Module - 3

1. What are the four important <meta> tags we use in SEO?
   - Meta title tags
   - Meta description tags
   - Meta keywords
   - Meta robot tag

2. 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.

Open Graph is an internet protocol that was originally created by Facebook to standardize the use of metadata within a webpage to represent the content of a page. Within it, you can provide details as simple as the title of a page or as specific as the duration of a video.

This will help encourage people to check out your content and inevitably click through to your content.

3. 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.

The HTML <img> tag is used to embed an image in a web page.

Images are not technically inserted into a web page; images are linked to web pages.

- Use original image
- Think about cropping and rescaling
- Use multiple images for products
- Optimize your images

4. What is the difference between NOFOLLOW and NOINDEX?

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

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

5. Explain the types of 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."

- 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.

- 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.

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

➢ A sitemap lists a website's most important pages, thus, making sure search engines can find and crawl them. Sitemaps also help in understanding your website structure, making it easier to navigate your website.

While sitemaps can profit both search engines and end-users, the two favour distinctive sitemap designs. XML for web crawlers and HTML for people. Irrespective of the design and style, allow us to clarify sitemaps and their significance in SEO.

• Search engine crawlers and robots are trying to index the websites and web pages every day. Web site owners use the /robots.txt file to give instructions about their site to web robots; this is called The Robots Exclusion Protocol.

A robots.txt file is used primarily to manage crawler traffic to your site, and usually to keep a file off Google, depending on the file type.

7. 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

How will you achieve this?

➢ If you don't want anyone to crawl your page use robot.txt for the same.

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

- **On-page SEO** refers to SEO factors and techniques focused on **optimizing aspects** of your website that are under your control.

  It means to optimize your website and make some changes in the title, meta tags, structure, robots.txt, etc.

  On-page SEO is a technique that is used for optimizing individual web pages to rank higher and earn more relevant traffic in search engines.

  On-page SEO includes providing good content, good keyword selection, putting keywords in correct places, giving an appropriate title for every page, etc.

- **Off-page SEO** refers to SEO factors and strategies focused on **promoting** your site or brand around the web.

  It means optimizing your websites through backlinks, social media promotion, blog submission, press releases submission, etc.

  Off-page optimization refers to the technique that can be used to improve the position of a website on a search engine results page (SERPS).

  Off-page SEO includes link building, increasing link popularity, search engine, link exchange etc.

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

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

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

The characteristics of "bad links" are:
- Links from sites that are unrelated to your sites.
- Links from low Page Rank and Low traffic.
- Links from link exchanges.
- Links from those sites that are not in Google index.
- Paid links.
- Link from the same anchor texts coming from multiple sites.
- Spammy links from blogs or articles.

12. Perform Keyword Research then create a blog on "Importance of IT Training" and provide a link to TOPS Technologies and connect it with the webmaster and Google Analytics

13. 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 [day care providers], or [coworking spaces].

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