Module 3

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

   AN. (1) Title tag: The title tag specifies the title of a web page and appears in the title bar of a browser and as the clickable headline in search engine results. It's crucial to have unique, descriptive, and relevant titles for each page to help search engines understand the content.

   (2) Meta description: The meta description is a brief summary of the page's content. It appears in SERPs below the title tag, and it is used by search engines to determine the relevance of the page to a user's search query. The meta description should be clear, concise, and persuasive, and it should include the target keywords that you want the page to rank for.

   (3) Meta keywords: meta keywords tag was used to specify a list of relevant keywords related to the content on the page. However, many search engines no longer consider this tag for ranking purposes due to abuse and keyword stuffing. Currently, major search engines rely more on the actual content of the page to determine its relevance to search queries.

   (4) Robots meta tag: robot meta tag tag instructs search engine crawlers how to handle a web page. Common values for this tag include:

- Index: Allow the page to be indexed by search engines.

- no follow: Instruct search engines not to follow the links on the page.

- no index: Instruct search engines not to index the page.

- no archive: Prevent search engines from saving a cached copy of the page.

- no image index: Instruct search engines not to index images on the page.

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

   AN. The primary use of Open Graph tags in a website is to enhance the content's appearance when shared on social media. When a webpage URL is shared on platforms that support Open Graph, these tags provide specific information that helps the social media platform understand and display the content in a more visually appealing and informative way.

   Here are some common Open Graph tags and their uses:

og: title: Specifies the title of the shared content.

og: type: Indicates the type of content (e.g., website, article, video, product).

og: image: Specifies the image to be displayed when sharing the content.

og: url: Specifies the canonical URL of the content.

og: description: Provides a brief description of the content.

og: site name: Indicates the name of the website or brand.

og: locale: Specifies the language and region for the content.

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

AN.   The HTML tag used to add an image to a website is the <img> tag. The <img> tag is a void element, which means that it does not have a closing tag. The <img> tag has two required attributes:

Src : The src attribute specifies the path to the image file. The path can be relative to the current file or it can be an absolute path.

Alt : The alt attribute specifies an alternate text for the image. This text is displayed if the image cannot be displayed for some reason.

<p align="center"><img src="myimage.png" alt="My image"></p>

 points we should care about while adding the image to the website:

- width: The width attribute specifies the width of the image in pixels.

- height: The height attribute specifies the height of the image in pixels.

- align: The align attribute specifies the alignment of the image. The possible values for the align attribute are left, center, and right.

- title: The title attribute specifies a title for the image. This text is displayed when the user hovers their mouse over the image.

4.What is the difference between NOFOLLOW and NOINDEX?

AN. No index and no follow are two different meta tags that can be used to control how search engines interact with your website.

(1) No index: No index tells search engines not to index your page in their search results. This means that the page will not appear in search results, even if it is still crawled by search engine bots. No index can be used for pages that are not yet finished or that you do not want to be indexed for any reason.

(2) No follow: No follow tells search engines not to follow the links on your page. This means that the links will not pass any PageRank or other link equity to the linked pages. In other words, no index tells search engines to ignore your page, while no follow tells them to ignore the links on your page. No follow can be used for pages that contain irrelevant or spam my links.

5.Explain the types of queries.

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(1) Informational Queries: These queries are intended to seek information or answers to specific questions. Users often use informational queries when they are looking for facts, definitions, explanations, or general knowledge. For example: What is the capital of France?

(2) Navigational Queries: Navigational queries are used when users are looking for a specific website or webpage. Users enter the search query with the intent to navigate directly to a particular website or to find specific pages within a website. For example: Facebook login

(3) Transactional Queries: Transactional queries are used when users have a specific action or transaction in mind. These queries often involve making a purchase, downloading something, signing up for a service, or performing other online activities. For example: Buy iPhone 13

(4) Commercial Queries: Commercial queries are similar to transactional queries but often indicate that users are in the early stages of the buying process. These queries

may involve researching products or services before making a decision. For example: Best budget laptops

(5) Local Queries: Local queries are used when users are looking for information related to a specific location or local business. These queries are often used to find nearby services, restaurants, shops, or other businesses. For example: Pizza delivery near me

(6) Long-Tail Queries: Long-tail queries are specific and detailed searches that typically contain more than three words. They often indicate that users have a clear idea of what they are looking for and want more precise results. For example: How to fix a leaking kitchen faucet

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

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Site Map: A sitemap is a file that provides an organized list of all the pages and content on your website. It acts as a roadmap for search engine crawlers, guiding them to all the important pages and content that you want to be indexed and ranked in search results.

(1) XML Sitemap: This type of sitemap is designed specifically for search engines. It lists all the URLs on your website along with additional information such as the last update date, frequency of changes, and priority levels for pages. Submitting an XML sitemap to search engines like Google and Bing helps them discover and index your content more efficiently.

(2) HTML Sitemap: An HTML sitemap is primarily designed for users to help them navigate your website more easily. It is a user-friendly page that displays all the links to the major pages on your website. While HTML sitemaps are not as crucial for SEO as XML sitemaps, they can still contribute to better user experience and site usability.

robots.txt: The robots.txt file is a text file placed at the root of a website that provides instructions to search engine crawlers about which parts of the site should or should not be crawled and indexed. It is a tool for webmasters to control how search engines access their content.

The importance of robots.txt in SEO is as follows:

(1) Crawler Directives: The robots.txt file allows you to specify which directories or pages search engine crawlers are allowed to access and which ones they should not crawl. This can be useful if you have private or sensitive content that you don't want to be indexed.

(2) Crawl Budget Optimization: By excluding non-essential or duplicate content from crawling, you can ensure that search engine crawlers focus on crawling and indexing the most valuable parts of your website, thus optimizing your crawl budget.

(3) Preventing Duplicate Content: If you have duplicate content on your site, you can use robots.txt to block search engine crawlers from accessing it, preventing potential duplicate content issues in search results.

7.Below is the list of pages for an e-commerce site that doesn't need to be crawled by any crawler.

 o Admin pages

 o Cart page

 o Thank-you page

 o Images

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- Admin pages: These pages are for internal use by the site's administrators and do not contain any information that is relevant to users.

- Cart page: This page is used by users to add items to their cart and does not contain any information that is relevant to search engines.

- Thank-you page: This page is displayed to users after they have completed a purchase and does not contain any information that is relevant to search engines.

- Images: Images are not typically crawled by search engines, unless they are embedded in a page that is crawled.

  Code: Disallow: /admin/

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

    Disallow: /images/sensitive/

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

 AN. On-page and off-page optimization are two essential aspects of search engine optimization (SEO), which aims to improve a website's visibility in search engine results and attract organic traffic. Both practices focus on different aspects of a website to enhance its ranking and overall performance.
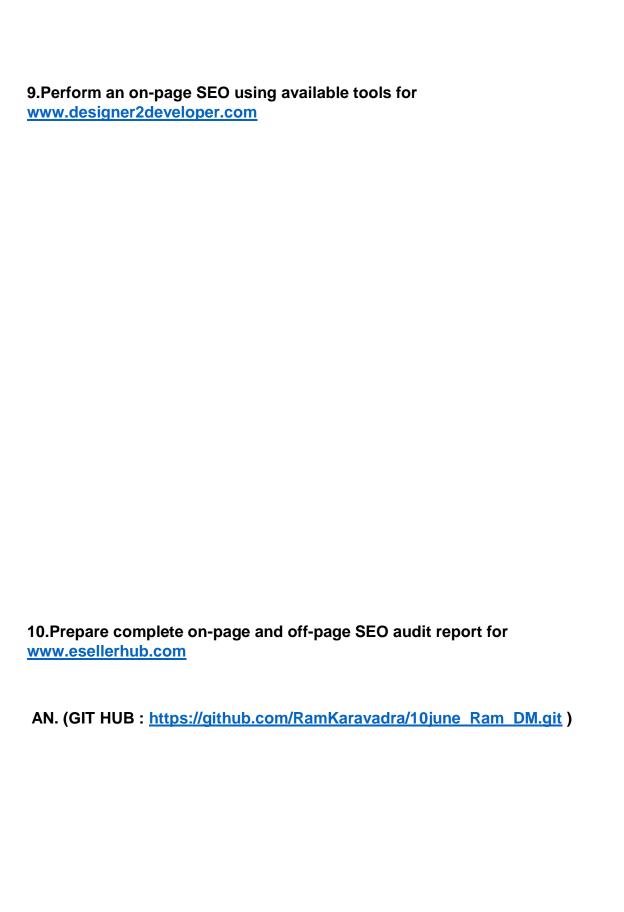
(1) On-page Optimization:

On-page optimization refers to all the strategies and techniques applied directly on the web pages to make them more search engine-friendly and user-friendly. The primary goal is to signal to search engines what the page is about and its relevance to specific search queries. Some key elements of on-page optimization include:

- Content quality: The content on a website should be high-quality, informative, and relevant to the target audience.

- Keyword usage: Keywords should be used throughout the website in a natural way, and they should be relevant to the content.

- Title tags: The title tags of each page should be optimized for the target keywords.

- Meta descriptions: The meta descriptions of each page should be optimized for the target keywords, and they should be clear and concise.

- URL structure: The URL structure of a website should be easy to understand and navigate.

- Internal linking: Internal links should be used to connect related pages on the website.

  (2) Off-page Optimization:

Off-page optimization refers to the activities and strategies conducted outside the website to improve its online reputation and authority. The main focus of off-page SEO is to build backlinks (links from other websites to your website) and create a positive online presence. Some key elements of off-page optimization include:

- Backlinks: Backlinks are links from other websites to your website. Backlinks from high-quality websites can help to improve your website's ranking.

- Social media mentions: Social media mentions can help to increase brand awareness and drive traffic to your website.

- Press releases: Press releases can help to generate backlinks and increase brand awareness.

- Guest blogging: Guest blogging can help to generate backlinks and increase brand awareness.

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

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

AN. (GIT HUB : https://github.com/RamKaravadra/10june_Ram_DM.git)

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

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Bad links are backlinks that offer no benefit to the receiving website. They can actually harm your website's SEO if they are not removed.

(1) They are from low-authority or questionable domains: The authority of a domain is a measure of its popularity and trustworthiness. Links from low-authority domains are less likely to be helpful to your website than links from high-authority domains.

(2) They are pointing to a source irrelevant to their content: The context of a link is important for SEO. Links that are irrelevant to the content of your website will not be helpful to your visitors or to Google.

(3) They are repeated too many times on the domain: Google sees repeated links as spammy and will penalize your website if you have too many of them.

(4) They are a part of a reciprocal exchange: Reciprocal exchanges are when two websites agree to link to each other in order to boost their SEO. Google sees reciprocal exchanges as spammy and will penalize your website if you participate in them.

(5) They are isolated from any meaningful content. Links that are not surrounded by meaningful content are less likely to be helpful to your visitors or to Google.

(6) They are a part of a scheme. There are many different schemes that people use to build backlinks for their websites. These schemes often involve buying links, submitting your website to spammy directories, or participating in black hat SEO techniques. Google sees these schemes as spammy and will penalize your website if you participate in them.

(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.

(13) What is the use of Local SEO?

AN.   Local SEO is the process of optimizing your website and online presence to improve your visibility in local search results. This is important for businesses that have a physical location, as it can help them attract more customers who are searching for their products or services in their area.

 There are many benefits to local SEO, including:

(1) Increased visibility in local search results: When your website is optimized for local SEO, it will be more likely to appear in the top results of local search results pages (SERPs). This means that more people will see your website when they are searching for businesses like yours in their area.

(2) Improved click-through rate (CTR): When your website appears higher in the SERPs, it is more likely to be clicked on by searchers. This is because people are more likely to click on the first few results that they see.

(3) Increased website traffic: As a result of increased visibility and CTR, your website will receive more traffic from local searchers. This can lead to more leads and sales for your business.

(4) Improved brand awareness: When your website is more visible in local search results, it will help to improve brand awareness for your business. This is because people will start to see your name and logo more often, which will help them to remember your business when they need your products or services.

(5) Increased customer loyalty: When people have a positive experience with your business, they are more likely to return to you in the future. Local SEO can help you to attract new customers and turn them into loyal customer