**Module : 3**

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

**Ans.>**

1. **Meta <Tags>**
2. **Meta <Description>**
3. **Meta <Keywords>**
4. **Meta <Robot>**

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

**Ans.>**

Open Graph tags enhance how a website's content appears on social media by providing structured data, including custom titles, descriptions, and images. They optimize the presentation of shared links, improving branding and visibility on platforms like Facebook, Twitter, LinkedIn, and Pinterest.

**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.**

**Ans.>**

To add an image to a website, you typically use the <img> tag in HTML. Here's a example: **<img src="path/to/your/image.jpg" alt="Description of the image">**

**Let's break down the important attributes and considerations when adding an image to a website:**

1. ***src (source):*** This attribute specifies the path to the image file. It can be a relative or absolute URL.
2. ***alt (alternative text):*** The alt attribute provides alternative text for the image. This text is displayed if the image cannot be loaded and is also used by screen readers for accessibility.
3. ***width and height:* You** can use the width and height attributes to specify the dimensions of the image in pixels. This helps the browser allocate space for the image before it is fully loaded, preventing layout shifts.

**Q: 4 > What is the difference between NOFOLLOW and NOINDEX?**

**Ans: >**

***NOFOLLOW*:** Instructs search engines not to follow the links on a webpage, preserving the linked page from receiving authority or PageRank.

***NOINDEX*:** Instructs search engines not to include a specific webpage in their index, preventing it from appearing in search engine results.**Top of Form**

**Q: 5 > Explain the types of queries.**

**Ans.: >**

**Here are the types of queries in the context of databases:**

1. ***Select Query:*** Retrieves data from a database.
2. ***Insert Query:*** Adds new records to a database table.
3. ***Update Query:*** Modifies existing records in a database table.
4. ***Delete Query:*** Removes records from a database table.
5. ***Join Query:*** Combines rows from two or more tables based on a related column.

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

**Ans.: >**

***Sitemap (XML):*** Helps search engines understand the structure of your website, facilitating better indexing of pages and improving SEO.

***robots.txt:*** Directs search engine crawlers on which parts of your site to crawl or avoid, helping to manage indexing and prevent issues like duplicate content in SEO.

**Q: 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: >**

Create or Modify robots.txt: This file is located at the root of your website.

User-agent: \*

Disallow: /admin/

Disallow: /cart/

Disallow: /thank-you/

Disallow: /images/

**Q: 8 > What are on-page and off-page optimization?**

**Ans: >**

**On-page optimization** focuses on improving individual web pages for search engines, including content and HTML elements.

**Off-page optimization** involves external factors like building backlinks and social signals to enhance a website's authority and ranking.

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

**Ans: >**

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

**Ans.:>**

**Q: 11> What are the characteristics of “bad links”?**

**Ans:>**

Bad links are often characterized by low quality, spammy sources, unnatural anchor text, paid or scheme-driven origins, irrelevance, broken links, over-optimization, and sudden spikes in link activity.

**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**

**Ans.: >**

**Q:13> What is the use of Local SEO?**

**Ans.:** Local SEO is employed to enhance a business's visibility in local online searches, ensuring it is easily found by nearby customers and driving foot traffic or online sales.