Module -3

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

Ans. Four <meta> tag We use in SEO

Meta Keywords

Meta Description

Meta Title

Meta Robot

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

Ans.

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. We will use to '<img>' tag for an image place in the website.

While adding the image in website we care:

- Respective Image size
- Add Alter text for image
- Seo Optimization
- Responding design of image

4. What is the difference between NOFOLLOW and NOINDEX?

Ans. NOFOLLOW:

The 'NOFOLLOW' attribute is used to instruct search engines not to follow a specific link on a web page.

Noindex:

The Noindex directive tells search engines not to index the entire page. If a search engine encounters this directive, it will not include the page in its index, meaning it will not appear in search results.

5. Explain the types of queries.

Ans.

1.Transactional Queries: Are queries where the user wants to do something like buy a phone. If you are selling phone and you have pricing of phones with reviews then the user can look at the prices, user reviews and then he can buy the phone.

2.Navigational queries: Search of a certain Product/ Service – When a user is specifically looking for a product by brand – example would be you searching for Facebook.com on Google and clicking on the results.

3.Informational queries: – Are queries where the user is looking for information. How is a truck made or how do I lose weight. How can you effectively service these queries say you have a hotel in Switzerland your site has month wise weather in Switzerland it would enable the user to visit your page get an answer from there he can also look at your hotel property and potentially book it for his next vacation.

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

Site Map:
1. Improved Crawl EFFICIENCY: Site map helps search engine discover pages on your site that might not be easily found through stranded crawling processes. This includes pages that are deeply nested.
2. SEO Enhancement: Better indexing through sitemaps can lead to improved visibility and potentially higher ranking on search engine result.
3. Support for large Page: For a large website or site with a large archives,sitemaps help ensure that search engine know about all updates and new pages.

Robot.txt:

1.Control over crawling: You can prevent search engine from accessing and indexing certain parts of your site that are not meant for public view.

2. Resources management: by disallowing Crawling from accessing resource-intensive areas of site ,you can reduce server load and ensure that crawler spend their time and more important of your site.

3.security and privacy: you can use 'robot.txt' to keep crawls away from parts of your site that contain sensitive or private information, enhancing for overall security and privacy of your site.

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: 1. Robot.txt through:

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

2. Meta tag Through:

Add the following meta tag within the '<head>'section of each of these pages:

<meta name="robots" content=" no index, no follow">

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

Ans: On-page and Off-page Optimization are two fundamental components of search engine optimization for improving and good visibility for website ranking on search engine result pages.

On-page Optimization:

In which use directly Html code, website structured and optimization content.

Keyword research and optimization: Identifying relevant keywords and strategically placing them in titles, headings, meta descriptions, and throughout the content.

Content optimization: Creating high-quality, relevant, and engaging content that satisfies user intent and incorporates targeted keywords naturally.

Meta tags optimization: Writing compelling meta titles and descriptions that accurately describe the content and encourage clicks from search engine users.

URL structure optimization: Using descriptive and keyword-rich URLs that are easy for both search engines and users to understand.

Page speed optimization: Ensuring fast loading times by optimizing code, compressing images, and utilizing caching techniques.

Off-page Optimization:

This primarily involves building high-quality backlinks from other reputable websites.

Link building: Acquiring backlinks from authoritative and relevant websites through methods such as guest blogging, influencer outreach, and content promotion.

Social media marketing: Leveraging social media platforms to promote content, engage with audiences, and attract traffic to the website.

Online reputation management: Monitoring and managing online reviews, mentions, and discussions to maintain a positive brand image and reputation.

Brand mentions: Getting mentioned and referenced by other websites, even without a direct link, to increase brand visibility and credibility.

Local SEO: Optimizing the website for local search by claiming and optimizing local business listings, obtaining local citations, and encouraging customer reviews and testimonials.

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

Ans: ass.3 Excel file

Q.ass -2 : Create a blog for the latest SEO trends in the market using any blogging site.

Ans: Notepad file of ass.2 blog