ASSIGNMENT

Module-3

Q.1 What are the four important <meta> tags we use in SEO?

Ans. These are the four important meta tags used for SEO:

a) Meta Title Tag

The <title> tag is used to provide the meta title which is generally the headline of your web page in search results. It is one of the most important factors that search engines consider when ranking your pages. Your title tag should be clear, concise, and relevant to the content of your page. It should also include the keyword that you want to rank for.

b) Meta Description Tag

A meta description tag is a fundamental element in search engine optimization (SEO) and web development. It is an HTML attribute that provides a brief and concise summary of the content on a web page. Search engines like Google often display this description in their search results to help users understand what a particular webpage is about.

c) Meta Keywords Tag

The meta keyword tags give keywords about the content of the webpage which is used for indexing and ranking of the web page in the search results.

d) Meta Robot Tag

The robot tag is used for instructing the search engine about indexing and following links on the page. The important instructions on the robot tag include-

- "index": Index the page
- "follow": Follow the links
- "index": Do not Index the Page
- "nofollow": Do not follow the links

Q.2 What is the use of open-graph tags in a website?

Ans. Open Graph tags are used in HTML to control how a webpage is represented when shared on social media platforms like Facebook, Twitter, LinkedIn, etc. These tags help ensure that shared links display consistent, visually appealing previews that can attract more clicks and engagement.

Here are some of the uses of open graph tags in a website:

- Enhancing social media
- Improved Click-Through-Rates (CTR)
- Better content Control
- Increased Visibility and Reach
- SEO Benefits

Q.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.

Ans. To add an image to the website, we will use the **<img>** tag in HTML. For example,

```
<img src="shutterstock_255334771.jpg" alt="Night Lighthouse" width="300px";
height="500px">
```

Here are some important points to be considered while adding image to the website:

a. Source Path (`src` attribute):

The src attribute specifies the path to the image file. It can be a relative path (e.g., images/photo.jpg) or an absolute URL (e.g., https://example.com/photo.jpg).

b. Alternative Text (alt attribute):

The alt attribute provides a textual description of the image. This is important for accessibility as it helps visually impaired users understand what the image is about. It also helps search engines understand the content of the image.

c. Image Dimensions:

Specify the width and height attributes to ensure the image is displayed at the correct size and to help browsers allocate space for the image while it loads. Example: <img src="path/to/image.jpg" alt="Description of the image" width="600" height="400">.

d. Responsive Design:

Use CSS to make images responsive so that they scale appropriately on different screen sizes. For example, using max-width: 100%; height: auto; in CSS ensures the image adjusts to the size of its container.

e. Accessibility and SEO:

Use descriptive alt text that accurately describes the image. Use a relevant keyword in the alt text when appropriate, but avoid keyword stuffing.

f. Lazy Loading:

Implement lazy loading to defer the loading of images until they are needed. These can improve the initial page load time, especially for pages with many images. Example: <img src="path/to/image.jpg" alt="Description of the image" loading="lazy">.

Q.4 What is the difference between NOFOLLOW AND NOINDEX?

Ans. The **"nofollow"** is a directive you can give to a search engine crawler. The nofollow tag instructs search engines not to follow links on a specific page and not to pass link value to the targe pages these links are pointing to. This means that the linked page will not benefit from the linking page's authority or PageRank.

A **'noindex'** tag tells search engines not to include the page in search results. The most common method of noindex-ing a page is to add a tag in the head section of the HTML, or in the response headers. To allow search engines to see this information, the page must not already be blocked (disallowed) in a robots.txt file.

Q.5 Explain the types of Queries?

Ans. There are three types of Queries in SEO:

1. Navigational Search Queries

The first type of search query we'll look at is navigational search queries. This search query is known as the "Go" search query because when people conduct a navigational search query, they're looking for a specific website. For example, if someone wants to visit Target's website, they type "Target" into a search engine instead of typing the URL into their browser.

2. Transactional Search Queries

Transactional search queries are a type of search query that users conduct when looking to complete a transaction, such as a purchase. Some of these search queries include phrases like "buy," "purchase," and "order." It's known as the "Do" search query because searchers are looking to do something, like buy a product.

3. Informational Search Queries

Informational search queries are queries that cover broad topics. When someone conducts an informational search query, they're looking for answers to a question. This search query type is known as the "Know" search query because people are looking for helpful information.

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

Ans. Site Map and Robots.txt are crucial components of SEO (Search Engine Optimization) as they help search engines understand and navigate your website more effectively.

Here are some of the importance of Site Maps in SEO:

a. Improved Crawling: A sitemap helps search engine crawlers to find and index all relevant pages on your website, especially new or updated pages.

b. Prioritization: It can signal to search engines which pages are most important, helping them to prioritize which content to crawl and index first.

c. Discovery of Pages: For large websites or sites with isolated pages that may not be easily discoverable through internal linking, a sitemap ensures that all pages are found.

d. Updates: Search engines can quickly identify changes or updates to your site, ensuring the latest content is indexed.

Now here some of the importance of Robot.txt in SEO:

a. Control: It allows you to control access to certain parts of your site, such as admin pages, login pages, or any other content you don't want indexed

b. Crawl Budget: By disallowing the crawling of less important pages, you can help search engines focus their crawl budget on your most important content.

c. Prevent Duplicate Content: You can prevent search engines from indexing duplicate content, such as print versions of pages or dynamic URL parameters that don't add value.

d. Security and Privacy: Sensitive or private information can be kept out of search engine indexes.

Q.7 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**

How will you achieve this?

Ans. To prevent specific pages from being crawled by web crawlers, you can use the robots.txt file, which is a standard for managing and controlling how web crawlers' access and index content on a website. The robots.txt file should be placed at the root of your website **(e.g., https://www.yoursite.com/robots.txt)**. In this file, you can specify which pages or directories should not be crawled by adding the appropriate directives.

User-agent: *This specifies that the rules apply to all web crawlers.

- **Disallow: /admin/:** Blocks access to all URLs under the /admin/ directory.
- **Disallow: /cart:** Blocks access to the cart page.
- **Disallow: /thank-you:** Blocks access to the thank-you page.
- **Disallow: /images/:** Blocks access to all URLs under the /image's/ directory.

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

Ans. **On-page optimization** refers to all the actions you can take within your website to improve its position in the search rankings. It involves optimizing various elements on a webpage to ensure they are search-engine friendly and provide a good user experience**. Off-page optimization** on the other hand involves activities performed outside the boundaries of your website to improve its visibility and ranking. It focuses on increasing your website's authority and credibility through various external signals.

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

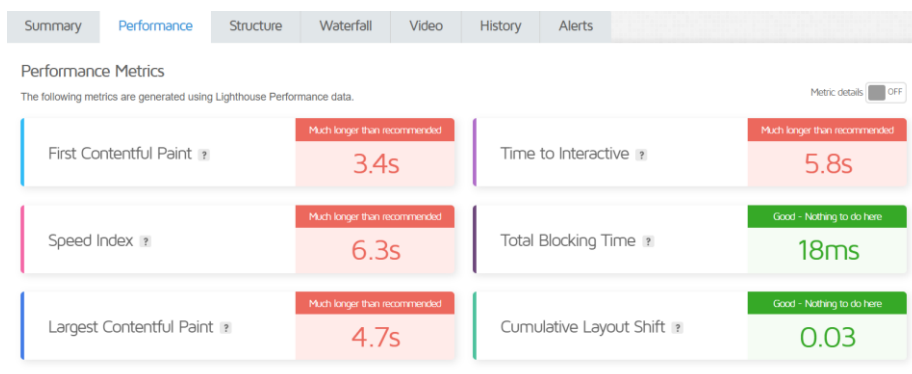Ans. The answer is in MS Excel sheet.

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

Ans. **1. Overall Summary**
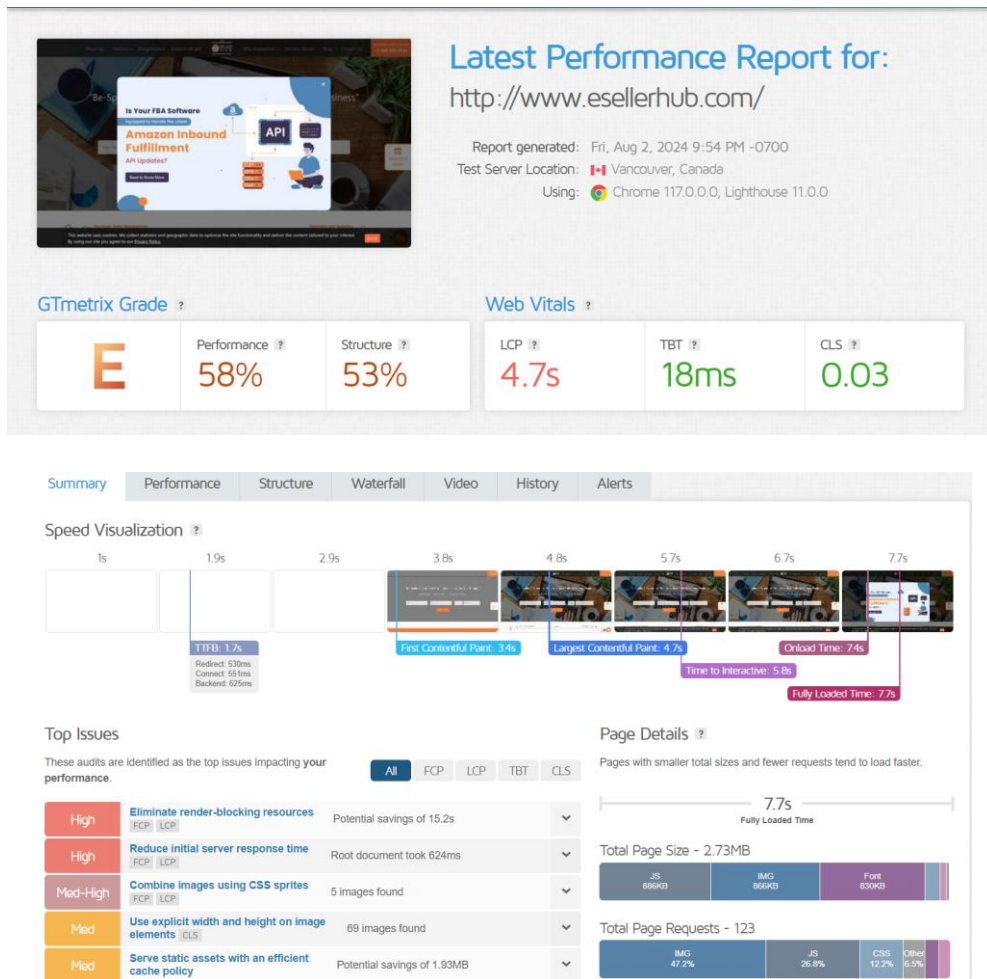
2. Performance

Browser Timings

These timings are milestones reported by the browser.

Redirect Duration ? — 530ms	Connection Duration ? — 551ms	Backend Duration ? — 625ms
Time to First Byte (TTFB) ? — 1.7s	First Paint ? — 3.4s	DOM Interactive Time ? — 4.7s
DOM Content Loaded Time ? — 4.8s	Onload Time ? — 7.4s	Fully Loaded Time ? — 7.7s

3. Structure

| Summary | Performance | Structure | Waterfall | Video | History | Alerts |

Show Audits Relevant to **All** FCP LCP TBT CLS

IMPACT	AUDIT	
High	Eliminate render-blocking resources FCP LCP	Potential savings of 15.2s
High	Reduce initial server response time FCP LCP	Root document took 624ms
Med-High	Combine images using CSS sprites FCP LCP	5 images found
Med	Use explicit width and height on image elements CLS	69 images found
Med	Serve static assets with an efficient cache policy	Potential savings of 1.93MB
Med	Use a Content Delivery Network (CDN)	94 resources found
Med	Avoid chaining critical requests FCP LCP	35 chains found
Med	Use HTTP/2 for all resources	Potential savings of 23.4s
Med-Low	Avoid an excessive DOM size TBT	1,295 elements
Med-Low	Avoid document.write()	2 instances found
Med-Low	Reduce JavaScript execution time TBT	2.1s spent executing JavaScript

Med-Low	Reduce unused JavaScript LCP	Potential savings of 288KB	˅
Low	Reduce unused CSS FCP LCP	Potential savings of 112KB	˅
Low	Ensure text remains visible during webfont load FCP LCP	2 fonts found	˅
Low	Avoid enormous network payloads LCP	Total size was 2.73MB	˅
Low	Use passive listeners to improve scrolling performance	1 event listener not passive	˅
Low	Allow back/forward cache restoration	1 failure reason	˅
Low	Preconnect to required origins FCP LCP	Potential savings of 131ms	˅
Low	Avoid long main-thread tasks TBT	2 long tasks found	˅
Low	Properly size images	Potential savings of 222KB	˅
Low	Avoid multiple page redirects FCP LCP	Potential savings of 529ms	˅
Low	Efficiently encode images	Potential savings of 196KB	˅
Low	Serve images in next-gen formats	Potential savings of 384KB	˅
Low	Defer offscreen images	Potential savings of 102KB	˅
Low	Minify CSS FCP LCP	Potential savings of 3.94KB	˅
Low	Avoid non-composited animations CLS	2 animated elements found	˅

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

Ans. "Bad links," also known as "toxic links," can harm a website's search engine optimization (SEO) and overall online reputation. These links typically point to a website from low-quality or spammy sources and can result in penalties from search engines. Here are some common characteristics of bad links:

- **Irrelevant Content**: Links from sites unrelated to your niche or industry are considered bad. For example, a link from a gambling site to a blog about gardening.
- **Spammy Sites**: Links from sites known for spamming, like those with excessive ads, pop-ups, or auto-downloads, are bad. These sites often have low domain authority and poor reputations.
- **Paid Links**: Buying links is against search engine guidelines. Paid links can be detected and penalized by search engines.
- **Link Farms**: Websites created solely for the purpose of linking to other sites. These sites have little to no original content and are filled with outbound links.
- **Over-Optimized Anchor Text**: Links with exact-match anchor text that overly focus on specific keywords can appear manipulative and are considered bad.
- **Low-Quality Directory Sites**: Links from directories that list a large number of unrelated sites without proper moderation or editorial oversight.

Q.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.

Ans. Answer is in MS Excel Sheet. **Link: https://namradave24680.blogspot.com/**

Q.13 What is the use of Local SEO?

Ans. Local SEO (Search Engine Optimization) is a strategy aimed at improving the visibility of a business in local search results on search engines like Google. It's particularly important for businesses that operate in a specific geographical area or have physical locations.

Here are some of the key uses of Local SEO, even with a limited focus:

1. **Increased Visibility in Local Searches**: By optimizing for local keywords, your business can appear in search results when users in your area search for products or services you offer.

2. **Higher Conversion Rates**: Local searches often have high intent, meaning users are more likely to convert into customers. Even a small amount of optimization can help capture these leads.

3. **Enhanced Google My Business (GMB) Profile**: A well-maintained GMB profile can appear in local pack results, providing users with essential information like your address, phone number, and business hours. Ensuring this profile is accurate and up-to-date is a quick and impactful optimization.

4. **Better Online Reviews**: Encouraging and managing online reviews can boost your local SEO efforts. Reviews play a significant role in local ranking factors and can influence potential customers.

5. **Localized Content**: Creating content relevant to your local area can attract local customers and improve your ranking. Even a few well-placed blog posts or updates can make a difference.