

Web Crawlers:

Web crawlers, also known as spiders or bots, are automated programs used by search engines to navigate the internet and collect information about websites and web pages. These crawlers visit web pages, follow links, and index the content they find. They play a crucial role in the search engine's ability to provide relevant search results to users. Some key points about web crawlers:

- **Crawling:** Web crawlers start their work by visiting a list of known websites or by following links from one page to another. They retrieve the HTML code and other resources (such as images and stylesheets) from these pages.
- **Indexing:** After crawling a web page, the information is processed and stored in the search engine's index, which is a massive database of web page data. This index is used to match user search queries with relevant results.
- **Frequency:** Search engines like Google use web crawlers to re-visit websites periodically to update their index with fresh content. The frequency of crawling may depend on various factors, including the website's authority and content update frequency.

For example, crawlers reveal in a site audit duplicate content, status codes, the presence of no-indexing tags, redirect issues, and other HTML or page information.

These various site factors can be uncovered with an SEO audit — an evaluation of a site's technical performance — but a site audit can't be run without a crawler.

Without crawlers, the internet would be a jumbled, scattered mess of information. Crawlers sort through that information and categorize it appropriately so that users can have the best search experience when searching for online.

Because of their high importance, be aware of crawlability issues. These would alert you to SEO issues that prevent your site from being optimized to its full potential to rank.

Backlinks:

Backlinks, also known as inbound links or incoming links, are links from one website to another. These links are crucial in SEO because they signal to search engines that one website trusts, values, or references another.

Backlinks play a significant role in search engine rankings and are used to evaluate the authority and trustworthiness of a website. Here are some key points about backlinks:

Importance: Search engines consider backlinks as a vote of confidence. If a reputable website links to your content, it's seen as an endorsement of your site's quality and relevance.

Quality vs. Quantity: It's not just about having a high number of backlinks; the quality and relevance of the linking sites matter. Backlinks from authoritative and relevant websites carry more weight.

Anchor Text: The text used in the link (anchor text) can impact the relevance and ranking of the linked page. Descriptive anchor text helps search engines understand the context of the link.

Natural vs. Unnatural: Search engines are vigilant about detecting unnatural or spammy backlink practices. Acquiring backlinks through manipulative tactics can lead to penalties.

SEO professionals often focus on building a strong backlink profile through various strategies, such as content marketing, outreach, and building relationships with other website owners. When used correctly, backlinks can help improve a website's visibility in search engine results and, in turn, attract more organic traffic.