy one for Apple news, including the launch of pre-orders for the Apple Watch Series 7, the 10th anniversary of Steve ...

The Mac Observer - Apple iPhone, Mac, Watch and iPad ...
Apple iPhone, Mac, Apple Watch, and iPad News, Opinions, Tips and Podcasts.

MacInTouch
No information is available for this page.
Learn why

9to5Mac - Apple News & Mac Rumors Breaking All Day

j. (*) Operator :

Acts as a wildcard and will match any word or phrase.

Google search results for "steve * apple". The search bar shows "steve * apple". The results page has a header with "All", "News", "Shopping", "Images", "Videos", "More", and "Tools". Below the header, it says "About 40,20,00,000 results (0.75 seconds)". The first result is a link to Wikipedia's Steve Jobs page. The sidebar on the right is titled "Steve Jobs" and includes a summary: "American business magnate", birth date "24 February 1955", death date "5 October 2011", spouse "Laurene Powell Jobs (m. 1991–2011)", education "Reed College (1972–1974)", and children "Lisa Brennan-Jobs, Eve Jobs, Reed Jobs, Erin Sienna Jobs". It also features a collage of images of Steve Jobs and an Apple logo.

k. ext (filetype:) Operator :

Restrict results to those of a certain filetype.

E.g., PDF, DOCX, TXT, PPT, etc. Note: The “ext:” operator can also be used—the results are identical.

Google search results for "seo filetype:pdf". The search bar shows "seo filetype:pdf". The results page has a header with "All", "Images", "News", "Books", "Videos", "More", and "Tools". Below the header, it says "About 3,45,00,000 results (0.59 seconds)". The first result is a PDF titled "Google's Search Engine Optimization Starter Guide". The sidebar on the right is titled "Search engine optimization" and includes a diagram of the SEO process, sections for "Ranking", "Title", "Recommendations", and "SEO books" (with links to "The Art of SEO", "SEO FITNESS WORKBOOK", "SEO 2021", and "3 Months To No 1").

I. (~) Operator :

Include synonyms. Doesn't work, because Google now includes synonyms by default. (*Hint: Use double quotes to exclude synonyms.*)

Google search results for `~android`:

About 5,46,00,00,000 results (0.81 seconds)

[The platform pushing what's possible - Android](https://www.android.com/intl/en_in/)
Introducing **Android 11**. Meet the OS that's optimised for how you use your phone. Helping you to manage conversations. And organising your day.

Android Developers
The official site for Android app developers. Provides the ...

Download Android Studio
Find opportunities to reduce your Android app size by inspecting ...
[More results from android.com »](#)

People also ask :

- Is Android better than iPhone?
- Who is the owner of Android?
- What is the difference between iPhone and Android?
- Is Android a phone?

Feedback

Android
Operating system

Android is a mobile operating system based on a modified version of the Linux kernel and other open source software, designed primarily for touchscreen mobile devices such as smartphones and tablets.
[Wikipedia](#)

Platforms: 64- and 32-bit (32-bit only apps being dropped in 2021) ARM, x86 and x86-64, unofficial RISC-V support
Initial release date: 23 September 2008
Update method: OTA
Default user interface: Graphical user interface (Multi-touch)

m. (intext:) Operator :

Find pages containing a certain word (or words) somewhere in the content. For this example, any results containing the word “apple” in the page content will be returned.

Google search results for `intext:apple`:

About 11,87,00,00,000 results (1.05 seconds)

[Apple \(India\)](https://www.apple.com/)
Discover the innovative world of Apple and shop everything iPhone, iPad, Apple Watch, Mac, and Apple TV, plus explore accessories, entertainment and expert ...

iPhone
Festive together. Buy iPhone 12 or iPhone 12 mini, get AirPods on ...

iPad
Explore the world of iPad. Featuring an all-new iPad Pro ...

Store
Everything you love about an Apple Store is online: all the ...
[More results from apple.com »](#)

Apple

Technology company

Apple Inc. is an American multinational technology company that specializes in consumer electronics, computer software, and online services. Apple is the world's largest technology company by revenue and, since January 2021, the world's most valuable company.
[Wikipedia](#)

CEO: Tim Cook (24 Aug 2011–) **Trending**
Stock price: AAPL (NASDAQ)
\$142.90 -0.39 (-0.27%)
8 Oct, 4:00 pm GMT-4 - Disclaimer

Customer service: 000 800 100 9009
Founded: 1 April 1976, Los Altos, California, United States
Headquarters: Cupertino, California, United States
Founders: Steve Jobs, Steve Wozniak, Ronald Wayne

n. (inanchor:) Operator :

Find pages that are being linked to with specific anchor text. For this example, any results with inbound links containing either “apple” or “iphone” in the anchor text will be returned.

Google search results for "inanchor:oppo". The search bar shows "inanchor:oppo". The results list includes:

- [OPPO Official Site | OPPO Global](https://www.oppo.com)
Explore the latest innovative OPPO smartphones and accessories and leap into the future with OPPO Reno5 Series, OPPO Find X3 Pro, OPPO A94 and OPPO Enco ...
[About OPPO](#) [OPPO Kenya](#)
- [OPPO Official Site | OPPO India](https://www.oppo.com/smartphones)
Explore the latest innovative OPPO smartphones and smart devices and leap into the future with OPPO Reno6 series, OPPO F19 Pro series and OPPO Band Style.
- [OPPO Smartphones | OPPO Global](https://www.oppo.com/smartphones)
Find your favorite smartphone from the latest mobile phone list by OPPO. Check out selective products as: OPPO Find X3 Pro, OPPO Reno5 Pro 5G, OPPO A94.
- [Latest OPPO Smartphone Models | OPPO India](https://www.oppo.com/smartphones)
Browse the best of OPPO 5G smartphones in India. Check out the exciting range of phones with prices for Reno6 Pro, Reno5 Pro, F19 Pro+, etc.. Buy now!

On the right side, there is a detailed card for "Oppo":

- Oppo** Consumer electronics company
- 
- [oppo.com](#)
- Guangdong Oppo Mobile Telecommunications Corp., Ltd, doing business as OPPO, is a Chinese consumer electronics and mobile communications company headquartered in Dongguan, Guangdong. Its major product lines include smartphones, smart devices, audio devices, power banks, and other electronic products. [Wikipedia](#)
- Customer service:** 1800 103 2777
- Founded:** 2004, Dongguan, China
- Headquarters:** Dongguan, China
- Number of employees:** 40,000
- Subsidiary:** Realme
- Parent organization:** BBK Electronics

o. (allinanchor:) Operator :

Similar to “inanchor,” but only results containing *all* of the specified words in the inbound anchor text will be returned.

Google search results for "allinanchor:oppo". The search bar shows "allinanchor:oppo". The results list includes:

- [OPPO Official Site | OPPO Global](https://www.oppo.com)
Explore the latest innovative OPPO smartphones and accessories and leap into the future with OPPO Reno5 Series, OPPO Find X3 Pro, OPPO A94 and OPPO Enco ...
[About OPPO](#) [OPPO Kenya](#)
- [OPPO Official Site | OPPO India](https://www.oppo.com/smartphones)
Explore the latest innovative OPPO smartphones and smart devices and leap into the future with OPPO Reno6 series, OPPO F19 Pro series and OPPO Band Style.
- [OPPO Smartphones | OPPO Global](https://www.oppo.com/smartphones)
Find your favorite smartphone from the latest mobile phone list by OPPO. Check out selective products as: OPPO Find X3 Pro, OPPO Reno5 Pro 5G, OPPO A94.
- [Latest OPPO Smartphone Models | OPPO India](https://www.oppo.com/smartphones)
Browse the best of OPPO 5G smartphones in India. Check out the exciting range of phones with prices for Reno6 Pro, Reno5 Pro, F19 Pro+, etc.. Buy now!

On the right side, there is a detailed card for "Oppo":

- Oppo** Consumer electronics company
- 
- [oppo.com](#)
- Guangdong Oppo Mobile Telecommunications Corp., Ltd, doing business as OPPO, is a Chinese consumer electronics and mobile communications company headquartered in Dongguan, Guangdong. Its major product lines include smartphones, smart devices, audio devices, power banks, and other electronic products. [Wikipedia](#)
- Customer service:** 1800 103 2777
- Founded:** 2004, Dongguan, China
- Headquarters:** Dongguan, China
- Number of employees:** 40,000
- Subsidiary:** Realme
- Parent organization:** BBK Electronics

p. (intitle:) Operator :

Find pages with a certain word (or words) in the title. In our example, any results containing the word “apple” in the title tag will be returned.

The screenshot shows a Google search results page for the query "intitle:php". The search bar at the top contains "intitle:php". Below the search bar, there are filter options: All, Books, Images, News, Videos, More, and Tools. The results section starts with a link to the PHP official website: "https://www.php.net". The page title is "PHP: Hypertext Preprocessor". A snippet of the page content describes PHP as a popular general-purpose scripting language. Below this, there are links to "PHP Tutorial - W3Schools" and "PHP Introduction - W3Schools", both of which provide basic information about PHP. To the right of the search results, there is a large thumbnail image for a PHP tutorial video titled "PHP in 5 hours". Below the thumbnail, there is a brief description of PHP as a programming language, mentioning it was designed by Rasmus Lerdorf in 1994. It also lists "PHP frameworks" like Laravel, Symfony, and CakePHP.

q. (allintitle:) Operator :

Similar to “intitle,” but only results containing *all* of the specified words in the title tag will be returned.

The screenshot shows a Google search results page for the query "allintitle:php". The search bar at the top contains "allintitle:php". Below the search bar, there are filter options: All, Books, Images, News, Videos, More, and Tools. The results section starts with a link to the PHP official website: "https://www.php.net". The page title is "PHP: Hypertext Preprocessor". A snippet of the page content describes PHP as a popular general-purpose scripting language. Below this, there are links to "PHP Tutorial - W3Schools" and "PHP Introduction - W3Schools", both of which provide basic information about PHP. To the right of the search results, there is a large thumbnail image for a PHP tutorial video titled "PHP in 5 hours". Below the thumbnail, there is a brief description of PHP as a programming language, mentioning it was designed by Rasmus Lerdorf in 1994. It also lists "PHP frameworks" like Laravel, Symfony, and CakePHP.

r. (inurl:) Operator :

Find pages with a certain word (or words) in the URL. For this example, any results containing the word “apple” in the URL will be returned.

The screenshot shows a Google search results page for the query "inurl:kscpac". The search bar at the top contains "inurl:kscpac". Below the search bar, there are filters for "All", "News", "Shopping", "Maps", "Images", and "More". The "Tools" button is also present. The search results list several URLs from the Kamani Science College And Prataprai Arts College website, such as "http://kscpac.org > login", "https://kscpac.org > fees > payfees", and "https://kscpac.org > fees > fees". To the right of the search results, there is a thumbnail image of the college building, a map showing its location in Lathi Rd, Amreli, and a sidebar with information about the college, including its address (Lathi Rd, Madhuvan Park, Amreli, Gujarat 365601), phone number (02792 222 047), and links to other nearby universities like Saurashtra University and Gujarat University.

s. (allinurl:) Operator :

Similar to “inurl,” but only results containing *all* of the specified words in the URL will be returned.

The screenshot shows a Google search results page for the query "allinurl:kscpac". The search bar at the top contains "allinurl:kscpac". Below the search bar, there are filters for "All", "News", "Shopping", "Maps", "Images", and "More". The "Tools" button is also present. The search results list the same URLs as the previous screenshot, but only those that contain both "kscpac" and "inurl" in their URLs are shown. The results are identical to the ones in the first screenshot. To the right of the search results, there is a thumbnail image of the college building, a map showing its location in Lathi Rd, Amreli, and a sidebar with information about the college, including its address (Lathi Rd, Madhuvan Park, Amreli, Gujarat 365601), phone number (02792 222 047), and links to other nearby universities like Saurashtra University and Gujarat University.

From Unit 3

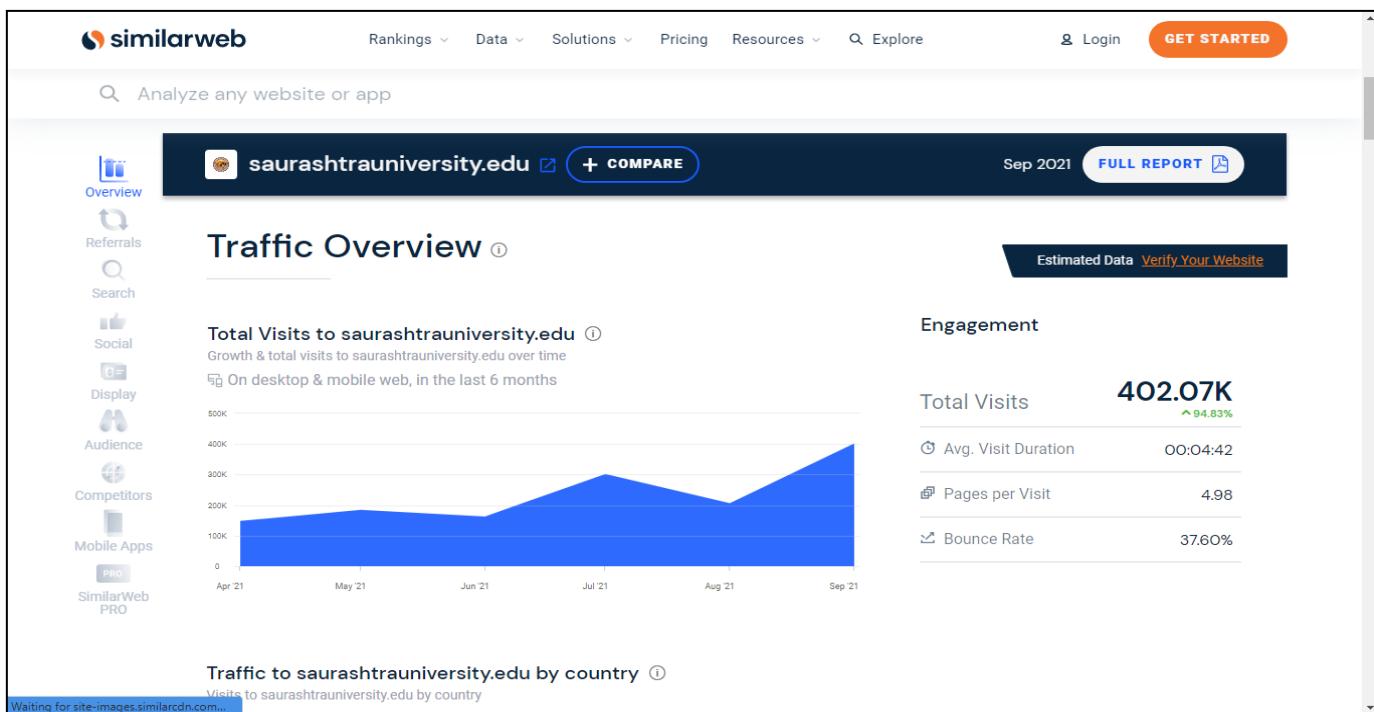
5. As an SEO analyst, audit the elements listed below for the website of Saurashtra University.

(Hint: Use any online free tool for study these elements)

a. Usability (pages viewed, bounce rate) :

For check usability of any website we can use

<https://www.similarweb.com/> website.



b. Accessibility / spiderability :

For check accessibility of any website we can use

<https://wave.webaim.org/> website.

The following apply to the entire page:

c. Duplicate content checks :

For check duplicate content of website we can use

<https://www.siteliner.com> website.

URL	Title	Match Words	Match Percentage	Match Pages	Page Power
大学更新/	大学更新 - Saurashtra ...	4,990	88%	17	100
大学更新/news/	新闻 - Saurashtra University-Rajkot	4,653	91%	17	100
大学/downloads/	下载 - Saurashtra University-Rajkot	2,888	22%	5	99
大学/exam/downloads/	考试下载 - Saurashtra University-Rajkot	2,465	85%	3	99
大学/exam/circulars/	考试圆桌 - Saurashtra University-Rajkot	1,050	9%	4	99
大学/administrative-sections/iqac/	IQAC Saurashtra University-Rajkot	799	100%	1	20
大学/circulars/dept-all/	圆桌 - Saurashtra University-Rajkot	675	2%	3	99
大学/administrative-sections/iqac/	IQAC Saurashtra University-Rajkot	483	60%	2	19
大学/administrative-sections/iqac/	About - IQAC Saurashtra University-Rajkot	472	61%	1	20
大学/offices/office-of-the-vice-chancellor/	副校长办公室 - ...	437	60%	3	99
大学/message-from/vice-chancellor/	副校长来信 - ...	399	58%	1	99
大学/administrative-sections/iqac/	下载 - IQAC Saurashtra University-Rajkot	399	44%	2	20
大学/updates/career/	职业 - Saurashtra University-Rajkot	345	53%	4	100
大学/minutes-of-meetings/syndicate/	董事会会议纪要 - ...	332	20%	2	99
大学/news/ma-gujarati-2020-21-2nd-merit-list/	M.A. GUJARATI 2020-21 2ND MERIT LIST - ...	304	95%	2	18
大学/news/covid-effect-on-couple/	covid effect on relationship of couple: ...	303	22%	2	18
大学/news/time-table-sem-vi/	时间表 - Sem - VI - Saurashtra ...	300	99%	2	18
大学/news/ccdc-smart-gk-test-link/	CCDC Smart GK Test Link - Saurashtra ...	299	86%	2	19
大学/news/exam-form-for-old-students/	考试形式 - for Old-Courses Students (...)	297	98%	1	18
大学/news/phd-gujarati-2020-21-entrance-merit-list/	PH.D. GUJARATI 2020-21 ENTRANCE MERIT ...	297	96%	2	18
大学/news/examination-form-open-to-all/	考试形式 open to M.Sc.(ECI) - ...	295	95%	2	18
大学/news/phd-gujarati-merit-2020-21/	PH.D. GUJARATI MERIT 2020-21 - ...	295	97%	2	18
大学/academic-departments/...	Department of English & Comparative ...	295	33%	1	19

d. Title tag review (unique and descriptive, < 70 char. long) :

For check title tag review we can use

<https://www.seoptimer.com/title-tag-checker> website.

The screenshot shows the SEOptimer Title Tag Checker interface. At the top, there's a navigation bar with the SEOptimer logo, an audit search bar, and links for Features, Pricing, Blog, Login, and a Premium - Free Trial button. Below the header, a "Back to Free Tools" button is visible. The main section is titled "Title Tag Checker" and displays the result for the URL "www.saurashtrauniversity.edu". It states: "You have a title tag of optimal length (between 10 and 70 characters)." A large green checkmark icon is present. Below this, it says "Home - Saurashtra University-Rajkot" and "Length : 35". A "What it is" section defines a title tag as a piece of HTML code for SEO. A "How to fix it" section advises setting a keyword-rich title between 10-70 characters. At the bottom, there's a blue footer bar with a "Results" tab selected, followed by "Sub-Pages", "On-Page SEO", "Rankings", "Links", "Usability", "Performance", "Social", "Technology", and "Recommendations". The footer also includes a "SEOptimer - SEO Audit & Reporting Tool" link and a message bubble icon.

e. Meta tag review :

For check meta tag review we can use

<https://seositecheckup.com/analysis> website.

The screenshot shows the SEO Site Checkup tool interface. At the top, there's a navigation bar with the SEO Site Checkup logo, Pricing, Free Tools, Articles, Log in, and a Start Free Trial button. The main content area shows the results for the URL "https://www.saurashtrauniversity.edu". It displays a "Your general SEO Checkup Score" of "69/100" with a large orange circle. Below the score, there are three progress bars: one red for "Failed" (13 items), one yellow for "Warnings" (1 item), and one green for "Passed" (38 items). A button labeled "Improve your score!" is visible. To the right, a sidebar lists various SEO categories with their counts: GENERAL (13 red, 1 yellow, 38 green), COMMON SEO ISSUES (6 red, 1 yellow, 14 green), SPEED OPTIMIZATIONS (2 red, 0 yellow, 14 green), SERVER AND SECURITY (2 red, 0 yellow, 4 green), MOBILE USABILITY (0 red, 0 yellow, 2 green), and ADVANCED SEO (3 red, 0 yellow, 4 green). At the bottom, a section titled "Issues to fix" shows the last update time as "Last found on Oct 11 2021, 12:47 PM".

 **Meta Title Test**

Congratulations! Your webpage is using a title tag



• Home - Saurashtra University-Rajkot

 **Meta Description Test**

The meta description tag is missing from your page. You should include this tag in order to provide a brief description of your page which can be used by search engines. Well-written and inviting meta descriptions may also help click-through rates to your site in search engine results.

How to fix

f. Sitemap file and robots.txt file varification :

For check sitemap and robots.txt file exist or not we can use <https://seositecheckup.com/analysis> website.

 **Robots.txt Test**

Your site lacks a "robots.txt" file. This file can protect private content from appearing online, save bandwidth, and lower load time on your server. A missing "robots.txt" file also generates additional errors in your apache log whenever robots request one. Read more about the [robots.txt file](#), and how to create one for your site.

How to fix

 **Sitemap Test**

Your website lacks a sitemap file. Sitemaps can help robots index your content more thoroughly and quickly. Read more on Google's guidelines for [implementing the sitemap protocol](#).

How to fix

1. Example of robots.txt :

Robots.txt file always set in root folder.

Remember to use all lower case for the filename: **robots.txt**, not ROBOTS.TXT.

A simple **robots.txt** file looks like this:

```
User-agent: *
Disallow: /cgi-bin/
Disallow: /images/
Disallow: /pages/thankyou.html
```

This would block all search engine robots from visiting "cgi-bin" and "images" directories and the page "<http://www.yoursite.com/pages/thankyou.html>"

TIPS:

- You need a separate Disallow line for every URL prefix you want to exclude
- You may not have blank lines in a record because they are used to delimit multiple records
- Notice that before the Disallow command, you have the command: User-agent: *. The User-agent: part specifies which robot you want to block. Major known crawlers are: Googlebot (Google), Googlebot-Image (Google Image Search), Baiduspider (Baidu), Bingbot (Bing)
- One important thing to know if you are creating your own robots.txt file is that although the wildcard (*) is used in the User-agent line (meaning "any robot"), it is not allowed in the Disallow line.

2. Example of sitemap.xml :

All URLs listed in the sitemap must reside on the same host as the sitemap. For instance, if the sitemap is located at

<http://www.yourwebsite.com/sitemap.xml>, it can't include URLs from

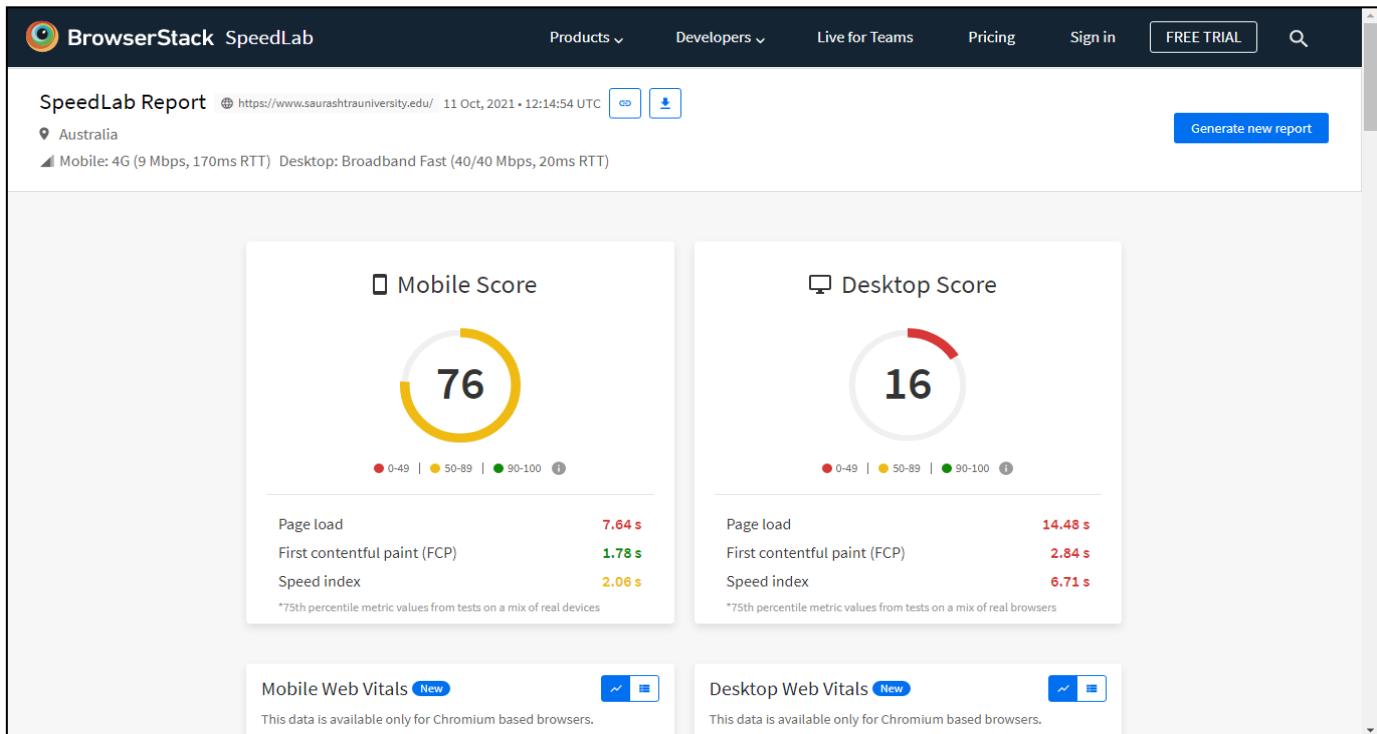
<http://subdomain.yourwebsite.com>

sitemap.xml example:

```
<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
<url>
  <loc>http://www.yourwebsite.com</loc>
  <lastmod>2013-01-01</lastmod>
  <changefreq>weekly</changefreq>
  <priority>0.9</priority>
</url>
<url>
  <loc>http://www.yourwebsite.com/articles/100</loc>
  <changefreq>weekly</changefreq>
</url>
<url>
  <loc>http://www.yourwebsite.com/articles/101</loc>
  <lastmod>2013-01-02</lastmod>
  <changefreq>weekly</changefreq>
</url>
<url>
  <loc>http://www.yourwebsite.com/articles/102</loc>
  <lastmod>2013-01-02T13:00:00+00:00</lastmod>
  <priority>0.5</priority>
</url>
</urlset>
```

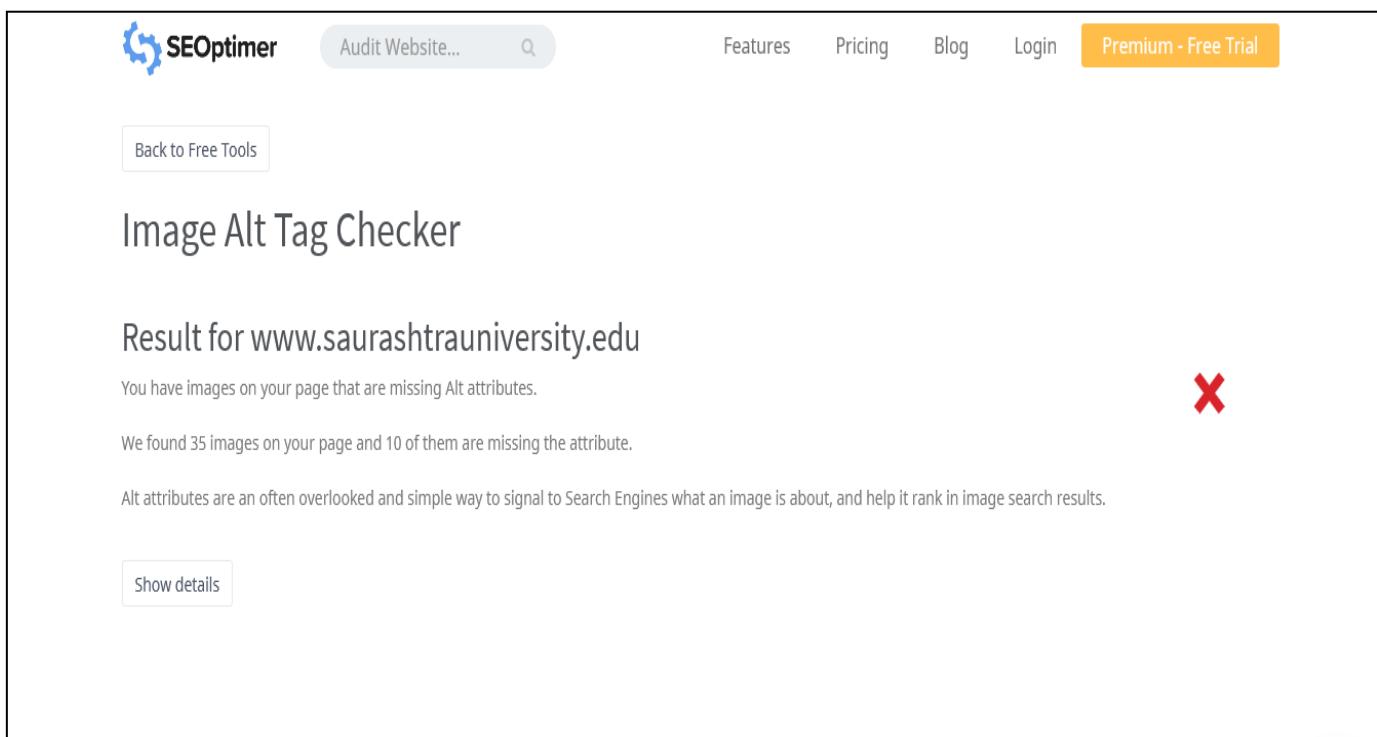
g. Page Load Time :

For check page load time of any website we can use
<https://www.browserstack.com/speedlab> tool.



h. Image alt tags :

For check image alt tags exist or not we can use
<https://www.seoptimer.com/alt-tag-checker/> tool.



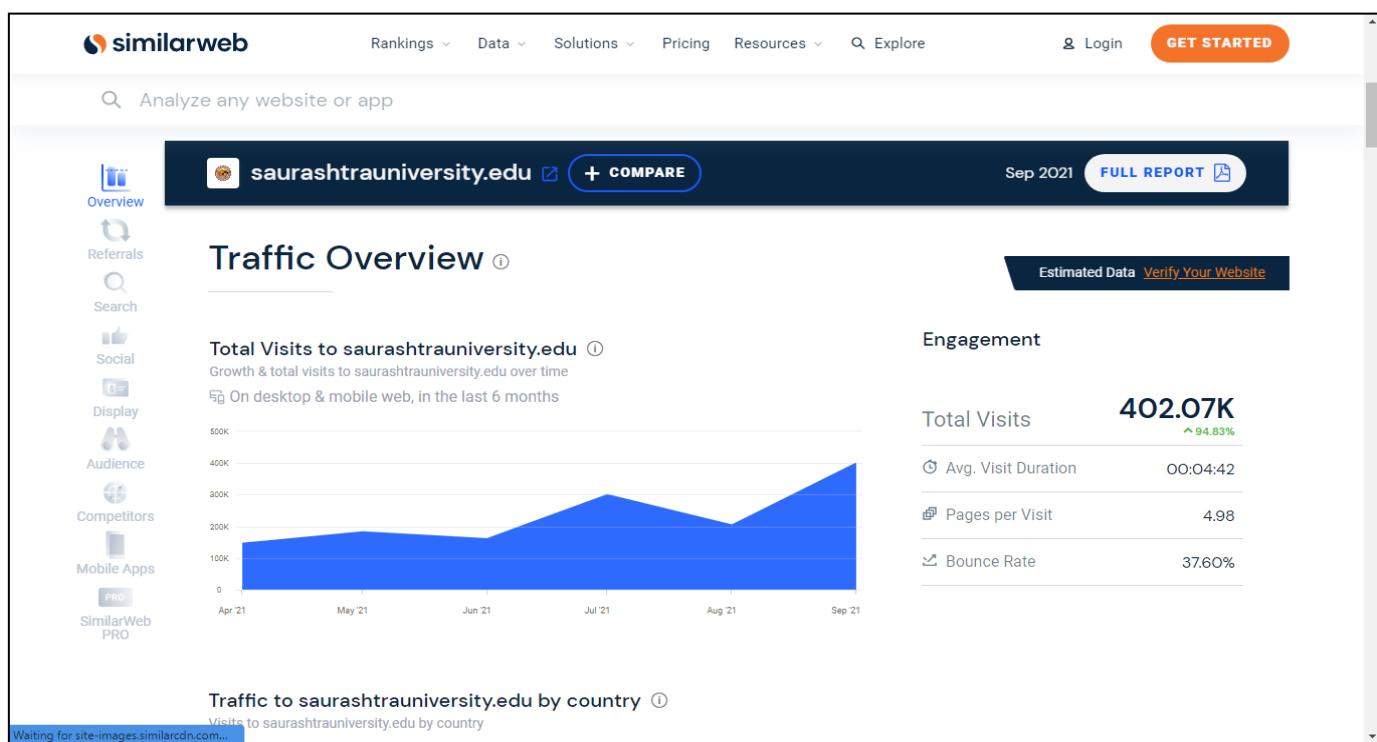
6. Perform a Web Analytics of Saurashtra University website for the following.

a. How many unique visitors? (in given duration) :

b. Traffic up or down? (Compare with previous date/month/year) :

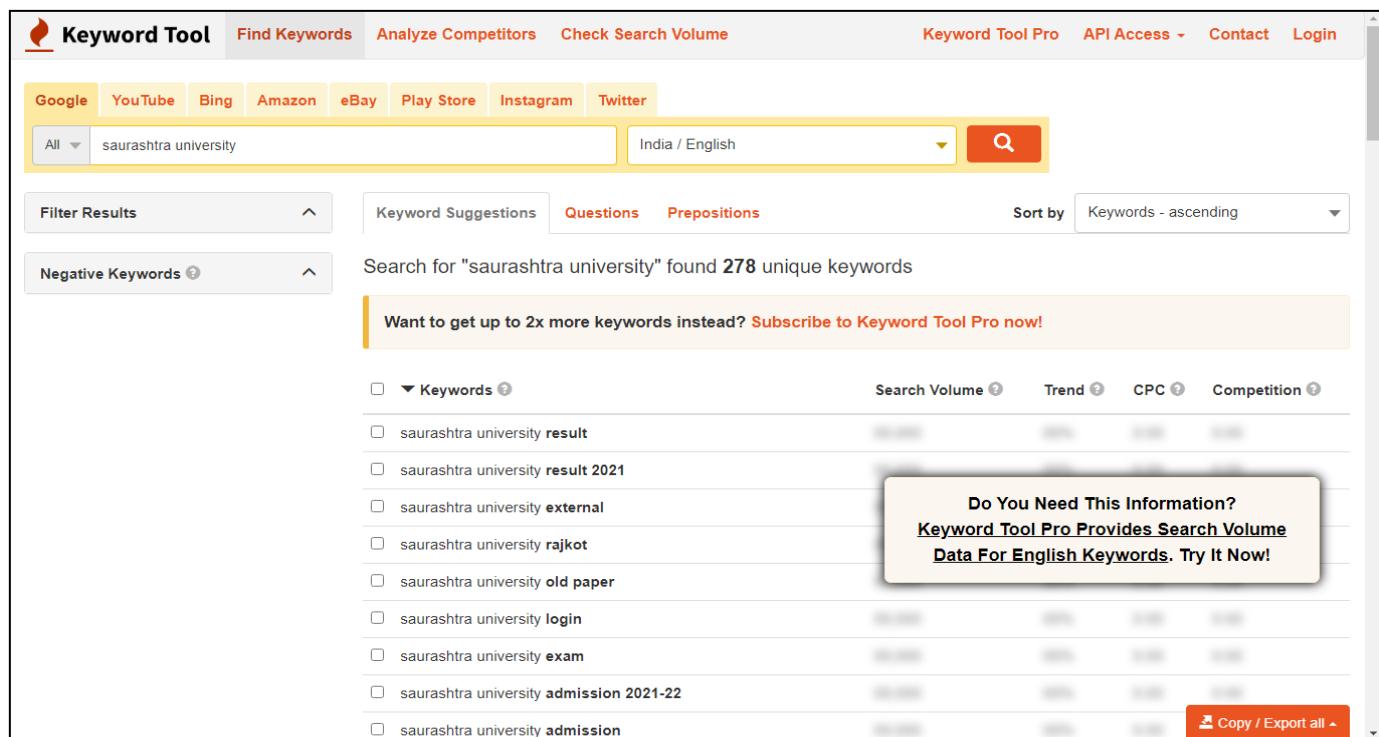
For check traffic up or down we can use

<https://www.similarweb.com/> website.



c. Popular search terms which people find? (list any 5-10 keywords) :

For check popular search terms which people find use this
<https://keywordtool.io/> website.



The screenshot shows the Keyword Tool interface. At the top, there are tabs for 'Find Keywords', 'Analyze Competitors', and 'Check Search Volume'. On the right, there are links for 'Keyword Tool Pro', 'API Access', 'Contact', and 'Login'. Below the tabs, there's a search bar with dropdowns for 'Google', 'YouTube', 'Bing', 'Amazon', 'eBay', 'Play Store', 'Instagram', and 'Twitter'. The search term 'saurashtra university' is entered, along with a location 'India / English'. A red search button is visible. To the left, there are filters for 'Filter Results' and 'Negative Keywords'. In the center, it says 'Search for "saurashtra university" found 278 unique keywords'. Below this, there's a call-to-action box: 'Want to get up to 2x more keywords instead? [Subscribe to Keyword Tool Pro now!](#)'. The main list of keywords starts with:

- saurashtra university result
- saurashtra university result 2021
- saurashtra university external
- saurashtra university rajkot
- saurashtra university old paper
- saurashtra university login
- saurashtra university exam
- saurashtra university admission 2021-22
- saurashtra university admission

On the right side, there's a callout box with the text: 'Do You Need This Information? Keyword Tool Pro Provides Search Volume Data For English Keywords. Try It Now!'. At the bottom right, there's a 'Copy / Export all' button.

From Unit 4

7. Gujarat Tourism Department of Government of Gujarat wants to develop a website from you. As a SEO analyst list the Keyword which you will research for such a site for getting most page view.

For analysing of keyword about Gujarat tourism department we can Use this <https://app.kparser.com/> website.

The screenshot shows the Kparser homepage with a search bar containing "Gujarat Tourism Department". Below the search bar are dropdown menus for "Google", "India (in)", and "English (en)". To the right is a large green "START" button. Below these controls, there are three status indicators: "QUEUED" (427), "DISCOVERED" (20), and "TOTAL SEARCH VOLUME" (PRO). A blue banner at the bottom encourages upgrading to a PRO plan.

The screenshot shows the results page of the Kparser tool. On the left is a sidebar with a search bar and a list of "All keywords (25)" including "gujarat (20)", "tourism (20)", "department (6)", etc. The main area displays a list of keyword suggestions with their search volume and Kparser rank. A blue box on the right promotes upgrading to a PRO plan. The URL at the bottom is <https://kparser.com/account/checkout/?level=3>.

Keyword	Kparser rank	Search Volume
gujarat tourism department established in which year	47	
gujarat tourism department recruitment	80	
gujarat tourism department	93	
jobs in gujarat tourism department	67	
gujarat tourism director	87	
gujarat tourism contact details	67	
government of gujarat tourism department	60	
gujarat tourism development corporation hotels	53	
gujarat tourism ministry	87	
gujarat tourism contact number	67	
tourism department of gujarat	73	
gujarat government tourism	87	
gujarat tourism recruitment	87	
gujarat tourism vacancy	87	
gujarat tourism career	87	
gujarat tourism recruitment 2021	67	
gujarat state tourism development corporation	53	
jobs in gujarat tourism	73	
gujarat tourism chairman	87	

8. Compare the current trends of various technologies like (PHP, Android, J2ME) using Google trends and list conclusions.

