

Four Important SEO Tags

- **Meta Title Tags:** Define the title of a webpage.
- **Meta Description Tags:** Summarize the content of a webpage.
- **Meta Keywords:** List relevant keywords for search engines (less commonly used today).
-

To add an image, use the `` tag:

html

Copy code

```

```

Points to Consider:

- Optimize file size for fast loading.
- Use descriptive alt text for accessibility and SEO.
- Choose the right image format for quality and performance.

Difference Between NOFOLLOW and NOINDEX

- **NOFOLLOW:** Tells search engines not to follow links on a page, preventing them from passing "link juice" and impacting rankings.
- **NOINDEX:** Instructs search engines not to index a page, ensuring it does not appear in search results.

Types of Queries

- **Transactional Queries:** Indicate buying intent (e.g., "buy shoes").
- **Informational Queries:** Seek information (e.g., "how do electric cars work?").
- **Navigational Queries:** Aim to reach a specific site (e.g., "Facebook login").
- **Commercial Queries:** Research for future purchases (e.g., "best laptops 2024").

Importance of Sitemap and robots.txt in SEO

- **Sitemap:** Lists all pages for search engines to index, improving visibility.
- **robots.txt:** Directs search engines on which parts of the site to crawl or ignore.

robots.txt Example for E-commerce Site

javascript

Copy code

```
User-agent: *  
Disallow: /admin-pages/  
Disallow: /cart-page/  
Disallow: /thank-you-page/  
Disallow: /images/
```

On-Page vs. Off-Page Optimization

- **On-Page Optimization:** Changes made directly on the website (e.g., content quality, title tags, site speed).
- **Off-Page Optimization:** Activities outside the site (e.g., backlinks, social media presence) that improve ranking.

On-Page SEO for www.designer2developer.com

- **Target Keywords:** Software development services, IoT application development, mobile application development.
- **Title Tag:** “Top Mobile App and Software Development Company Specializing in IoT Solutions.”
- **H1 Tag:** `<h1>Top Mobile App and Software Development Company</h1>`
- **Meta Description:** “Expert software development services tailored for your business. Contact us for custom solutions!”
- **URL Check:** Ensure URL slug is SEO-friendly.
- **Body Content:** Include target keywords naturally.
- **Content Quality:** Ensure unique, high-quality content.
- **Header Tag Structure:** Use proper H2 to H6 tags for subheadings.
- **Internal Links:** Improve navigation with clear link texts.
- **Crawling Date:** 21 Aug 2024.
- **Page Indexing:** Confirm page is indexed.
- **Core Web Vitals:** Improve First Input Delay and Largest Contentful Paint.

On-Page and Off-Page SEO Audit for www.esellerhub.com

- **Target Keywords:** E-Commerce Solutions.
- **Title Tag:** “Custom E-Commerce Solutions for Your Business.”
- **H1 Tag:** `<h1>Custom ECommerce Solutions, Designed and Built for Your Business</h1>`
- **Meta Description:** “Premium eCommerce solutions with top inventory management. Request a demo today!”
- **Body Content:** Incorporate keywords naturally.
- **Header Tag Structure:** Ensure proper use of H2 to H4 tags.
- **Internal Links:** Use clear and descriptive link texts.
- **Crawling Date:** 22 Aug 2024.
- **Schema Usage:** Local Businesses schema, Organization schema.
- **Page Indexing:** Confirm page is indexed.
- **Core Web Vitals:** Focus on improving metrics like Largest Contentful Paint.

Characteristics of Bad Links

- **Unrelated Sites:** Links from irrelevant websites.
- **Spammy Websites:** Links from low-quality, ad-filled sites.
- **Low-Quality Sites:** Links from sites with poor reputations.
- **Overuse of Keywords:** Unnaturally keyword-stuffed links.

- **Paid Links:** Links bought instead of earned.
- **Hidden Links:** Deceptive links not visible to users.
- **Reciprocal Linking:** Excessive back-and-forth linking for SEO.
- **Links from Harmful Sites:** Links from sites involved in scams.

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

Website:- www.designer2developer.com

1. Identify target keywords

- Software development services
- IOT application development
- Mobile application development

2. Optimize the title tag

- Top Mobile App and Software Development Company specialising in IoT solutions.

3. Write your headline in an H1 tag

- <h1> Top Mobile App and Software Development Company </h1>

4. Write a meta description that boosts clicks

- We offer expert software development services tailored to your business. From IoT application development to mobile application development, our innovative solutions are designed to boost your efficiency and help your business grow. Get in touch with us today for custom software that fits your needs.

5. Check the URL slug for SEO-friendliness

- <https://www.designer2developer.com/contact-us/>

6. Add target keywords to your body content

- Designer2Developer is a tech service company with a skilled team of 30, balancing IT and software development with expertise in IoT (Internet of Everything). We offer tailored solutions for web and mobile platforms across diverse sectors like Education, Healthcare, Automotive, and more.

We specialise in creating prototypes and MVPs for startups, and providing SaaS and PaaS solutions for large organisations with customizable SDKs and APIs. Our experienced team uses the latest technology to deliver comprehensive software development services, including intuitive web and mobile application development, IoT application development, device-server communication, embedded software, and integrated solutions with data analysis and predictive analytics.

7. Review your content quality

- The page doesn't have an H1 tag and only uses H2 tags. The description also misses the targeted keywords. Additionally, the body content is 43% plagiarism and 57% unique.

Suggest content quality - Header tags should be used correctly from H1 to H6. Make sure the title, description, and URL include the targeted keywords. Also, include links to social media pages. Ensure that all content is completely unique.

8. Mark up subheadings with header tags

<H2> Main Navigation Menu

<H2> INNOVATIVE, RELIABLE, QUALITY, SECURITY

<H3> Everything you want in a mobile & web app development partner.

<H2> WE LOVE AGILE DEVELOPMENT

<H3> A design – orientated approach mixed with technical skill and strategic decision making ensures that we deliver optimum results on every project.

<H2> Learn & Plan

<H2> Design

<H2> Develop & Test

<H2> Go Live!

<H2> Iterate & Maintain

<H2> WE ARE FLEXIBLE

<H3> Depending on the project-specific characteristics, we propose 3 major engagement models:

<H2> OUR SERVICE OFFERINGS

<H3> We bring deep platform expertise to your project, leveraging the mobile & web application development experience.

<H2> RECENT FROM OUR BELTS

<H3> View some of our case studies to see a selection of our clients.

<H4> School Management System, Education App Development

<H4> Tows Through Time, Location based app development

<H4> 24X7Driver - Taxi Cab App Development, GPS Enabled App Development

<H4> New Trans City- Fleet Management App Development, Taxi application development

<H4> Find Talent- Marketplace App Development, App Developers

<H4> FFI – Marketplace App for B2B

<H4> Peaceful Pregnancy- App Development for Health & Fitness

<H4> Snip

<H4> Nouvelle D'Spa- Online Appointment Booking App

<H4> Iserv-u, On-Demand Services App Development, on demand app development

<H2> FIND OUT WHAT OUR CLIENTS HAS TO SAY ABOUT US...

<H3> Our clients come to us because we offer amazing quality at unbeatable prices.

<H2> OUR CLIENTS & PARTNERS

<H3> We bring deep platform expertise to your project, leveraging the mobile & web application development experience.

<H3> Have an Idea?

Suggestion:

<h1>Top Mobile App and Software Development Company</h1>

-H2 to h6 are proper

9. Improve navigation with internal links

-This link text clearly indicates what users will find

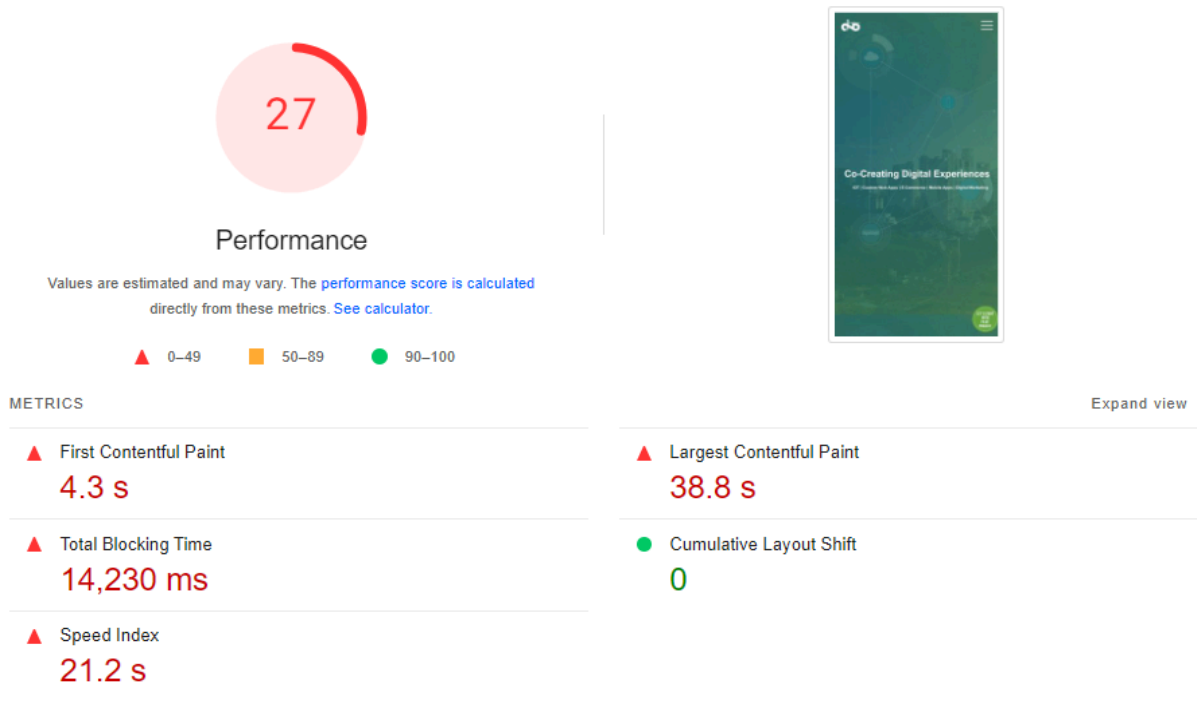
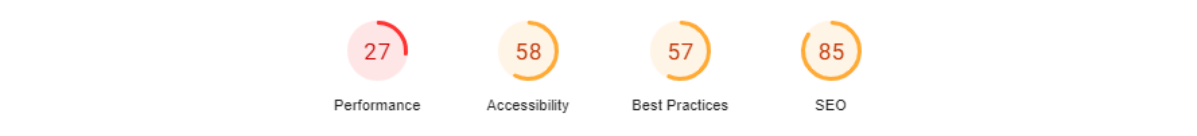
-<ahref="https://www.designer2developer.com/mobile-and-web-application-development-company/" >

10. Crawling date : 21 Aug 2024, 12:41:59

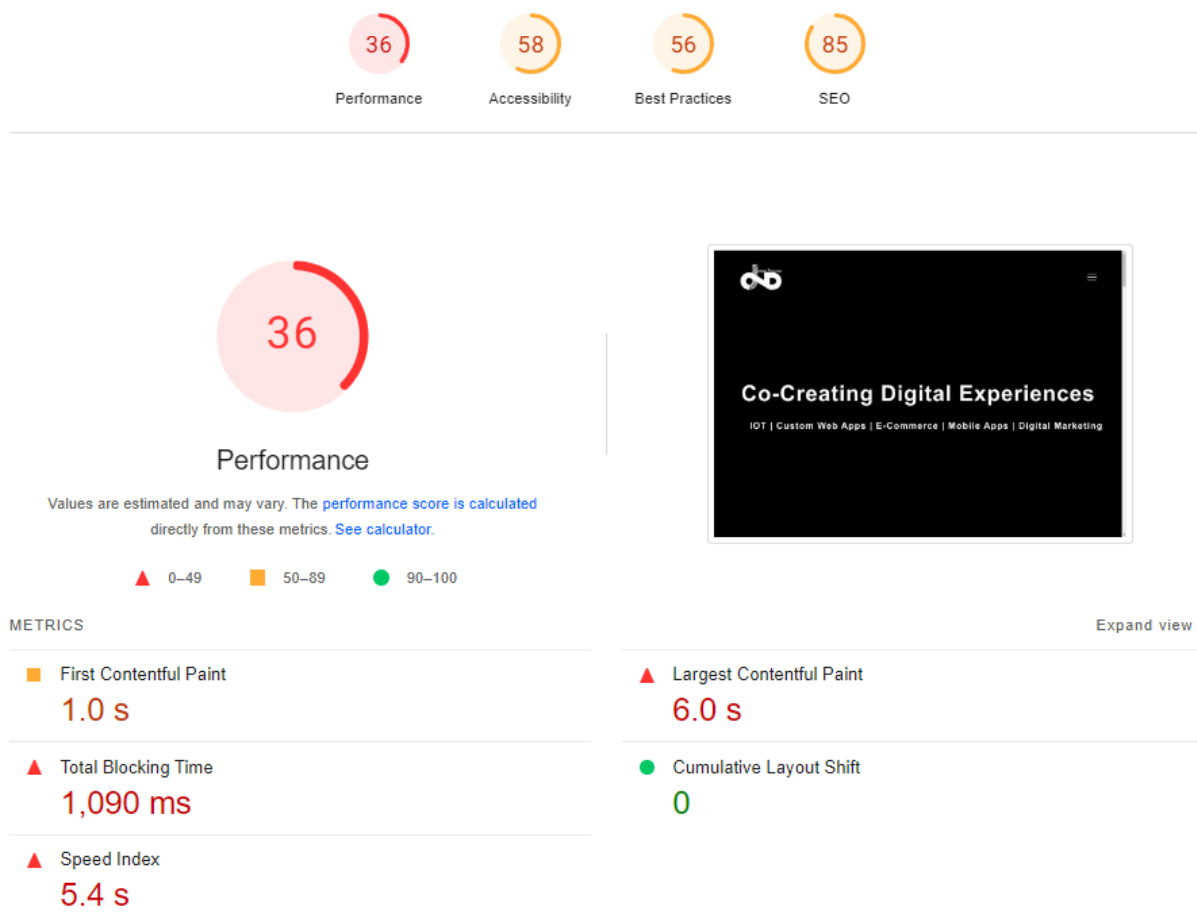
11. Page indexing

- Page is indexed

12. Core web vital



Cumulative layout shift is good but improves in first input delay and largest contentful paint . (mobile)



Cumulative layout shift is good but improves in first input delay and largest contentful paint . (desktop)

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

Here's the complete on-page SEO checklist:

Website:- www.esellerhub.com

1. Identify target keywords

-E-Commerce Solutions (100 – 1K, low)

2.Optimize the title tag

-Custom E-Commerce Solutions, Designed and Built for Your Business

3.Write your headline in an H1 tag

-<h1>Custom ECommerce Solutions, Designed and Built for Your Business</h1>

4.Write a meta description that boosts clicks

eSellerHub provides premium eCommerce solutions with top inventory management software and custom systems. Optimise order management—request a demo today!

5.Check the URL slug for SEO-friendliness

<https://www.esellerhub.com/blog/>

6.Add target keywords to your body content

Running an online retail business comes with its own set of challenges, especially in today's competitive market. To succeed, using **E-Commerce Solutions** is essential. Multi-channel marketplace management software is a must-have for managing your online store effectively. Whether you run a clothing shop or a grocery store, accurate inventory management and order fulfilment are crucial. Custom ECommerce Solutions, designed specifically for your business needs, can help streamline these tasks and boost your success.

7. Review your content quality

Header tags are correctly used in the website. Social media pages are also properly mentioned in this website and Targeted keywords are properly mentioned in the title, description, and URL.

8. Mark up subheadings with header tags

<H1> Custom ECommerce Solutions, Designed and Built for Your Business

<H2> Inventory Management

<H3> Order Management

<H3> Supplier Management

<H3> Fulfilment

<H3> Reporting and Analytics

<H3> API Integrations

<H4> Marketplace Integrations

<H4> Shipping Integrations

<H4> Amit Mitra

<H4> Bhargav Patel

<H4> Luke Billyard

<H4> Jennifer Shaw

<H4> Amit Mitra

<H4> Bhargav Patel

<H4> Luke Billyard

<H4> Jennifer Shaw

<H4> Amit Mitra

9. Improve navigation with internal links

-This link text clearly indicates what users will find

-<ahref= "<https://www.esellerhub.com/success-stories.html> "

10. Crawling date : 22 Aug 2024, 12:25:12

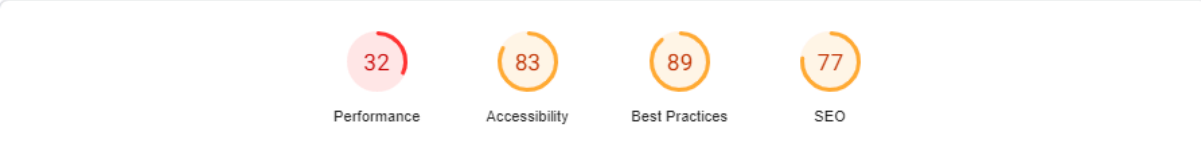
11. Schema use

- Local Businesses schema
- Organisation schema
- Sitelinks search box schema

12. Page indexing

- Page is indexed

13. Core web vital



Performance

Values are estimated and may vary. The [performance score](#) is calculated directly from these metrics. [See calculator.](#)

▲ 0–49 ■ 50–89 ● 90–100



METRICS

[Expand view](#)

▲ First Contentful Paint 3.2 s	▲ Largest Contentful Paint 11.0 s
▲ Total Blocking Time 2,020 ms	● Cumulative Layout Shift 0
▲ Speed Index 10.6 s	

Cumulative layout shift is good but improves in first input delay and largest contentful paint . (mobile)



Performance



Accessibility



Best Practices



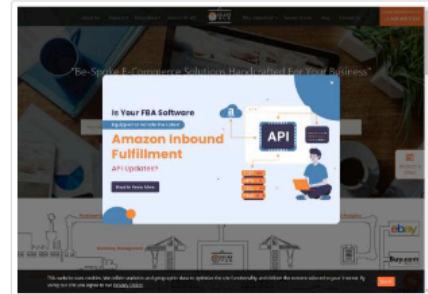
SEO



Performance

Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator.](#)

▲ 0–49 ■ 50–89 ● 90–100



METRICS

[Expand view](#)

● First Contentful Paint
0.7 s

■ Total Blocking Time
290 ms

▲ Speed Index
4.1 s

▲ Largest Contentful Paint
2.7 s

■ Cumulative Layout Shift
0.144

First input delay is good but improves in Largest contentful paint and cumulative layout shift . (desktop)

Here's the complete off-page SEO checklist:

- Link building
- Social Media Engagement
- Online Reviews
- Social Bookmarking
- Podcast & Webinars
- Blog Commenting

10. What are the characteristics of “bad links” ?

"Bad links," or low-quality or harmful backlinks, can negatively impact your website's search engine ranking and overall SEO performance. Here are some key characteristics of bad links:

- **Unrelated Sites:** Links from websites that aren't about the same topic as your site can be harmful. They don't add value to your content.
- **Spammy Websites:** Links from sites that look like they're spammy, full of ads, or have low-quality content are bad for SEO.
- **Low-Quality Sites:** Links from websites with a bad reputation or low credibility don't help and might even hurt your rankings.
- **Overuse of Keywords:** Links with text that's stuffed with keywords in a way that looks unnatural can be seen as manipulative.
- **Paid Links:** Links that you've bought instead of earned naturally are against search engine rules and can lead to penalties.
- **Hidden Links:** Links that are hidden or disguised so users can't see them are considered deceptive.
- **Reciprocal Linking:** Excessive linking back and forth with other sites just for SEO purposes can be seen as suspicious.
- **Links from Harmful Sites:** Links from sites involved in scams or harmful activities can damage your site's reputation.

Keeping your backlink profile clean and natural helps your website rank better and stay in good standing with search engines.

11. 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

<https://bhavyatops.blogspot.com/2024/09/how-to-excel-with-top-dat-a-analyst.html>

12.What is the use of Local SEO?

Local SEO is used to help businesses appear in search results when people look for services or products nearby. It ensures that if someone searches for something like "best coffee shop in town," local businesses in the area show up prominently. By adding local details to your website and online profiles, you make it easier for customers in your area to find you. This can lead to more foot traffic, calls, and inquiries from people who are nearby and looking for what you offer.