
Digital Marketing Assignment –

Module 3

Basic:

1. What are keywords? How important it is for SEO?

Keywords (also called search terms, search phrases or search queries) are the words or the phrases that most of the searcher or user type into the search box of a web search engine like google, bing, or yahoo while they search for a particular product, topic or services.

Importance of Keywords in SEO:

For SEO, keywords do matter a lot. Keywords should be the foundation of your content to address and satisfy searcher's needs.

Keywords are ideas and topics that define what your content is about. In terms of SEO, they're the words and phrases that searchers enter into search engines, also called "search queries." If you boil everything on your page — all the images, video, copy, etc. — down to simple words and phrases, those are your primary keywords.

As a website owner and content creator, you want the keywords on your page to be relevant to what people are searching for so they have a better chance of finding your content among the results.

Keywords are important because they are the linchpin between what people are searching for and the content you are providing to fill that need. Your goal in ranking on search engines is to drive organic traffic to your site from the search engine result pages (SERPs), and the keywords you choose to target (meaning, among other things, the ones you choose to include in your content) will determine what kind of traffic you get. If you own a golf shop, for example, you might want to rank for "new clubs" — but if you're not careful, you might end up attracting traffic that's interested in finding a new place to dance after dark.

Keywords are as much about your audience as they are about your content, because you might describe what you offer in a slightly different way than some people ask for it. To create content that ranks well organically *and* drives visitors to your site, you need to understand the needs of those visitors — the language they use and the type of content they seek. You can do this by talking to your customers, frequenting forums and community groups, and doing your own Keyword Research with a tool like Keyword Explorer.

SEO keywords range from single words to complex phrases and are used to inform website content to increase relevant organic search traffic. Your audience uses them when searching for something related to your brand. When effectively researched and optimized, keywords act as a conduit to connect your target audience with your website.

Types of Keywords in Digital Marketing:

Targeting Keywords	Market Segment Keywords Customer-defining Keywords Product defining keywords Branded keywords Competitor keywords Geo-targeted keywords
Keywords by length	Short tail keywords Mid-tail keywords Long-tail keywords Phrasal keywords
On-site Keywords	Primary keywords Latent semantic keywords
Buyer Keywords	Informational keywords Navigational keywords Transactional keywords
Google Ads Keywords	Broad match keywords Phrase match keywords Exact match keywords Negative keywords

2. What is robot.txt file and its importance?

A robots.txt file tells search engine crawlers which URLs the crawler can access on your site. This is used mainly to avoid overloading your site with requests; **it is not a mechanism for keeping a web page out of Google**. To keep a web page out of Google, blocking indexing with no-index or password-protect the page.

What is a robots.txt file used for?

A robots.txt file is used primarily to manage crawler traffic to your site, and *usually* to keep a file off Google, depending on the file type:

- **Web Page:** You can use a robots.txt file for web pages (HTML, PDF, or any other non-media formats that Google can read, to manage crawling traffic if you think your server will be

overwhelmed by requests from Google's crawler, or to avoid crawling unimportant or similar pages on your site.

- **Media File:** Use a robots.txt file to manage crawl traffic, and also to prevent image, video, and audio files from appearing in Google search results. This won't prevent other pages or users from linking to your image, video, or audio file.
 - **Resource File:** You can use a robots.txt file to block resource files such as unimportant image, script, or style files, if you think that pages loaded without these resources will not be significantly affected by the loss. However, if the absence of these resources make the page harder for Google's crawler to understand the page, don't block them, or else Google will not do a good job of analyzing pages that depend on those resources.
-

3. Create a file that explains importance of all the HTML tags in terms of SEO.

Hypertext Markup Language (HTML) is the standard markup language for documents that is used by web pages to tell browsers what elements it contains and which ones need to be displayed on the screen.

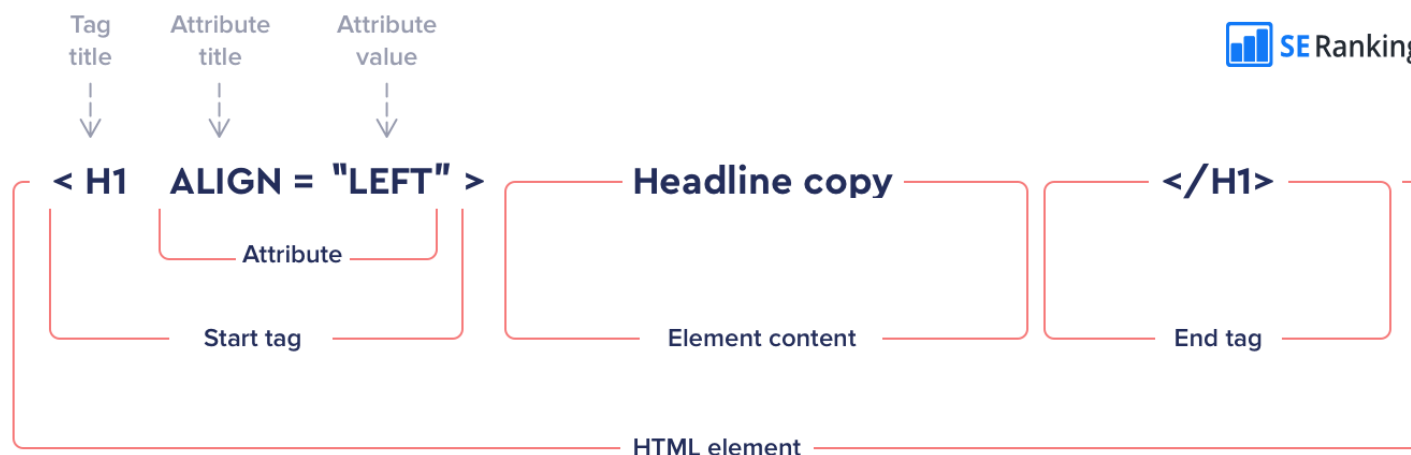
HTML is the basis of the vast majority of web pages and is one of the most essential parts of technical SEO. With the help of HTML elements, SEOs can relay information on web pages both to people and search engine bots. Doing so can make it clear to everyone what the page structure and order of content is, plus it clarifies how the page is related to other web pages online?

For example, if you visit any web page as a human, you will see a marked-up text along with sections, subheadings, images and links. But, for web browsers and search engine bots, web pages are no more than an HTML code with specific elements.

HTML element structure:

An HTML code is made up of elements, each one of which can either be a tag or a Meta tag. If a tag or a Meta tag has any additional characteristics, then it is an attribute.

An HTML element is a type of HTML document component that is composed of a tree of simple HTML nodes like text nodes. Such elements allow the HTML document to include certain semantics and formatting. Here's what an HTML element consists of:



A **Meta tag** is a type of tag that provides web browsers and search engines with technical information on a web page, such as description, keywords, document encoding, bot indexing rules, and so on. Note that all Meta tags must be placed inside the document's `<head>` tag. An interesting fact is that while the **description** and **keywords** are *Meta tags*, the **title** is a *tag*.

Lastly, an **attribute** is an additional bit of information about a tag or Meta tag. They represent special words that are used inside the start tag to have control over an element's behavior.

Let's look at the basic HTML tags:

1. `<!DOCTYPE html>`:

The `<!DOCTYPE html>` tag is the very first tag you put up on your web page code. What it does is introduce the page to search engines as being a web page.

2. `<head>` tag:

The `<head>` tag introduces the very first web page section and contains information on the page that isn't displayed by browsers.

It's important to know that the `<head>` tag houses some of the most key SEO tags.

The `<head>` element serves as a container for metadata—as in data about the HTML document that isn't displayed on the page—and goes between the `<html>` tag and the `<body>` tag. As a rule of thumb, metadata defines the title of the document, its character set, styles, scripts, and so on.

The `<head>` tag can contain such HTML elements as `<base>`, `<link>`, `<meta>`, `<noscript>`, `<script>`, `<style>`, and `<title>` which is a must.

Also, the HTML Global Attributes that can be used with any HTML element are also supported by the `<head>` tag.

3. **<body> tag:**

The **<body>** tag defines the body of the document and acts as a container for information on the page intended for the eyes of your visitors - the text, images, and videos you put up on your web page for everyone to see.

To elaborate, the **<body>** tag holds all of the contents of an HTML document, including headings, paragraphs, multimedia, hyperlinks, tables, lists, and so on. Basically, everything the human eye can see on a web page is housed in the **<body>** tag, which, by the way, there can only be one of.

The **<body>** tag supports HTML Global Attributes that can be used with any HTML element. Moreover, it also supports HTML Event Attributes that let events trigger actions in browsers, similar to clicking on an element in JavaScript.

HTML tags useful in SEO and their attributes:

1. **<title> tag:**

The **<title>** tag describes the page's content.

Being one of the most favorite tags of SEO pros, the **<title>** tag helps both users and search engines understand what a page is about.

Titles are displayed as clickable headings on SERPs. It is very important for usability, search engine optimization, and social media sharing. The purpose of this tag is to accurately and concisely describe the content of the page so that searchers are enticed to visit the page, and search engines have enough additional information about the topic of the page.

The title isn't only displayed in the snippet but in the browser tab as well, which helps users understand in a glance what pages are open in the browser. Some pages add titles with the aim of attracting the attention of users. For example, when you switch to another tab in the browser, the title text can change to something along the lines of "*Come back, we miss you!*"

The title is also displayed as the anchor text when you post links on social media, if you don't use the Open Graph Markup. That is exactly why the title must be concise, informative, unique and interesting to attract potential readers.

The title length should be around 60-70 characters since excessively long titles will be truncated down to 600 pixels anyway. As a result, incomplete information will get pulled into the snippet.

The main takeaway is that you *do* need to use keywords but only with the aim of helping both search engines and users understand what your page is about, nothing more.

You are also at liberty to specify other additional information in the title, such as price, brand, delivery options, and so on.

Since the <title> element is a part of the <head> tag of the HTML file, it isn't displayed on the page itself. Plus, there can only be one <title> tag in a single document that must be placed inside the <head> container. The <title> tag also supports HTML Global Attributes, but doesn't support Event Attributes.

2. <meta> tag:

The <meta> tag provides additional page information.

The <meta> tag, often referred to as metadata, defines the HTML document's metadata that isn't shown on the page, but can be processed by search bots (to identify keywords) and by browsers (to display content or reload the page).

It must always be placed within the <head> element of the page, and is usually used to specify the set of characters used on the page, the page description, keywords, document author, as well as viewport settings.

Meta Title Tag:

It is used to tell search engines and visitors what any given page on your site is about

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.

You can add a title tag in the section in your site's HTML.

It should look something like this:

```
<head>
    <meta name="title" content="description data">
</head>
```

Meta description Tag: (defines the page description that is displayed in SERP)

Meta description is an attribute within your meta tags that helps to describe your page.

This snippet of text may appear in the search engine results under your heading.

Although the text of the description doesn't provide a direct boost in rankings, it can increase your CTR (Click Through Rate), which, in turn, is seen as a positive ranking signal.

You can find the meta description on any web page by right-clicking on the page and select – “view page source” or “inspect”

It should look something like this:

```
<head>  
    <meta name="description" content="your site's summary">  
</head>
```

Meta content attribute:

This attribute works in combination with the name and http-equiv attributes and reveals the meaning/data type of the meta tag to the search engine. Essentially, it specifies the content that contains the meta tag.

Example:

```
<meta name="description" content="What are HTML tags and attributes? How do you use  
them to get an SEO advantage? Check out every important HTML tag and its attribute in this  
post!">
```

Meta noindex attribute:

Noindex is another commonly used meta tag attribute for SEO purposes.

This attribute lets publishers identify content that can be indexed by search engines and included in the SERPs. Basically, the noindex attribute allows you to tell search engines that they may not use the given page in their respective indices.

Similar to the “meta robots tag”, the noindex attribute is commonly referred to as the “noindex tag” because of its use, although it is an attribute of the meta tag.

Here are a few examples of the commands that can be used in the meta robots tag besides “noindex” (they can be used in combination):

Nofollow: Do not follow any links from the page, and also do not take link juice into account when calculating rankings.

index, nofollow: Index the content of the page, but do not follow any links from the page.

Meta HTTP-equiv attribute:

The **http-equiv** attribute displays the content of the HTTP header and is used by servers to collect additional page information.

In layman's terms, browsers convert the value of the http-equiv attribute—specified with the help of the content attribute—to the HTTP response header format and treat them as if they came directly from the server.

Example:

```
<meta http-equiv="expires" content="4 May 2022">
```

Or

```
<meta http-equiv="refresh" content=60">
```

The HTTP header reveals a lot of data that is useful for SEO specialists, such as the server response status (200, 404 and so on) or the name of the server that sent the response.

In addition, it can be used to specify the canonical URL for the requested page, block robots from indexing a page using the X-Robots-Tag HTTP header or set up an HTTP redirect using the refresh attribute.

Here are some of the **attribute** values that can be used in the http-equiv attribute:

Value	Description
Content-security-policy	Specifies the document's content policy. Example: <meta http-equiv="content-security-policy" content="default-src 'self'">
Content-type	Specifies the document's character encoding. Example: <meta http-equiv="content-type" content="text/html; charset=UTF-8">
Default-style	Specify the document's preferred stylesheet. Example: <meta http-equiv="default-style" content="the document's preferred stylesheet">

	Note that the value of the content attribute must match the value of the title attribute on a link element, or it must match the value of the title attribute on a style element.
Refresh	<p>Defines how often (in seconds) the document needs to automatically refresh.</p> <p>Example:</p> <pre><meta http-equiv="refresh" content="120"></pre>

Meta robots Tag:

Its main purpose is to inform the bots that visit the page whether the information on the page is intended for them or not.

For example:

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

Or

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

In the above examples, you will point out to all the bots and googlebot respectively that they should consider the “noindex” directive. As a matter of fact, when the meta tag contains a name attribute intended for bots, it will often be referred to as the “meta robots tag”.

From the standpoint of SEO, using the name attribute in the meta tag is a great way of preventing certain bots from interacting with your pages, plus it allows you to provide additional data on the page.

Meta keywords Tag:

It specifies the target keywords on the page (although it is a bit outdated now).

Example,

```
<meta name="keywords" content="HTML, tags, attributes">
```

Meta author Tag:

It defines the author of the page’s content.

Example:

```
<meta name="author" content="John Doe">
```

Meta viewport Tag:

Although it's not an attribute, the **viewport** meta tag lets you control the width and scaling of the viewport—the user's visible area of a page—so that it's displayed correctly on screens of all sizes, from desktop computers to laptops and from tablets to mobile phones.

Example:

```
<meta name="viewport" content="width=device-width, initial-scale=1.0">
```

With the help of this data, browsers can get information on how to control the dimensions and scaling of web pages.

Meta Twitter card Attribute Tag:

A Twitter Card is a multimedia tweet add-on. They are customizable media units that PPC specialists can use to drive traffic to their sites and/or mobile apps.

There are different types of Twitter Cards, with each one built specifically to cater to the needs of Twitter's desktop and mobile users:

Summary Card includes a Title, description, and thumbnail

Summary Card with Large Image additionally includes a front-and-center image

App Card allows for direct downloads to a mobile app

Player Card lets you display videos, audio, and other media

To start implementing Twitter Cards markup, you need to specify the type of card your content requires by adding HTML markup to the page's head section:

```
<meta name="twitter:card" content="summary large image">
```

```
<meta name="twitter:site" content="@Airbnb_UK">
```

```
<meta name="twitter:title" content="Pubs on Airbnb">
```

```
<meta name="twitter:description" content="From old cross saws inn to The Whistling  
Badger, pubs scattered all over the UK are taking advantage of listing their spare room on  
Airbnb.">
```

```
<meta name="twitter:image"
```

```
content=https://pbs.twimg.com/card\_img/1409915304122089473/Zhi5ikFr?format=jpg  
&name=medium>
```

3. *<a> and <link> tags:*

<a> tag is used to create hyperlink.

The anchor tag is used to make click-able text written on a hyperlink.

The <a> tag serves to define hyperlinks that link out from one page to another.

Basically, a standard hyperlink on a web page is an <a> tag.

For example:

```
<body>
```

```
    <a href="reg.php"> Click Here to Register </a>
```

```
</body>
```

“Click Here to register” is anchor text (Link text).

Whenever someone click on this anchor text he will be redirected to “reg.php” webpage.

It is a way to improve navigation for better user experience.

The <a> tag is used for clickable links that are placed within the page’s content, as in within the <body> tag. If you need to link a web page to an external resource, like a document containing fonts or external style sheets, you need to use the <link> tag that appears in the <head> of the page.

For example:

```
<head>
```

```
    <link rel="stylesheet" href="styles.css">
```

```
</head>
```

Note that <link> tag links aren’t hyperlinks, they cannot be clicked on, and the <link> element itself contains only attributes. They simply show how web documents are related to one another.

4. tag:

 tag is used for inserting image in web form.

The tag is present on any page that has an image. It is used to embed images into HTML code and display them in PNG, JPEG or GIF formats. You can also add an image in the form of a link to another file. To do this, simply put the tag into the <a> container.

For example:

```

```

Here, tag has 3 attributes:

, , , and tags:

A separate group of tags is responsible for emphasizing text—making it bold, italic, underlined, etc. Text selection is useful when you need to logically highlight an important part of the text both for readers and search engines.

<i> tag is used to make font-text in italics.

 tag defines emphasized text.

The key difference between the <i> and tag is that the latter provides a semantic emphasis on an important word or section of words (useful for SEO), while the former is just offset text conventionally styled in italic to show alternative mood or voice.

 tag is used to make font-text in bold.

 tag makes the text bold as well. However, unlike the tag that simply makes the text bold without any logical meaning behind it, this tag tells search engines that the emboldened text is of great importance.

6. <table>, , tags:

These tags help get into Google's Answer Box.

Tables and lists help organize information on a page, but they can also give you a sweet bonus—a chance to appear in Google’s Answer Box.

`<table>` tag is used to create table in the web form.

`` tag means Unordered list tag. It is used to create unordered list (bulleted list).

`` tag means Ordered list tag. It is used to create ordered list.

`` tag means List items tag. It is used to create a list item in our web-page.

`<tr>` tag is used to make table row.

`<th>` tag is used to make table header cell with justified emboldened text.

`<caption>` tag creates a title for the table description.

`<td>` tag creates a standard cell in the table.

For example:

<pre><body> TOPS Courses JAVA PHP ANDROID </body></pre>	<pre><body> TOPS Courses JAVA PHP ANDROID </body></pre>
Outcome: TOPS Courses <ul style="list-style-type: none">• JAVA• PHP• ANDROID	Outcome: TOPS Courses <ol style="list-style-type: none">1. JAVA2. PHP3. ANDROID

7. *<header>* tag:

The header tag makes content scan-able.

The **<header>** tag was designed to define a page or section header to introduce the content ahead and typically has a logo or icon, navigational links, and a search bar.

It's important to point out that there can be several <header> tags in a single HTML code, but the tag itself can't be housed in a <footer>, <address> or another <header> tag. The <header> tag supports HTML Global Attributes and HTML Event Attributes.

For example:

```
<!DOCTYPE html>
<html>
<body>
  <article>
    <header>
      <h1> Write a heading here </h1>
      <p> Posted by John Appleseed </p>
      <p> Introduce your piece of content </p>
    </header>
    <p> Now get into all the deets </p>
  </article>
</body>
</html>
```

8. <h1> ... <h6> tags:

Every piece of online content is structured in a way that helps both search engines and users understand what it's about. As a result, the entire text gets a title and is broken down into logical semantic blocks, each with its own title. HTML uses special tags to highlight such elements on the page: headings.

There are 6 levels of headings: from h1 to h6.

<h1> is used as the main heading and is usually placed above the text. All of the headers must stick to the hierarchy principle (from <h1> to <h6>), with the <h1> tag being used only once in the vast majority of cases.

No matter how many <h2> headings you optimize, they still won't be able to outrank a web page with an optimized <h1>.

So, to get SEO benefits, it's best to stick to best practices regarding the use of headers in content—use only one h1 header and maintain header hierarchy.

Note that the <title> and <h1> tags are not the same thing. The confusion can be caused by the fact that both of them have similar functions of describing the page's

content. But the main difference between these two tags is that the title is displayed in the snippet, social media and browser tabs, while the **<h1>** tag is only displayed on the page as the header. On top of that, they have to differ since they serve different purposes: the title attracts people from the SERPs, and the **<h1>** tag confirms that the searchers arrived on the right page by describing the content.

9. **<footer> tag:**

The **<footer>** tag provide internal link structure and navigation.

The **<footer>** tag was designed to define a document or section footer on a website.

As a rule of thumb, this tag contains information on authorship, copyright, contact details (must go inside **<address>** tag within the **<footer>**), links to related docs and pages, back to top link, and perhaps even a sitemap. An HTML code can contain several **<footer>** tags, plus it supports HTML Global Attributes and HTML Event Attributes.

10. **<div> tag:**

The **<div>** tag was designed to define a section in an HTML code. It's used to contain all types of HTML elements.

To elaborate, the **<div>** tag is a block element that is intended to highlight a fragment of a document in order to change its content's appearance. So that you don't have to describe the style of the tag each time, choose the style from an external style sheet, also add a class or id attribute along with the selector name.

The **<div>** tag can contain two attributes:

- The *align* attribute defines how the div element will be aligned on the page in relation to its surroundings.
- The *title* attribute adds additional popup information to the content.

The **<div>** tag also supports HTML Global Attributes and HTML Event Attributes.

From the SEO point of view, wrapping page content in **<div>** tags won't be a direct problem, however, having a lot of unnecessary code in your HTML document can slow down the page, leading to UX issues. Too many **<div>** tags slow down web pages.

11. **<section> tag:**

The **<section>** tag wraps logical groups of related content.

The <section> tag was designed to define an HTML document section. But, besides this purpose, it can also be used to mark new blocks, contact details, content chapters, and dialog box tabs, to name a few.

12. *<article> tag:*

The <article> tag points out self-contained content.

The <article> tag denotes content that is cohesive and distinct. But, unlike the <section> tag, you can cut and paste it from one place to another, like another site, and the article won't lose its meaning. Moreover, this can be done in a matter of minutes. The tag is often used for articles and blog posts.

The <article> tag simplifies the process of highlighting new articles or blog posts in an online publication for search engines. That way, search engines like Google can put more emphasis on content wrapped in the <article> tag.

Plus, the use of <article> tags cuts down on the use of <div> tags and cleans up your page's HTML code.

13. *<aside> tag:*

The <aside> tag creates sidebars.

The <aside> tag is used to define a block on the side of the page that contains headings, links to other content, tags as well as other info. This is usually referred to as a sidebar, although it can contain a footnote, an ad, or something else.

As a rule of thumb, the content placed within the aside element must not be directly related to content of the page. Similar to the <div> tag, aside only creates a sidebar and doesn't display any design aspects. It can, however, be styled via CSS. The <aside> tag supports HTML Global Attributes and HTML Event Attributes.

The <aside> tag helps search engines quickly obtain valuable page information like author, number of views, and date. Moreover, this tag can be used to provide additional enclosed content on a page that is relevant to the entire page and not one of its blog posts. This gives search engines the opportunity to analyze the page's surroundings to better understand its overall and more specific topic with the ultimate goal of ranking the page for relevant queries.

14. *<iframe> and <frame> tags:*

The `<iframe>` and `<frame>` tags are the tags which are preferred by SEOs.

The `<frame>` tag defines the properties of a single website frame. It is placed inside the `<frameset>` container that splits the page into different areas. At the heart of it, each area is a separate web page.

Today, this technology is considered obsolete since traditional frames are no longer supported by HTML5. However, many modern technologies support `<iframe>`, which allows you to insert frames into text blocks on pages.

The **`<iframe>`** tag is used to specify an inline frame. In their essence, iframes let you embed another website in the HTML code of your site like interactive maps as well as YouTube videos.

So, the `<iframe>` tag gives you the possibility to embed content from another website inside your own website. Are there any SEO benefits in this? Well, since search engines understand that iframe content is being pulled from another resource, web pages that use the iframe element won't get any positive signals, but it's still better to use it than `<frame>`.

15. **`<nav>` tag:**

The `<nav>` tag defines priority pages.

The `<nav>` tag is used for site navigation and points out the most important pages of the website.

Since we already discussed navigational and internal structure links in the `<header>` and `<footer>` sections of this blog post, you may be wondering how this tag is different. Well, if your page contains several blocks of links, you can use `<nav>` to mark priority links. But don't go overboard and tag all links with the `<nav>` element.

The `<nav>` tag can be used more than once in an HTML document, but make sure you don't put it into the `<address>` tag.

With the help of this tag, screen readers can understand if they need to skip the content's initial rendering. Plus, the `<nav>` tag supports HTML Global Attributes and HTML Event Attributes.

16. **`<script>` tag:**

The <script> tag speeds up page via embedded scripts.

The primary purpose of the <**script**> tag is to add scripts, mainly JavaScript, to HTML documents. JavaScript is used for the creation of interactive maps that react to user actions.

For example, the menu expands on a click, a like is added after the Heart icon is clicked on, and so on. It's very difficult to imagine a quality site that doesn't use JavaScript.

This element can contain a link to an external link file, or its text in a specific coding language known as a *scripting statement*. Scripts can be housed in external files and be linked to any HTML document.

The <script> tag can be placed in the head or body of an HTML document an unlimited number of times. In most cases, the location of the script does not affect its performance in any way. However, note that you should place scripts that you want to be executed first in the head of the HTML code.

Intermediate:

1. **Do the keyword research for the each page of your wix website using different keyword research tools.**
 - a. Ubersuggest
 - b. Google keyword planner
 - c. Keywords everywhere // **paid version**

My Wix Website: <https://www.khidkishopping.com/>

Keywords Research:

Google Keyword Planner:

Page Title	Keywords Generated by Keywords Research Tools
HOME	E-commerce Website, Daily Deals, Deals of the Day, Online Sale Today, Discount Offers, Online Pharmacy, Online Medicine Delivery, Online Grocery, Online Grocery Shopping, Online Bill Payment, Online Music, Online Music Player, Flipkart Deals, Nykaa Fashion, TataCliq, Myntra, Ajio, FirstCry,

	PharmEasy, Apollo Pharmacy, Tata 1mg, Netmeds, JioMart, BigBasket, BlinkIt, Grofers, Phonepe, Spotify, Gaana
SHOP ALL	Men's Fashion, Women's Fashion, Makeup, Kurti for Women, Kurtis online, Shoes for men, Shoes for women, Myntra shoes, Firstcry, Ethnic Sarees, western dress, WOW Shampoo, WOW Face Wash
OTT	Online Movies, Online Web Series, Netflix, Zee5, Disney+ Hotstar, AltBalaji, SonyLiv
CONTACT US	Contact Khidki Shopping

Ubersuggest:

Page Title	Keywords Generated by Keywords Research Tools
HOME	E-commerce, Online Medicines,
SHOP ALL	Online Shopping Flipkart, Women's wear, Men's Fashion, Online Shoes, Skincare Products
OTT	New release movies, Trending movies, Popular movies
CONTACT US	Contact Khidki Shopping

2. Perform the keyword research for each page of www.JioMart.com

Webpage	Keywords
Home Page	Online Grocery, Fruits & Vegetables, Staples, Dairy, Packages Foods, Home care, Personal Care
Fruits and Vegetables Page	Fruits and vegetables, vegetables online, organic vegetables online, herbs and spices, Italian herbs, pizza herbs, mix herbs, exotic fruits and vegetables

Premium Fruits	Avocado, peach, plum, cherry, fruits
Dairy and Bakery	Dairy products, cheese, paneer, butter, yogurt, cream cheese, dairy milk, cheddar cheese, bakery items, cakes near me, bread roll, burger buns

3. Explain different types of queries.

There are 3 types of queries:

- Transactional Queries
 - Informational Queries
 - Navigational Queries
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. **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.
 3. **Navigation 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.

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

- a. Admin pages
- b. Cart page
- c. Thank-you page
- d. Images

How will you achieve this?

We can achieve this by adding all these pages into no-index and no-follow into robots.txt file.

Allow command is not allowed.

We can disallow command for multiple folder like:

User-agent: *
Disallow: /Admin

User-agent: *
Disallow: /Cart

User-agent: *
Disallow: /Thank-you

User-agent: *
Disallow: /Images

5. Find out 5 effective transactional and navigational keywords for <https://www.JioMart.com/>.

Transactional Keywords	Navigational Keywords
JioMart coupon	JioMart grocery
JioMart coupon code	JioMart sale
JioMart offers	Jio.com JioMart
JioMart partners	JioMart dairy products
JioMart online shopping	JioMart online shopping

Advanced:

1. Create page title, Meta title, description for your Wix website.

My Wix Website is: <https://www.khidkishopping.com/>

Page Title:

<title> HOME | KhidkiShopping </title>

Meta Title:

<meta property="og:title" content="KhidkiShopping is a website where you get all the information going live today">

Meta Description:

<meta name="description" content="KhidkiShopping provides daily deals information about e-commerce, online bill payments, online pharmacy, online groceries, OTT movies and web series, online music, flipkart, ajio.com, firstcry, tata cliq, spotify, gaana, paytm">

2. On the basis of your keyword research prepare the Meta title, description, page title, heading for each page of www.khidkishopping.com with keyword optimization.

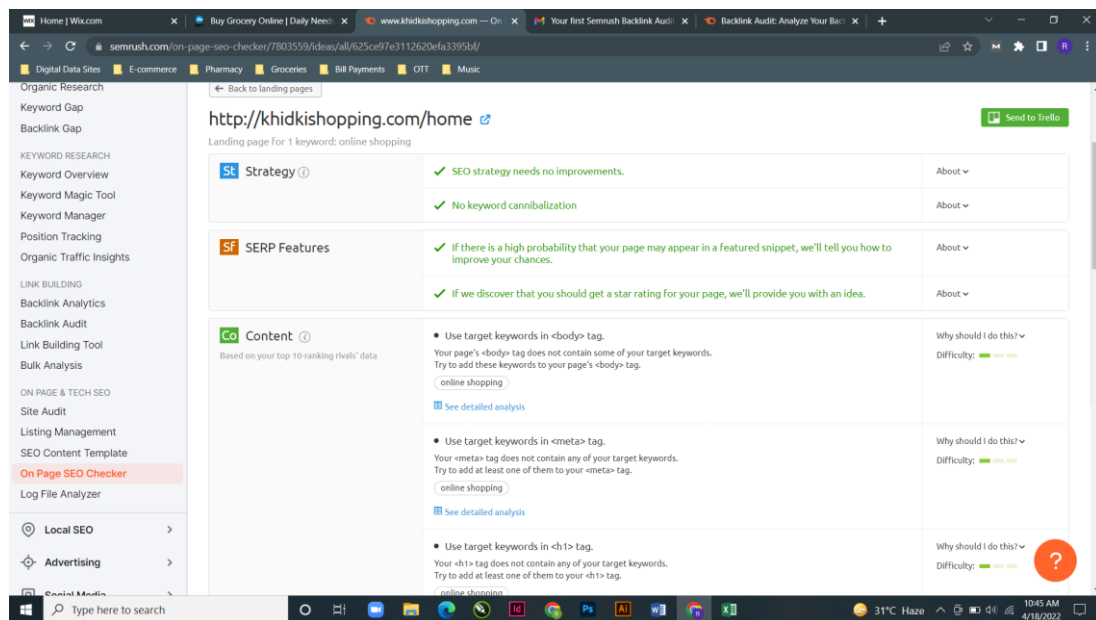
Page	Meta Title	Description	Page Title	Heading
HOME	HOME	Khidkishopping provides daily deals information about e-commerce, online bill payments, online pharmacy, online groceries, OTT movies and web series, online music, flipkart, ajio.com, firstcry, tata cliq, spotify, gaana, paytm	HOME KhidkiShopping	<h1> HOME </h1>
SHOP ALL	SHOP ALL	KhidkiShopping is a website that provides information of all the daily deals of the day. In Shop All, we have an exquisite variety of online shopping, women's clothing, shoes online, electronics deals, and much more. Visit KhidkiShopping for all the window shopping experience over the web.	SHOP ALL KhidkiShopping	<h1> SHOP ALL </h1>
OTT	OTT	OTT in KhidkiShopping provides television and film content over the internet. Visit KhidkiShopping for all the information of latest and trending movies as well as	OTT KhidkiShopping	<h1> OTT </h1>

		online web-series of all different OTT platforms.		
CONTACT US	CONTACT US	KhidkiShopping is a website that provides day to day updates of online shopping, online movies and web-web-series on different different E-commerce Websites and OTT Platforms. Get best deals of the day, pharmacy details, online grocery and many more options available.	CONTACT US KhidkiShopping	<h1> CONTACT US </h1>

3. Submit the backlink audit report for www.jiomart.com using SEMRUSH tool.

4. Generate the on-page and off-page SEO audit report for www.khidkishopping.com using SEMRUSH tool.

On-Page SEO: www.khidkishopping.com



Priority	Url	Keyword	Idea
0.13	http://khidkishoping.com/home	online shopping	Your page's 'body' tag does not contain your target keyword. Try to add this keyword to your page's body.
0.13	http://khidkishoping.com/home	online shopping	Your 'H1' tag does not contain your target keyword. Try to add this keyword to your 'H1' tag.
0.13	http://khidkishoping.com/home	online shopping	Your 'title' page tag does not contain your target keyword. Try to add this keyword to your page 'title' tag.
0.13	http://khidkishoping.com/home	online shopping	Your page's meta description does not contain your target keyword. Try to add this keyword to your page 'meta' tag.
0.13	http://khidkishoping.com/home	online shopping	Compared to your rivals, some related words are not present in your page's content. Try to enrich your page's content with the following semantically related words: 'sport shoes', 'ethnic wear', 'online shopping sites', 'wide ranging', 'credit card', 'online shopping websites', 'photo frames', 'customer service', 'salwar suits', 'online shopping experience', 'user friendly'
0.13	http://khidkishoping.com/home	online shopping	Try to acquire backlinks from the following domains: qoo10.com, discountwalas.com, bigsite.ir, royablog.ir, qoo10.in, amedleyofpotpourri.blogspot.com, edmseller.com, findoffer.com, clothingz.info, worldsitelink.com, bummyla.wordpress.com, alltherankings.com, find-online-now.com, realcouponsoffers.com, bestresult.wiki, dailigram.com, nicainstitute.com, amazonaws.com, 7discus.com, marketing-webservice24.de, find-fashion-now.com, sastabadhiya.com, blogbist.ir, jenson.in, a2zoffer.com, tribal.gov.in, consumercomplaintscourt.com, ccdaddy.com, eureka.com, dealcounts.net, best-online-shopping.info, officialbrand.store, flrt.it, domainspy.info, a2m1n.com, ojuoo.com
0.13	http://khidkishoping.com/home	online shopping	Compared to your rivals, your page has a relatively low word count. Try to increase the length of your page content.
0.13	http://khidkishoping.com/home	online shopping	Compared to your rivals, your text-based content is difficult to read and understand. Try to improve your content's readability.

5. Submit a blog on blogger for SEO updates 2019 and perform link building.

SEO Updates Blog on:

<https://resham1511.blogspot.com/2022/04/latest-seo-trends.html>

6. Create blog for “Training at TOPS Technologies” in following sites and provide a link.

- Medium
- Blogger
- Quora
- Tumblr

Blogger URL: <https://resham1511.blogspot.com/2022/04/tops-technologies.html>

Quora URL: <https://www.quora.com/profile/Reshma-Mulchandani-8/TOPS-Stands-for-Training-Outsourcing-Placement-Services-TOPS-Technologies-is-a-rapidly-growing-company-that-provides>

Medium Blog URL: https://medium.com/@kyrs_6318/tops-technologies-9ecb2d431412

Tumblr Blog URL: <https://tops-technologies-ahmedabad.tumblr.com/post/681849665080246272/tops-technologies>
