**Module - 3**

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

Meta tags are part of the HTML tags that describe your page content to search engines and website visitors. In short, Meta tags are key things for all search engines that appear in the HTML code of a website page and tells the search engine what the page is about, and they are the first impression and point of contact for all search engines.

* **Meta title tags -**

The Title tag is the very first HTML element that specifies your web page for search engines and to visitors. It is the most important of all the Meta tags. It tells search engines about the title your webpage, and it is displayed in search engine listings above the URL of your webpage or website.

**For Example:**

<head>

<title>This is Title Sample</title>

</head>

**Optimal length for the Title tag:**

Google typically shows 55-64 characters (keep it under 60).

* **Meta description tags –**

A Meta Description is an HTML element that summarizes your web page. Search engines typically show the Meta description in search results below your Title tag. You can find the meta description on any web page by right-clicking on the page and selecting "view source" or "view page source".

**For Example:**

<head>

<meta name="description" content="This is a meta description sample. We can add up to 160 characters.">

</head>

* **Meta keywords-**

This is the tag where you actually put your keywords .The most important thing to keep in mind when selecting or optimizing your meta keywords is to be sure that each keyword accurately reflects the content of your pages.

**For Example:**

<head>

<meta name=“keywords“ content = “Keywords for your website"/>

</head>

* **Meta robot tag-**

The Robots Meta tag is an HTML tag that provides instructions to web crawlers on whether to index or noindex a web page.

**For Example:**

<meta name=“robots” content=“noimageindex,” “nofollow”>

<meta name=”robots” content=”index”, “follow”>

**Some of the main robots Meta tag values or parameters are as follows:**

* **FOLLOW** –The search engine crawler will follow all the links in that web page
* **INDEX** –The search engine crawler will index the whole web page
* **NOFOLLOW** – The search engine crawler will NOT follow the page and any links in that web page
* **NOINDEX** – The search engine crawler will NOT index that web page

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

The Open Graph protocol controls what content displays when sharing links on social media. Any web page using Open Graph tags becomes a rich object in the social graph.For example, the Open Graph protocol allows you to control what image, title, and description display when sharing links on social media.

[Open Graph](https://ogp.me/) is an internet protocol that was originally created by [Facebook](http://fbdevwiki.com/wiki/Open_Graph_protocol) to standardize the use of metadata within a webpage to represent the content of a page.

* They make content more eye-catching in social media feeds.
* They tell people what the content is about at a glance.
* They help Facebook understand what the content is about, which can help increase your brand visibility through search.
* **og:title-** The title of your page.
* <meta property="og:title" content="Open Graph Meta Tags: Everything You Need to Know" />
* **og:url-** The URL of the content.
* <meta property="og:url" content="https://ahrefs.com/blog/open-graph-meta-tags/" />
* **og:image-** The URL of an image for the social snippet.
* <meta property="og:image" content="https://ahrefs.com/blog/wp-content/uploads/2020/01/fb-open-graph-1.jpg" />
* **og:type-** The type of object you’re sharing. (e.g., article, website, etc.)
* <meta property="og:type" content="article" />
* **og:description-** A brief description of the content.
* <meta property="og:description" content="Learn about 13 features that set Ahrefs apart from the competition." />
* **og:locale-** Defines the content language.
* <meta property="og:locale" content="en\_GB" />

**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.**

**Img Tag-**

To add an image in HTML, you can use the img tag. You will need to specify the source file path of the image in the src attribute.

<img src="image-file-path.jpg" alt="image description">

**ImageAlt text-**

ImageAlt text is written text that appears in place of an image on a web page. This happens when an image fails to load, or when someone uses on-screen reading tools.

Many companies are learning the value of search engine optimization (SEO) and [creating digital marketing content](https://www.pageonepower.com/content-marketing-services) for their business. [Keywords](https://www.pageonepower.com/search-glossary/seo-keywords), [search engine results page (SERP)](https://www.pageonepower.com/search-glossary/what-is-serp), and [cost-per-click (CPC)](https://www.pageonepower.com/search-glossary/cost-per-click) are all common vocabulary. However, there is another key element of optimization that many people overlook — image alt text.

**Points we should care about while adding the image to the website-**

**Make sure your images are relevant-**

When you add images to your website’s design, you want to make sure they are relevant. Images are meant to enhance a page and provide a visual aid for things you discuss on your pages.

**Use original images-**

If you want to have a bigger impact on your audience, you’ll want to use original images. Original images add authenticity to your site.

**Don’t just use photos-**

When someone says “images,” you may think that only means photos you take with a camera. Photos aren’t the only type of visual image you can use on your page.

When you design your site, you don’t just want to use photos. Photos are great for enhancing the experience on your website, but so are infographics. Infographics are eye-catching and draw in users.

**Think about cropping and rescaling-**

When you select a photo to put on your page, you need to think about how it will crop. This is very important for any photos that are in headers or prominently displayed on your site.

**Use multiple images for products-**

Images have a huge impact on whether people purchase your products. If you are posting products to your site, you want to use multiple images of your products.

**Integrate icons-**

Images help you break up text on your site and keep your leads engaged on your page. Many businesses are pushing for more visual representations of words, so they can cut down on the amount of reading on their sites. Icons are a great way to cut the text on your page.

**Optimize your images-**

When you use images on your site, you need to optimize them. Image files can be big files that take up a lot of space on your site. You need to make sure that you optimize your images, so they don’t slow down your site.

**Q.4) What is the difference between NOFOLLOW and NOINDEX?**

* **NOFOLLOW-**
* This tag instructs the crawler not to follow the links on the page.
* Adding a nofollow instruction to a web page doesn’t stop search engines from indexing it, but it tells them that you don’t want to endorse anything linked from that page.

**The page’s HTML <head> section:**

<meta name="robots" content="nofollow">

**If you only want certain links on a page to be tagged as nofollow, you can add rel="nofollow" attributes to the links’ HTML tags:**

<a href="https://www.example.com/" rel="nofollow">example link</a>

* **NOINDEX-**
* This tag is used to instruct the search engine crawler not to index the page.
* The web page will still be visible if a user clicks a link to the page or types its URL directly into a browser, but it will never appear in a Google search, even if it contains keywords that users are searching for.

**The noindex instruction is typically placed in the <head> section of the page’s HTML code as a meta tag:**

<meta name="robots" content="noindex">

**If you only want to hide the page from Google, allowing Bing and other search engines to list the page, you’d alter the code in the following way:**

<meta name="googlebot" content="noindex">

**Q.5) Explain the types of queries.**

**There are three Types Of Queries-**

* **Transactional Queries-**
* These are queries where the user wants to do something like buy a phone.
* The consumer indicates that there is an intent to purchase or achieve an action. E.g. ("Buy white chocolate", "Coupon for the art fair", "Download photoshop").
* **Informational Queries-**
* The consumer is searching for general information on a particular subject or product. The bulk of search queries are informational queries, but these can serve a valuable marketing purpose by educating the consumer.
* **Navigation Queries-**
* The consumer knows where they want to go and where the information is. These queries are used as an alternative to accessing the sites directly.
* For example, would be you searching for **Instagram.com** on Google and clicking on the results.

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

**Site Map-**

* Sitemaps are XML files that list the URLs of your website and provide additional information, such as the last modification date, the frequency of changes, and the priority of each page.
* They help search engines discover and index your pages more efficiently and accurately.

**There are different ways to create sitemaps, depending on the size and complexity of your website**-

* Once you have your sitemap ready, you need to upload it to the root directory of your website and verify it using a webmaster tool, such as Google Search Console or Bing Webmaster Tools.
* You can also submit your sitemap URL to these tools or include it in your robots.txt file to notify search engines about its location.
* Sitemap.xml

**Robot.txt-**

* Robots.txt files are text files that instruct search engines which pages or directories of your website they can or cannot crawl.
* They help you control the access and visibility of your content and prevent duplicate or low-quality pages from being indexed.
* "Robots.txt" is a regular text file that through its name has special meaning to the majority of "honorable" robots on the web. By defining a few rules in this text file, you can instruct robots to not crawl and index certain files.
* A record contains the information for a special search engine. Each record consists of two fields: the user agent line and one or more Disallow lines.
* Here's an example- UserAgent:\* Disallow:/cgi/bin/
* Star means it will be considerable for all search engine if we want for only google then make it as : UserAgent: googlebot
* We can put Disallow command for multiple folder like User-agent: \*

Disallow: /support

Disallow: /cgi-bin/

Disallow: /images/

**Q.7) Below is the list of pages for an e-commerce site that doesn’t need to be crawled by anycrawler.**

**o *Admin pages***

**o *Cart page***

**o *Thank-you page***

**o *Images***

**How will you achieve this?**

User-agent: \*

Disallow: /**Admin pages**

Disallow: /**Cart page**/

Disallow: /**Thank-you page**/

Disallow: /**Images**/

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

**On-page optimization-**

On-page optimization (On-page SEO) refers to all measures that can be taken directly within the website in order to improve its position in the search rankings.

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

Most on-page SEO strategies focus around one topic, that is user experience. Better user experience = more conversions.

**Main aspects of On Page SEO are-**

* **Content-**
* Content is king. One way Google weights your site is based on [E-E-A-T](https://www.searchenginejournal.com/google-e-e-a-t-how-to-demonstrate-first-hand-experience/474446/), or experience, expertise, authoritativeness, and trustworthiness.
* As highlighted in Google’s Search Quality Rater Guidelines, E-E-A-T evaluates the first-hand experience, subject matter expertise, authority, and trustworthiness demonstrated by a website and its content creators.
* **Keywords-**
* Creating content that includes the words and phrases your target customers are searching for is essential.
* You should include relevant keywords in your content but avoid excessively repeating or overusing keywords.
* **Page Title –**
* It should be relevant, unique and should include your main keywords.

**4.Meta Descriptions-**

* Better meta descriptions give searchers a better understanding of your page, leading to more click-throughs.

**Descriptions offer two key benefits:**

* They can help Google understand what your webpage is all about.
* They have an outsized influence on your CTRs.

**5. Image Optimization-**

* Include SEO-friendly alt tags.
* Choose the proper format and file size for fast loading.
* Customize file names instead of using something like IMG\_08759.
* Ensure your images are mobile-friendly.

**6. URL Structure-**

* You can include search engine friendly URLs for your webpage as it improves crawling. In SEO, shorter URLs containing targeted keywords usually perform better.

**7. Body Tags (H1, H2, H3, H4,etc)-**

* You can use body tags to break up your content into paragraphs to make it easier to read.

**8. Internal Linking-**

* You can place links to your other web pages to enhance your website. It enhances navigation and crawling.

**Off-page optimization-**

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 takes place outside the page.

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

**Main aspects of Off Page SEO are-**

**1.Backlinks**-

* Backlinks are crucial for search engine optimization. They serve as “votes of confidence” from other websites, indicating that your content is valuable and trustworthy.
* Quality is more important than quantity when it comes to backlinks. High-authority and relevant sites linking to your content can significantly boost your search engine rankings.

**2. Social Media-**

* Social media signals play a role in SEO, though indirectly. Active engagement on platforms like Facebook, Twitter, LinkedIn, and Instagram can increase the visibility of your content.

**3. Blogging-**

* You can write a blog for your website, product or service and submit it to niche blog directories, and blog search engines.

**4.Directory Submission-**

* You can submit your site to a particular category of a web directory, e.g., if you are offering online tutorials, you should submit your site to the education category of a web directory. It will help you build more backlinks.

**5.Guest Posting-**

* Guest posting involves creating and publishing content on other websites within your industry or niche.
* This not only provides valuable information to a new audience but also allows you to include a link back to your own site. Guest posting helps in building backlinks, establishing authority, and expanding your reach.

**6.Domain Authority-**

* Domain Authority (DA) is a pivotal factor in off page SEO optimisation, serving as a metric that indicator a website’s overall credibility and influence. Higher DA indicating greater authority.
* In off-page SEO, the quality of backlinks is important, and acquiring links from high-DA websites can significantly enhance a site’s authority.

**7.Forum Marketing-**

* You can find online forums related to your site and interact with them by replying to threads, answering questions, offering advice and more.

**8. Link building-**

* You can build external links to your site to bypass your competitors and improve your rank.

**9. Press Release Submission-**

* You can distribute your press release across various media to get authority backlinks and convey information to the public. It can bring your site on the first page for your keywords.

**Q.9) Perform an on-page SEO using available tools for** [**www.designer2developer.com**](http://www.designer2developer.com/)

**Q.10) Prepare complete on-page and off-page SEO audit report for** [**www.esellerhub.com**](http://www.esellerhub.com/)

**Q.11) What are the characteristics of “backlinks”?**

**BackLinks-**

A backlink, which is also referred to as an inbound link, an external link, or just a link, is essentially a reference, or citation, from one page to another. Backlinks are links on other websites that point to your website. In the world of [SEO](https://backlinko.com/hub/seo/what-is-seo) (Search Engine Optimization), they’re like votes of credibility from other sites.

**Characteristics of “backlinks”-**

**Relevance-**

* A good backlink needs to be relevant to the content they link to. For one thing, it is more likely that a visitor will click on a relevant link.

**TrustWorthiness-**

* The trustworthiness of a website is another important characteristic of high-quality backlinks.
* Anybody can publish content on the internet these days. Unfortunately, it isn’t all trustworthy, particularly when you are looking for opportunities to acquire high-quality backlinks.

**Authority-**

* One of the more popular metrics tools for this is Moz’s Domain Authority. It calculates a pages authority score on a 1 to 100 scale. You can take things even deeper with Moz Page Authority to check the authority of individual pages on a website.

**Drives Traffic-**

* Before you attempt to use backlinks to improve your ranking, keep in mind that links are primarily designed to provide another website with traffic. The links are provided to give readers more information. That is why Google considers good backlinks that drive traffic to be high-quality backlinks.

**Unique-**

* Having unique backlinks is also important. However, acquiring unique links is easier said than done. If ten backlinks point back to your website, ideally you want to have them coming from ten unique websites.

**Non-Reciprocal--**

* Exchanging links with other websites was once a common practice. It followed the principle, if you scratch my back, I will scratch yours.
* However, when it comes to backlinks, this practice can do more harm than good. It is even possible for Google to view it as a link scheme that violates its [Webmaster Guidelines](https://support.google.com/webmasters/answer/35769?hl=en). That means the links were not obtained naturally and are subject to abuse.

**Social Media Signals-**

* Social Media is undoubtedly a big part of the web today and as a result, it’s one of the factors that Google considers in their overall mix of signals.
* Google looks closely at how users of social media share content and engage online. In Google’s eyes, a link can go a long way if it came from content that went viral on a popular social media platform such as Reddit, Twitter, or Facebook.

**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**

blog- Importance of IT Training-

[**https://geetasarees.blogspot.com/2024/09/importance-of-it-training.html**](https://geetasarees.blogspot.com/2024/09/importance-of-it-training.html)

**Q.13) What is the use of Local SEO?**

**Local SEO-**

Local SEO is a set of techniques that can help your local business appear more prominently in unpaid, location-based search results on Google Search, Google Maps, and other search engines.



**Use of Local SEO-**

**1.Better Online Visibility-**

* Many of the activities associated with local SEO will not only help you to improve your visibility in local search results but also help you to build better online visibility overall.
* it’s easier for your business to be found by the right people (those interested in your specific product or service in their local area) at the right time (when they’re actively searching for a business like yours).
* **Tap Into the Local Shopping Boom-**
* Recent years have seen widespread changes in consumer buying habits. One of the most notable is that today’s consumers increasingly prioritize local businesses when it comes to making purchasing decisions.
* Research shows that consumers are thinking smaller and opting to prioritize small, local, independent businesses rather than bigger, brand name offerings or experiences they may have chosen previously.
* **More In-store Foot Traffic-**
* Greater local visibility can help to bring more foot traffic to your bricks-and-mortar location, whether you’re a cafe, dry cleaner, or hardware store.
* **More Calls and Visits from Maps Users-**
* Optimizing your Google Business Profile can lead to enhanced visibility on [Google Maps](https://www.brightlocal.com/learn/local-seo/introduction-to-local-seo/google-maps-google-local-finder/).
* Google Maps is populated using information that Google gleans from Business Profiles, so any Google Business Profile optimization you carry out will directly aid your Maps visibility, increasing your number of calls and in-person visits.
* **Targeted Web Traffic-**
* Local SEO can help weed out irrelevant traffic and remove those time saps which prevent your business from running efficiently, helping ensure your business is only visible to search users in your local area.

**6. Enhanced Trust Levels-**

* It’s no secret that reviews are a cornerstone of local SEO success and a key local search ranking factor. The more reviews you get as part of your [reputation management strategy](https://www.brightlocal.com/learn/review-management/generating-reviews/), the more visibility you’ll earn in local search.
* Reviews are also an essential ingredient for building consumer trust—a vital attribute that precedes any business transaction.

**7.Improved Conversion Rates-**

* Website optimization tasks carried out for local SEO, such as adding new locally-focused optimization, reviewing landing page text, and working on page load speed, all help with conversion rate optimization (CRO).
* From there, you should see an increase in the number of conversions your site generates, including increases in contact form submissions, more phone calls, email subscriptions, or sales.

**8.Your Business Becomes More Competitive-**

* An important part of developing and refining your local SEO strategy is benchmarking competitors and identifying what they’re doing better than you.
* Identifying these opportunities to improve (and being able to put the things they have learned into practice without the trial-and-error they may have gone through to arrive at a successful strategy) puts your business on a much more competitive footing.