Digital Marketing
Module-3

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

- Title Tags
- Meta Description Tags
- Heading Tags (H1-H6)
- Image Alt Attributes
- No follow Attributes
- Robots Meta Tag
- Link Tag

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

- Open Graph meta tags are snippets of code that **control how URLs are displayed when shared on social media**.
- They're part of Facebook's Open Graph protocol and are also used by other social media sites, including LinkedIn and Twitter (if Twitter Cards are absent).
- You can find them in the <head> section of a webpage.

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>

- Example : <img src=" img 24 ">

- The <img> element is the most straight-forward way of displaying a static image on a page. You should normally use it whenever an image is

actually a part of the content (as opposed to using an image as part of a page's design).

- All <img> tags must have a defined src attribute. This defines the image to be displayed. Typically, the src is a URL, but a data representation of the image can also be used in some cases.

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

- Digital marketers spend a lot of time and energy perfecting each page of content on a website. Each page has a purpose, with well-researched and strategically worded content that has a target user in mind. Content is generated to bring in leads and build authority to web pages and their respective domains. These pages are then submitted for index to search engines so they can be crawled and ultimately stored with the goal of being found by your end user.

- There are pages, however, that should not be crawled. These pages can hinder the hard work you put into creating that beautiful and bespoke content. With that in mind, you'll need to know the correct way to inform search engine crawlers that you don't want your content to be indexed or crawled.

- WHAT IS NOINDEX?

NoIndex is a meta tag that is added into the header code of a web page to tell search engines that while they can crawl the page to understand it's content, they cannot index the page to appear in search engine results. This is an example of how NoIndex appears in the source code of a web page:

- WHAT IS NOFOLLOW?

NoFollow is a meta tag that is added into the header code of a web page that tells search engines not to follow the links on that page. This essentially disavows the links on that page and informs the search engine to not pass any authority or "link juice" onto the pages that are linked within your content. This is an example of how NoFollow appears in the source code of a web page:

- HOW ARE THEY DIFFERENT?

NoIndex and NoFollow are quite different in utility. You will use NoIndex when instructing a search engine not to store your web page for display in search

results while you will use NoFollow when you are instructing search engine crawlers not to follow the links that are on your page. Therefore, NoIndex is for your web page and NoFollow is for the links that exist on your web page.

- ### WHEN SHOULD I USE EACH?

An example of the NoIndex meta tag is a Thank You page. You would not want a search engine to display the thank you page in a search engine results page as this is typically a page that a user lands on after they have completed your lead generation form. In order for search engines to know that this page should not be stored, you must indicate the NoIndex meta tag in the header code of your web page. Other examples of pages you wouldn't want to be indexed by search engines include Privacy Policy, Terms & Conditions and Page Not Found pages.

An example of the NoFollow meta tag is also a landing page. If your landing page lists a link to your offer, say a 10 Tips to Make The Most Of Your Digital Marketing Efforts ebook, you would want to ensure that the search engine crawler does not crawl that link and start indexing that content.

Learning the resources to protect and optimize your content for search engines is a critical piece of your content marketing and lead generation initiatives. Using NoFollow and NoIndex meta tags correctly will help you make the most of your content strategy and make sure you aren't losing out on precious leads.

- ### CONCLUSION

Hopefully this guide gave you a better understanding of noindex vs. nofollow and when each can be helpful to use. As a reminder:

"noindex" suggests to search engines (most notably Google) not to index a specific webpage.

"nofollow" suggests to search engines (most notably Google) not to pass link equity through links on a webpage.

Be sure to consult a qualified digital marketing agency when applying noindex and nofollow directives to your website. If done improperly, these little tags can do big damage to your organic website traffic.

Q.-5 Explain the types of queries.

- **Navigational search queries** :-
  A navigational query is **a search query entered with the intent of finding a particular website or webpage**. For example, a user might enter "you tube" into Google's search bar to find the YouTube site rather than entering the URL into a browser's navigation bar or using a bookmark.

- **Informational search queries** :-
  An informational query is **a search where the user's primary goal is to get an answer to a certain question or find a specific piece of information**. The query is informational if there is an intent to find facts, data, or knowledge.

- **Transactional search queries** :-
  A transactional query is **a query where someone is looking to purchase something specific but hasn't yet decided where to buy it from**. Transactional queries indicate buying intent (or the intent to execute a transaction). Most transactional queries include words like "buy," "purchase," "order," "cheap," or "discount."

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

- **Site Map :-**

  A **sitemap lists a website's most important pages, thus, making sure search engines can find and crawl them**. Sitemaps also help in understanding your website structure, making it easier to navigate your website.
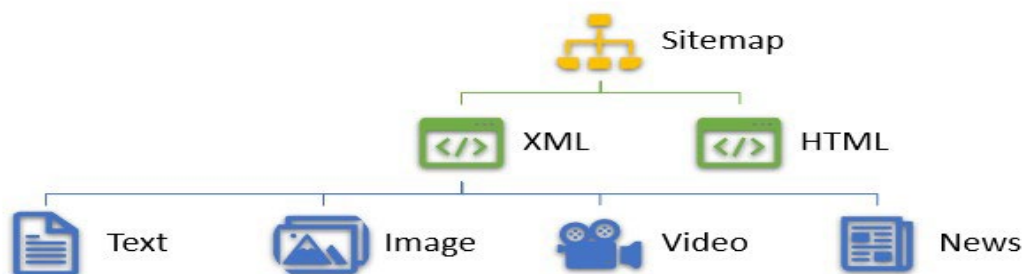
- **Robot.txt :-**

  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, block indexing with noindex or password-protect the page.

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?
- It will be achieved through Robot.txt
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Q.-8 What are on-page and off-page optimization?

1. <u>What is On-Page SEO?</u>

On-page SEO (also known as "on-site" SEO) is the act of optimizing different parts of your website that affect your search engine rankings. Where your website appears in search engine results pages is determined by a number of ranking factors including site accessibility, page speed, optimized content, keywords, title tags, etc. On-page SEO is about optimizing the stuff that you have control over and can change on your own website.

- <u>On-page SEO checklist:</u>

How do you make sure your on-page SEO tactics are up to snuff? Here is a helpful checklist for on-site optimizations that can help curate your strategy.

- Title Tags
- Headings
- URL structure
- Alt.text for images
- Fast-loading pages
- Mobile friendliness
- Page content
- Internal linking
- Schema markup
- Social tags
- Core web vitals
- Page experience

2. <u>What is Off-Page SEO?</u>

Off-page SEO focuses on increasing the authority of your domain through the act of getting links from other websites.

A good analogy for how authority works is this. If you have a bathtub with rubber duckies in it (the ducks are your pages), and you start filling the tub with water (links), your duckies are all going to rise to the top.

This is how a site like Wikipedia ranks for pretty much everything under the sun. It has so much water in its bathtub that if you throw another rubber duck in it, it's going to float to the top without any other effort.

There's a score called "Domain Authority" that calculates how authoritative your website is compared to other sites. You can type your domain name into here to see your score.

How to optimize for off-page SEO

There are several factors that influence your off-page SEO rankings. While each one is tackled with different strategies, they share an overarching goal of building the trust and reputation of your website from the outside.

1. Inbound links

2. Social media marketing
3. Guest blogging and guest posting

4. Unlinked brand mentions

5. Influencer

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

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

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

- The characteristics of "bad links" are

  - Links from sites that are unrelated to your sites
  - Links from low Page Rank and Low traffic
  - Links from link exchanges
  - Links from those sites that are not in Google index
  - Paid links

➢ Link from the same anchor texts coming from multiple sites ➢ Spammy links from blogs or articles. ➢ Low authority domain
➢ Repetitive links on same domain
➢ Relevance with the content
➢ Suspicious embedding of link in keyword anchor-text
➢ Reciprocal exchange
➢ Disjunct from meaningful content
➢ Participating in link schemes

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

Q.-13 What is the use of Local SEO?

- Local SEO is a search engine optimization (SEO) strategy that **helps your business be more visible in local search results on Google**. Any business that has a physical location or serves a geographic area can benefit from local SEO.

- Local SEO is search engine optimization for local searches. Most searches take place on Google and when you search for example for a "dentist near me" you will get results related to your geographic position. There will be a list of three dentists highlighted. There are no doubt more dentists in your area than just those three but you're unlikely to bother with further searching. You'll probably choose one of those three.

- This short list is called The Map Pack. A Local SEO Specialist will be able to get you in that Map Pack. Local SEO is a process whereby you prove to Google and consequently the general public, that you deserve a top spot for your business online when it comes to local browser searches.

- The difference it can make for a small business is rather high. Directly translated it means much more clients if you apply Local SEO.

- There are many specifics a business needs to adhere to in order to be found at the top of local searches and it will be explained on this page. Local SEO isn't a once off setting. It's an ongoing process that requires dedication. If a small business neglects Local SEO for an extended period, they're highly likely to lose their position in local searches on Google.