

Assignment- 3

What are the four important <meta> tags we use in SEO?

Ans.

Four Meta Tags:

- Meta Keywords
- Title Tag
- Meta description Attribute
- Meta Robot Attribute

Meta Keywords Tag:

(`<meta name="keywords" content="...">`)

In the past, the Meta keywords tag was used to specify a list of relevant keywords or phrases that describe the content of the page. However, most major search engines no longer consider this tag for ranking purposes, as it was abused by spammers. Therefore, it's not as crucial as it used to be, and many websites do not use it anymore.

Title Tag:

Meta Title Tag (`<title>`): The `<title>` tag is used to specify the title of a web page. It appears in the browser's title bar or tab and is also displayed as the clickable link in search engine results. The title tag should be concise, relevant, and accurately describe the content of the page.

Meta description tag:

Meta Description Tag (`<meta name="description" content="...">`): The meta description tag provides a brief summary of the page's content. This description is often displayed below the title in search engine results, giving users a preview of what the page is about. It should be engaging, informative, and compelling to encourage users to click through to the page.

Meta Robots Tag:

The meta robot tag, also known as the meta robots tag, is an HTML meta tag used to instruct search engine crawlers on how to index and handle a specific web page. It provides guidance to search engine robots (also known as spiders or crawlers) about whether the page should be indexed, followed, or both. The meta robot tag is placed within the `<head>` section of an HTML document.

Additionally, there are other variations of the robots attribute that can be used to fine-tune the behavior of search engine crawlers:

- `noindex`: Instructs search engines not to index the page.
- `nofollow`: Instructs search engines not to follow any links on the page.

Assignment- 3

- none: Equivalent to noindex, nofollow.
- noarchive: Instructs search engines not to show a cached version of the page.
- nosnippet: Instructs search engines not to display a snippet (description) of the page in search results.
- noimageindex: Instructs search engines not to index images on the page.

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

- Open Graph tags, also known as OG tags, are a set of Meta tags used to control how a web page's content is displayed when shared on social media platforms such as Facebook, LinkedIn, Twitter, and others. These tags were introduced by Facebook as part of the Open Graph Protocol to provide a standardized way of defining rich object data for web pages.
- By using Open Graph tags, website owners can ensure that their content appears correctly and attractively when shared on social media, increasing the likelihood of engagement and click-through.
- The Open Graph tags are added to the HTML <head> section of a web page and include information about the page's title, description, image, URL, type, and more.

The most common open tags are include:

1. Og:title -Specifies the title of the shared content. It should be concise and attention-grabbing.
2. Og:description -Provides a brief description of the shared content. This should be compelling and informative to encourage users to click on the link.
3. Og:image -Sets the URL of the image that represents the shared content. Social media platforms will use this image as a thumbnail when the link is shared.
4. Og:url - Specifies the canonical URL of the shared content. It ensures that the correct link is displayed even if the page is accessed through a shortened or redirected URL.
5. Og:type - Indicates the type of content, such as "article," "website," "video," "product," etc. It helps social media platforms understand the nature of the content being shared.

Assignment- 3

Q. What is the difference between NOFOLLOW and NOINDEX?

Noindex" and "nofollow" are two different instructions used in different contexts to guide search engine crawlers.

noindex	nofollow
When page is marked as “noindex” search engines will not display it in their search result. Page will not show up in organic search result	When a link is marked as "nofollow," search engine crawlers will not follow that link to discover the linked page's content
By using "noindex," website owners can prevent certain pages from appearing in search engine results and keep them out of the index.	The "nofollow" attribute is commonly used in situations where the website owner wants to avoid passing link juice (SEO value) to the linked page
This directive is often used for certain types of pages, such as private or sensitive content, duplicate content, thank-you pages, or other pages that don't need to be indexed in search results.	It is often used for user-generated content, sponsored links, or links to untrusted websites.

Q.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.

Ans.

The tag is used to insert an image to documents.

Images are not technically inserted into a web page, images are linked to a webpages.

The tag is empty, it has attribute and doesn't have closing tag.

The image tag has two required attribute:

- src – specifies the path to the images
- alt – specifies an alternate text for the images

**Syntax : **

- Image size – Width and Height

You can use size attribute for setting up the height and width.

For example :

Assignment- 3

- Title: The title attribute provides additional information about the image when the user hovers over it. This attribute is not as crucial as alt for accessibility but can be useful for providing extra context or a caption for the image.

Example: ``

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

Ans.

Site map: A *sitemap* is a file where you provide information about the pages, videos, and other files on your site, and the relationships between them. Search engines like Google read this file to crawl your site more efficiently. A sitemap tells Google which pages and files you think are important in your site, and also provides valuable information about these files. For example, when the page was last updated and any alternate language versions of the page. You can use a sitemap to provide information about specific types of content on your pages, including video, image, and news content. For example:

- A sitemap *video entry* can specify the video running time, rating, and age-appropriateness rating.
- A sitemap *image entry* can include the location of the images included in a page.
- A sitemap *news entry* can include the article title and publication date.

A sitemap helps search engines discover URLs on your site, but it doesn't guarantee that all the items in your sitemap will be crawled and indexed. However, in most cases, your site will benefit from having a sitemap.

Robots.txt:

A robots.txt file tells search engine crawlers which URLs the crawler can access on your site. This is used mainly to avoid overloading your site with requests; it is not a mechanism for keeping a web page out of Google. To keep a web page out of Google, block indexing with [noindex](#) or password-protect the page.

Here's why robots.txt is important for SEO:

- a. Control Crawling: Robots.txt allows you to control which parts of your website should not be crawled by search engines. This is especially useful for sensitive or private content that you don't want to be indexed.
- b. Preserve Crawl Budget: Search engines allocate a crawl budget to each website, which determines how often and how many pages they

Assignment- 3

will crawl. Robots.txt helps you ensure that the crawl budget is focused on the most important pages of your site.

- c. Block Unwanted Bots: If there are specific bots or user-agents you want to block from accessing your site, you can do so using the robots.txt file.

It's important to use the robots.txt file carefully since incorrect configuration can unintentionally block search engines from accessing your site and negatively impact your SEO. Always double-check and test your robots.txt to avoid any unintended consequences.

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

Ans.

On page and off page optimization is essential in any website seo.

- 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.
- 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.

By combining this two strategy businesses ensure that they have created effective SEO strategy that will help them rank higher on SERP, attract more organic traffic and improve online visibility.

Q. 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
- Images

Ans.

If you want to prevent this pages from being crawled by web crawler you can use "robots.txt" file on your website. This file provide instruction to crawler that pages or information shouldn't be crawled or indexed.

Assignment- 3

User-agent: *

Disallow: /admin/

Disallow: /cart/

Disallow: /thank-you/

Disallow: /images/

The "Disallow" directives specify the paths that should not be crawled. Make sure you adjust the paths according to your website's structure.

For more robust protection of sensitive or private pages, you might want to implement additional access controls and authentication mechanisms at the server level.

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

Ans.

Identify keywords :

- Enterprise solution Development Company,
- Custom Solutions Development
- Bespoke Software Development
- Mobile App Development Company
- iPhone app development company
- Android app Development Company
- web development company
- web design development company
- CRM Development company
- ERP Development company

Meta tags

Meta title:

IOT development company Top Mobile App Development Company

Meta description:

designer2developer is a core technology service company having team of 30 in house resources maintaining that fine balance between it & software development services and ...

Assignment- 3

Heading

H1-1

H2-13

H3-8

H4-10

H5-0

H6-0

Images:

All images have alt attribute except 4 images.

Internal linking: 20 links are internal links.

External Linking: 5 links are external links.

Mobile Friendly: It should be mobile friendly

Page loading speed: 7.7 s speed index

Social Media:

- Facebook
- Twitter
- Google Plus
- Skype
- LinkedIn

HTTPS and Security:

It's not secure website. It doesn't have HTTPS.

SEO tools:

- Page speed insight
- SEO Optimizer
- SEO Quake
- SEO minion
- Ubersuggest
- SEMrush
- Ahref
- Screaming frog
- Google Search console
- Google Analytics

Assignment- 3

Q: What are the characteristics of “badlinks”?

Characteristics of bad links:

Bad links, also known as low-quality or spammy backlinks, can have a negative impact on your website's search engine rankings and overall online reputation. Here are some characteristics of bad links:

1. Irrelevant or Unrelated Content: Links coming from websites or pages that have no relevance to your website's content or industry are often considered low-quality.
2. Low Authority and Trustworthiness: Links from websites with low domain authority, poor trustworthiness, or a history of spammy behaviour are generally considered bad.
3. Paid Links and Link Exchanges: Google and other search engines discourage the practice of buying or exchanging links, as it can artificially inflate a website's authority.
4. Link Farms and Private Blog Networks (PBNs): Links from link farms or networks of websites created solely for the purpose of building links can be detrimental. PBNs are also considered a violation of search engine guidelines.
5. Exact Match Anchor Text: Overuse of exact match anchor text (the visible text of a hyperlink) that is not natural and doesn't provide context can raise red flags.
6. Over-Optimized Anchor Text: When the anchor text is overly optimized with commercial keywords and phrases, it can indicate an attempt to manipulate search rankings.
7. Automated or Spammy Comments: Links coming from automated blog comments, forum posts, or guestbook entries are often low-quality and considered spam.

Assignment- 3

8. Irrelevant Directories: Links from low-quality, irrelevant, or spammy web directories can be seen as an attempt to manipulate rankings.

9. Link Schemes and Manipulation: Any attempt to manipulate search engine rankings through unnatural linking patterns or schemes is likely to result in penalties.

10. Poor User Experience: Links from websites with poor design, excessive ads, and intrusive pop-ups can negatively impact user experience.

11. Malware or Phishing Sites: Links from websites that are associated with malware, viruses, phishing, or other security threats are harmful.

12. Unnatural Patterns: A sudden influx of links from unrelated or suspicious sources can trigger search engine penalties.

13. Hidden or Invisible Links: Hiding links in a way that they are not easily visible to users but are meant to manipulate search engines is against guidelines.

To maintain a healthy link profile, focus on building high-quality, relevant, and natural backlinks. Regularly monitor your link profile using tools like Google Search Console and disavow any bad links you identify. It's important to follow ethical and sustainable SEO practices to ensure long-term success and avoid potential penalties from search engines.