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TYBCA - B

BCA (6th sem)

030010616 : DSE10 Introduction to search engine
optimization

Assignment :- 03

Date :- 20/08/2022

Ans :- 1

⇒ Black Hat SEO is a practice against search engine guidelines used to get a site ranking higher search resulting these unethical tactics don't solve for the search and often end in a penalty from search engines. Black Hat techniques include keyword stuffing, cloaking and using private link networks.

↳ In that search results is vital for business growth, but there's a right and wrong way of doing search engine optimization.

↳ The dark art of black hat SEO is the wrong way. Black hat SEO seeks to game search engine algorithm, rather than solve for the users.

↳ Black hat techniques in SEO :-

- keyword stuffing
- cloaking
- sneaky Redirects
- poor quality content
- paid links
- Abusing structured data/ rich snippets
- Blog comment spam
- link farms
- private blog networks.

Ex. Black hat SEO techniques :-

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Google chrome's paid link :-

- even google messes up their own SEO from time to time, on one occasion they include a follow link in a sponsored post about google chrome. This falls under black hat SEO as the link was included as part of sponsored content that was spam team applied a penalty to www.google.com/chrome, reducing its page rank against google chrome caused them to drop in position in search results for the term "browser".

Ans 8-2

↳ A standard XML sitemap consists of a few elements :-

- `<urlset>` :- Encapsulates the file and references the current protocol standard.
- `<url>` :- parent tag for each URL entry.
- `<loc>` :- URL of the page.
- `<lastmod>` :- The date of last modification of the file.
- `<changefreq>` :- How frequently the page is likely to change.

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- <priority> :- The priority of this URL relative to other URLs on your site.

<?xml version = "1.0" encoding = "UTF-8" ?>

<?xmlset xmlns = "http://www.sitemaps.org/schemas/sitemap/0.9">

<url>

<loc> http://www.example.com/ </loc>

<lastmod> 2005-01-01 </lastmod>

<changefreq> monthly </changefreq>

<priority> 0.8 </priority>

</url>

</xmlset>

Types of sitemap :- static sitemap

Dynamic sitemap

↳ static sitemap

<?xmlset xmlns = "http://www.sitemaps.org/schemas/sitemap/0.9" xmlns:xsi = "http://www.w3.org/2001/XMLSchema-instance" xsi:schemaLocation = "http://www.sitemaps.org/schemas/sitemap/0.9 http://www.sitemaps.org/schemas/sitemap/0.9/sitemap.xsd">

↳ Dynamic sitemap :-

- A static sitemap a dynamic sitemap is updated automatically. To create it you can use of many available dynamic sitemap generators tools, for example, just seo plugin for wordpress.

Ans :- 3

↳ Link Bait is the process of creating content designed to attract backlinks. common types of links bait content include controversial content, data, guides and newsworthy places.

↳ Link Bait make the website link to you voluntarily. it means people are linking to you because of the great stuff that your website has to offer.

↳ Hence this link is one way, which is absolutely much better than link exchange or what you known as reciprocal linking.

↳ Two types of hooking links :-

- attack hook
- humor hook
- contrary hook
- incentive hook
- news hook
- ego hook
- resource hook

↳ Incentive linking :-

- Incentive to people to provide a link back to you can work well. you need to do this with care, because these are incentives that could be indistinguishable from the outright purchasing of link and therefore risky.

↳ Resource link :-

↳ Resource page link building is simply the process of getting your site included on the page as one of the resources.

↳ The owner of the website might have no idea your resource exists so its your job to let them know.

Ans :- 4

↳ SEO helps you rank higher in search results and garner more visibility online, making potential customers more likely to click over to your site and convert.

↳ when searching for a service or product online, user are more likely to choose one of the top five suggestions that the search engine shows them.

↳ Foreign language optimization tips :-

- you should know for the specific market and its language to which you are targeting.

eg: American Spanish is somewhat different than Argentinian Spanish

→ foreign language search behaviour often different by conversation.

→ some tips:-

- Indicating language and Region.
- Focus on server location and domain Name.
- Include the Address of the foreign location if possible.
- Dealing with accentual letters.

→ Indicating language and region:-

- Itwds master should use the lang attribute in a meta tag or inside an enclosing span or div tag in HTML.
- This tag provides additional geographical information.
- The language code es-mx, es-us, and es-es represent Spanish from Mexico the United States and Spain respectively.

```
<span lang = "es-us" > the CONTENT </span>
```

→ Server Location and Domain Name.

- SE sometimes use the actual geographical location of web server as a clue in target market identification.
- If a .com or .net domain is used, need not to use country-code domain.
- Server's Physical location can be derived by IP using a data base of IP range location.

(Ans :-5)

- Search Engine optimization spam, also known as spamdexing, is the attempt to manipulate search index so that they include content they otherwise would not.
- Black hat seo want to spam search engine result with content that does not deserve either to be included at all or included in a prominent position.
- The familiar and old-fashioned technique of keyword stuffing is a form of seo spam, as are link spamming comment threads and forms, doorway pages, and every other technique for giving web pages and undue prominence in search results.
- web spam pages use the repetitive text in the copy or meta page in order to achieve a higher ranking in search engine result.

Examples:-

- you may have detected the following signs indicating the presence of spam on your website.
- an that warnings in google search console may be hacked warning in google search results.
- its primary focus is to detect every trace of the spam on your website. To achieve this it take the following

Steps:-

- Dig deep, look into every nook, and corner to find SEO spam scripts.
- Identify well-disguised or new type of spam hidden in your site.
- In that more sophisticated examples might add thousand of new pages to a site. In a recently prominent example, attackers took over wordpress sites and used malware to create brand-new site in the root directory of the server. Those sites were made available at sub domains of the legitimate site.