**MODULE-3**

1. **What is the meaning, of keywords and what add-ons we can use with them?**

A keyword definition can include a single word or a phrase, often referred to as a key phrase. But the purpose is the same: words or phrases used to find relative, relevant websites.

You can use add-ons to do more with Google Docs, Sheets, Slides, and Forms. Visit the Docs, Sheets, Slides, and Forms add-on stores to see what is available.

1. **Please write some of the major Algorithm updates and their effect on Google ranking.**

**1. Panda**

**Date:** February 24, 2011

**Hazards:** Duplicate, plagiarized or thin content; user-generated spam; keyword stuffing.

**How it works:** The Panda algorithm update assigns a so-called “quality score” to web pages. This score is then used as a ranking factor. Initially, the effects of Panda were mild, but in January 2016 it was permanently incorporated into Google’s core algorithm. Since then, update rollouts have become more frequent, so both Panda penalties and recoveries now happen faster.

**2. Penguin**

**Date:** April 24, 2012

**Hazards:** Spammy or irrelevant links; links with over-optimized anchor text.

**How it works:** Google Penguin’s objective is to down-rank sites whose backlinks look unnatural. This update put an end to low-effort link building, like buying links from link farms and PBNs.

**3. Hummingbird**

**Date:** August 22, 2013

**Hazards:** Keyword stuffing; low-quality content.

**How it works:** The Hummingbird algorithm helps Google better interpret search queries and provide results that match searcher intent (as opposed to the individual terms within the query). While keywords continue to be important, the Hummingbird algorithm makes it possible for a page to rank for a query even if it doesn’t contain the exact words the searcher entered. This is achieved with the help of natural language processing that relies on latent semantic indexing, co-occurring terms and synonyms.

**4. Mobile**

**Date:** April 21, 2015

**Hazards:** Lack of a mobile version of the page; poor mobile usability.

**How it works:** This, and subsequent mobile search updates (2018, 2020) have shifted the focus from a desktop to a mobile version of your website. Today, Google ranks all websites based on how fast and user-friendly their mobile versions are.

**5. Rank Brain**

**Date:** October 26, 2015

**Hazards:** Lack of query-specific relevance; shallow content; poor UX.

**How it works:** Rank Brain is a part of Google’s Hummingbird algorithm. It is a machine learning system that helps Google understand the meaning behind queries and serve best-matching search results in response to those queries. Google calls Rank Brain the third most important ranking factor.

While we don’t know the exact formula behind this major update, the consensus is that Rank Brain is responsible for customizing a user’s Google search results. Basically, Google goes beyond a person’s search query and takes into account the larger context, like synonyms, implied words, and personal search history.

**6. Medic**

**Date:** May 4, 2018

**Hazards:** Lack of authority on YMYL websites; weak E-A-T signals.

**How it works:** The Google Medic update seemed to disproportionately affect medical websites as well as other websites that have to do with potentially life-altering decisions (finance, law, education). Although not explicitly confirmed, Google representatives have hinted that the update implemented some of the E-A-T (expertise, authority, trust) signals from the Quality Rater Guidelines document.

**7. Bert**

**Date:** October 22, 2019

**Hazards:** Poorly written content; lack of focus; lack of context.

**How it works:** This Google algorithm update uses natural language processing technology to better understand search queries, interpret text, identify entities and relationships between entities. We’ve seen Panda, Hummingbird and Rank Brain updates move away from keywords, and the BERT update is the culmination of this effort — it allows Google to understand much more nuance in both queries and search results.

**8. Core Updates**

**Date:** 2017-present

**How it works:** As far back as 2017, Google has started to refer to bigger updates as Google core updates. Since then, there is even less transparency about what those updates are and which parts of search they are intended to improve. SEOs would often track post-update ranking shifts and try to figure out what exactly has changed, but there is rarely a conclusive observation. It is likely that Google core updates are just improvements on previous Google updates or perhaps bundles of smaller updates tied together.

**their effect on Google ranking: -**

Google uses automated ranking systems that look at many factors and signals about hundreds of billions of web pages and other content in our Search index to present the most relevant, useful results, all in a fraction of a second.

1. **Perform Keyword Research for www.designer2developer.com**

To perform keyword research for www.designer2developer.com, here's a shortened version of the steps you can follow:

1. Define goals: Determine the website's purpose and target audience.
2. Brainstorm seed keywords: Generate a list of core terms related to the website, such as "web design," "web development," "UX design," etc.
3. Expand keyword list: Use tools like Google Keyword Planner, SEMrush, Ahrefs, or Moz Keyword Explorer to find additional keyword suggestions.
4. Analyze metrics: Evaluate metrics like search volume, keyword difficulty, and cost-per-click to assess keyword value.
5. Consider long-tail keywords: Include longer, more specific phrases that target a niche audience.
6. Analyze competition: Research the keywords your competitors are targeting to identify opportunities or gaps.
7. Prioritize and organize keywords: Rank keywords based on relevance, search volume, competition, and website goals. Group similar keywords together.
8. Create content: Develop high-quality content around targeted keywords.

Remember to regularly review and update your keyword list based on changing trends and user behavior.

Please note that this is a condensed version of the process, and it's recommended to conduct comprehensive keyword research tailored to www.designer2developer.com.

1. **What are the four important <meta> tags we use in SEO?**
2. Title Tags
3. Meta Title Tags
4. Meta Description Tags
5. Meta Keyword Tags
6. Heading Tags (H1-H6)
7. Image Alt Attributes
8. No follow Attributes
9. Robots Meta Tag
10. REL=” canonical” Link Tag
11. Schema Markup
12. Social Media Meta Tags
13. Viewport Meta Tag
14. **What is the use of open-graph tags in a website?**

Open Graph meta tags are snippets of code that control how URLs are displayed when shared on social media. They're part of Facebook's Open Graph protocol and are also used by other social media sites, including LinkedIn and Twitter (if Twitter Cards are absent). You can find them in the <head> section of a webpage.

1. **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.**

Images in HTML - Learn web development | MDN

In order to put a simple image on a web page, we use the <img> element. This is a void element (meaning, it cannot have any child content and cannot have an end tag) that requires two attributes to be useful: src and alt . The src attribute contains a URL pointing to the image you want to embed in the page.

1. **What is the difference between NOFOLLOW and NOINDEX?**

|  |  |
| --- | --- |
| **NOFOLLOW** | **NOINDEX** |
| The no follow directive is an often-used value in a meta tag that can be added to the HTML source code of a webpage to suggest to search engines (most notably Google) not to pass link equity through any links on a given webpage. | The no index directive is an often-used value in a meta tag that can be added to the HTML source code of a webpage to suggest to search engines (most notably Google) to not include that particular page in its list of search results. |
| By default, links are set to “follow.” You would set a link to “nofollow” in this way: <a href="http://www.example.com/" rel="nofollow">Anchor Text</a> if you want to suggest to Google that the hyperlink should not pass any link equity/SEO value to the link target. | By default, a webpage is set to “index.” You should add a <meta name="robots" content="noindex"/> directive to a webpage in the <head> section of the HTML if you do not want search engines to crawl a given page and include it in the SERPs (Search Engine Results Pages). |
| “nofollow” suggests to search engines (most notably Google) not to pass link equity through links on a webpage**.** | “noindex” suggests to search engines (most notably Google) not to index a specific webpage. |

1. **Explain the types of queries.**
2. Navigational search queries
3. Informational search queries
4. Transactional search queries

**1. Navigational search queries: -**

A navigational query is a search query entered with the intent of finding a particular website or webpage. For example, a user might enter “youtube” into Google’s search bar to find the YouTube site rather than entering the URL into a browser’s navigation bar or using a bookmark. In fact, “facebook” and “youtube” are the top two searches on Google, and these are both navigational queries.

**2. Informational search queries: -**

Wikipedia defines informational search queries as “Queries that cover a broad topic (e.g., colorado or trucks) for which there may be thousands of relevant results.” When someone enters an informational search query into Google or another search engine, they’re looking for information – hence the name. They are probably not looking for a specific site, as in a navigational query, and they are not looking to make a commercial transaction. They just want to answer a question or learn how to do something.

**3.Transactional search queries: -**

A transactional search query is a query that indicates an intent to complete a transaction, such as making a purchase. Transactional search queries may include exact brand and product names (like “samsung galaxy s3”) or be generic (like “iced coffee maker”) or actually include terms like “buy,” “purchase,” or “order.” In all of these examples, you can infer that the searcher is considering making a purchase in the near future, if they’re not already pulling out their credit card. In other words, they’re at the business end of the conversion funnel. Many local searches (such as “Denver wine shop”) are transactional as well.

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

Sitemaps tell Google which pages on your website are the most important and to be indexed. While there are many ways to create a sitemap, adding it to robots. txt is one of the best ways to ensure that it is seen by Google. In this knowledge base article, we will show you how to add sitemaps to your robots.

1. **What are on-page and off-page optimization?**

Search engine optimization (SEO) is the process of optimizing a website or web page to increase its visibility in search engines. SEO techniques can be divided into two main categories: on-page and off-page optimization. On-page optimization focuses on factors within the actual webpage, such as content quality and structure, while off-page optimization focuses on external factors that affect how other websites perceive your site, such as backlinks and social media presence.

Both types of SEO are important for increasing traffic to your website and achieving high search engine rankings. On-Page Optimization On-page optimization involves all of the activities that you do directly on your webpage or website to improve its visibility in search results.

This includes things like researching keywords, creating relevant content, setting up proper meta tags, using internal linking structures correctly, and making sure that the URLs are properly optimized for both users and search engine bots alike. It also includes optimizing images by including captions with targeted keywords as well as using alt tags for better accessibility.

Finally, it’s important to ensure that all HTML coding is valid so there won’t be any broken links or pages which could negatively affect ranking performance in Google's indexing system.

**What is On-page Optimization?**

On-page optimization is the process of optimizing website content and HTML code to increase visibility in search engines and improve a website's ranking. This includes keyword research, meta tag creation, URL structure setup, heading tags, internal linking strategies, backlink analysis, etc.

On-page optimization ensures that all elements of the web page are properly optimized for better visibility and higher rankings in SERPs (Search Engine Results Pages). It also helps boost organic traffic from visitor searches as visitors have a better chance of finding what they’re looking for on your page.

Additionally, by using on-page SEO techniques such as adding relevant keywords throughout the content you can maximize your chances of achieving higher click-through rates which will help drive more leads and sales to your business.

**What is Off-page Optimization?**

Off-page optimization is the process of improving a website's visibility, ranking, and authority on search engines by utilizing tactics that go beyond what can be done on the site itself. This includes link building, social media marketing, content promotion, and other activities that help to generate more online exposure for a website or business.

Link building involves getting links from other websites pointing back to your own in order to increase its reputation with search engines. Social media marketing involves creating relationships with influencers within your industry and leveraging those relationships into additional traffic for your website or business.

Content promotion focuses on distributing valuable content across various platforms such as blog posts, press releases, and webinars in order to draw attention to their brand or product offering. All of these off-page strategies work together to help improve the visibility of a website in organic (non-paid) search engine results pages (SERPs).

**11.Perform an on-page SEO using available tools for** [**www.designer2developer.com**](http://www.designer2developer.com)

Performing an on-page SEO analysis using available tools for the website www.designer2developer.com is not possible for me as I am an AI text-based model and do not have direct access to external tools or the ability to browse the internet. However, I can provide you with a general guide on how to perform an on-page SEO analysis using popular tools. You can then apply these steps to your website using the tools of your choice. Here's a basic outline to get you started:

**1. Keyword Research:**

- Use tools like Google Keyword Planner, SEMrush, or Moz Keyword Explorer to identify relevant keywords for your website.

**2. Title Tags and Meta Descriptions:**

- Ensure each page has a unique and descriptive title tag (within 60 characters) that includes the targeted keyword.

- Craft compelling meta descriptions (within 160 characters) that entice users to click on your search result.

**3. URL Structure:**

- Create clean and readable URLs that include relevant keywords and accurately describe the page's content.

**4. Header Tags:**

- Use proper heading tags (H1, H2, H3, etc.) to structure your content.

- Include relevant keywords within your headings to improve keyword visibility.

**5. Content Optimization:**

- Create high-quality, original, and engaging content that provides value to your target audience.

- Optimize your content by incorporating relevant keywords naturally, without keyword stuffing.

- Use tools like Yoast SEO or Moz On-Page Grader to analyze your content's SEO-friendliness.

**6. Image Optimization:**

- Optimize image file names and alt attributes with descriptive keywords.

- Compress images to improve page load times.

**7. Internal Linking:**

- Establish a logical internal linking structure to help search engines understand the content hierarchy and improve user navigation.

**8. User Experience and Page Speed:**

- Ensure your website is mobile-friendly and responsive.

- Optimize your website's loading speed using tools like Google PageSpeed Insights or GTmetrix.

**9. Schema Markup:**

- Implement structured data markup (Schema.org) to provide search engines with additional context about your content.

**10. Analyze and Monitor:**

- Utilize tools like Google Search Console and Google Analytics to track your website's performance, monitor keyword rankings, and identify areas for improvement.

Remember, this is just a general outline, and the specific steps may vary depending on the tools you choose to use. It's also important to stay updated with the latest SEO best practices as algorithms and ranking factors can change over time.

**12.Prepare complete on-page and off-page SEO audit report for** [**www.esellerhub.com**](http://www.esellerhub.com)

Performing a complete on-page and off-page SEO audit report for the website www.esellerhub.com requires a comprehensive analysis that goes beyond the capabilities of this text-based AI model. However, I can provide you with a checklist of key factors to consider for both on-page and off-page SEO audits. You can use this checklist as a starting point and conduct the analysis using various SEO tools and techniques. Here's a general outline:

**On-Page SEO Audit:**

**1. Keyword Analysis:**

- Evaluate the target keywords and their relevancy to the website's content.

- Assess keyword placement in title tags, headings, meta descriptions, and content.

**2. Technical Analysis:**

- Check website's loading speed and performance.

- Review URL structure, ensuring it is clean and descriptive.

- Analyze XML sitemap and robots.txt files for proper indexing and crawling.

**3. Content Evaluation:**

- Assess the quality, uniqueness, and relevance of website content.

- Analyze keyword usage and optimization in the content.

- Check for duplicate content issues or thin content pages.

**4. On-Page Optimization:**

- Evaluate title tags, meta descriptions, and header tags for optimization.

- Review internal linking structure and anchor text usage.

- Check image optimization (file names, alt tags, size, etc.).

- Assess the use of structured data markup (Schema.org) for enhanced visibility.

**5. User Experience:**

- Evaluate website design, layout, and navigation for user-friendliness.

- Assess mobile-friendliness and responsiveness.

- Analyze the readability of content and use of proper formatting.

**Off-Page SEO Audit:**

**1. Backlink Profile:**

- Evaluate the quantity and quality of backlinks pointing to the website.

- Analyze anchor text diversity and relevance.

- Identify any toxic or spammy backlinks that may be harming the website's ranking.

**2. Social Media Presence:**

- Assess the website's presence and engagement on social media platforms.

- Evaluate the integration of social sharing buttons on the website.

**3. Local SEO (if applicable):**

- Assess the website's visibility in local search results.

- Analyze the consistency of NAP (Name, Address, Phone Number) across directories.

**4. Brand Reputation:**

- Evaluate online reviews and ratings for the website or business.

- Assess the website's mentions and reputation on relevant platforms.

**5. Competitor Analysis:**

- Analyze the SEO strategies and rankings of top competitors.

- Identify opportunities to improve the website's visibility and outperform competitors.

Remember to use a combination of SEO tools, such as Google Analytics, Google Search Console, Moz, SEMrush, Ahrefs, and others to gather data and perform a comprehensive analysis. It's recommended to consult with an SEO professional or agency for a more in-depth and accurate audit report.

1. **What are the characteristics of “bad links”?**

"Bad links" refer to links that can have a negative impact on a website's search engine rankings and overall online reputation. Here are some characteristics of bad links:

**1. Low-Quality or Spammy Websites:** Links coming from low-quality or spammy websites that have little to no relevance to your website's niche or content are considered bad links. These websites often have poor design, low domain authority, and may engage in unethical SEO practices.

**2. Paid Links:** Links obtained through paid link schemes or link farms are generally considered bad links. Google and other search engines discourage the buying or selling of links as it manipulates search rankings and violates their guidelines.

**3. Irrelevant Anchor Text:** If the anchor text used in the link is irrelevant or keyword-stuffed, it can be a sign of a bad link. Natural and relevant anchor text is important for a healthy link profile.

**4. Excessive Link Exchanges:** Participating in excessive link exchanges solely for the purpose of building links can be detrimental. When the links are not relevant to the websites involved, it can signal a manipulative linking strategy.

**5. Link Networks:** Links acquired from link networks, which are networks of websites specifically created to manipulate search rankings, are considered bad links. These networks typically have interlinked websites with low-quality content and exist solely for the purpose of link manipulation.

**6. Low-Quality Directory and Bookmarking Links:** Links obtained from low-quality directories, bookmarking sites, or article directories that have been abused for link building purposes can be seen as bad links. These directories often have little editorial control and accept submissions indiscriminately.

**7. Unnatural Link Patterns:** Unnatural link patterns, such as a sudden influx of low-quality links from unrelated websites, can be a red flag for search engines. A natural link profile should consist of diverse, high-quality links from authoritative and relevant sources.

**8. Penalized or Blacklisted Websites:** Links from websites that have been penalized or blacklisted by search engines can harm your website's reputation. These websites may have engaged in spammy tactics or violated search engine guidelines.

**9. Link Velocity:** Rapidly acquiring a large number of links within a short period can appear unnatural. Search engines may view this as an attempt to manipulate rankings, which can lead to penalties.

It's important to regularly monitor your website's backlink profile using tools like Google Search Console, Moz, or Ahrefs, and disavow or remove any bad links that may be negatively impacting your site's SEO. Building a healthy and high-quality link profile based on relevance, authority, and natural link acquisition is crucial for long-term SEO success.Rapidly acquiring a large number of links within a short period can appear unnatural. Search engines may view this as an attempt to manipulate rankings, which can lead to penalties.

1. **What is the use of Local SEO?**

Local SEO is the practice of search engine optimization for local search results.

On Google, that means helping your business listing in the Local Pack/Map Pack rank higher and appear more often in response to a greater volume of relevant queries.

Think of the last time you were out in the world, searching for something you needed. Maybe it was [men’s shoes], or [daycare providers], or [coworking spaces].

Google’s mission is to deliver searchers the best answer for any query.

And when its algorithms detect that your intent is local – that you are looking for something in the area around you – those Map Pack results will appear prominently on the first page of the search results.

They may be complemented by organic results about businesses and services in your local area, too.

If you search for something like [Mexican restaurants open now], local results may appear as the default view above all organic content. Google has detected that you have an immediate, local need.

The information available in local search results – business name, address, phone number, website, photos and videos, customer reviews and star ratings, and more – is more likely to answer that need than a plain blue link.

Adhering to Google’s Webmaster Guidelines and creating a great user experience on your website are best practices for SEO in general.

This is essential if you want your website to rank in organic search results where Google has determined there is local intent to the query.

But, you can appear in the Map Pack without even having a website, as MapPack results are largely informed by your Google Business Profile (GBP) listing. They might include information Google has compiled from other places around the web and even user suggestions, too.

Google has a separate set of guidelines for local SEO, too, the most important of these being its ‘Guidelines for representing your business on Google.’

These guidelines are essential for maximizing your visibility in the Map Pack and avoiding getting your listing suspended.

As you work through our Local SEO Guide, keep the differences between local organic and the Map Pack in mind.

At times, we’ll talk about Google search algorithms, technical SEO for your website, on-page optimization of your webpages, etc. These topics refer to your opportunities to appear in local organic results and to support Map Pack rankings with your website’s presence.

As you’re reading about local reviews and star ratings, Google Posts, and other elements of your GBP, you’re learning about local SEO as it pertains to local results you see in Google Maps.