**MODULE – 3 Assignment Answers**

1. There 4 meta tags are important in SEO :

* Meta Title Tags
* Meta Description Tags
* Meta Keywords
* Meta Robot Tags

1. Open graph tags are one way to earn more views on social media. These tags help to preview our website on social media platform.
2. For inserting image we have to use <img> tag.

While adding img to our website we should care about like

* Use meaningful images
* User oriented
* Draw attention
* Ensure that images do not slow down our site

1. NOFOLLOW suggests to search engines not to pass link equity through links on a webpage; While, NOINDEX suggests to search engines not to index a specific webpage.
2. There are 3 types of queries:

* Transaction Search Queries: are queries that indicate intent to complete a transaction, such as making a purchase. It may include exact brand and a product names like Apple i14 pro. In short, searcher ends up with purchase, buy or order.
* Information Search Queries: are queries where the user is looking for information. Here user not looking to make any commercial transaction they just want to learn how to do something or just want to get information.

For example, user want to know features of our products so they just Google it and get their solution.

* Navigational Search Queries: are queries entered with intent of finding a particular website or webpage. For example, a user might enter “Facebook” into search engine bar to find the Facebook site rather than entering the URL into a browser’s navigation bar or using a bookmark.

1. A sitemap lists a website’s most important pages and also help in understanding our website structure, making it easier to navigate your website. It acts as a roadmap of your website that enables search engines to instantly locate all your significant pages, regardless of whether your website has any internal linking structure or not. It equally useful for people searching for a specific page of your website.

While robot.txt file is what tells the search engines which pages to access and index on your website on which pages not to. For example, if you specify in yoir robots.txt file that you don’t want the search engines to be able to access your thank you page, that page won’t be able to show up in the search results and web users won’t be able to find it. Keeping the search engines from accessing certain pages on your site is essential for privacy of your site and for your SEO.

1. On-page SEO is the process of optimizing parts of your webpages so they rank higher on search engines and get more search engine traffic. This includes updating opn-page content, title tags, internal links, and more.

While, off-page SEO refers to SEO tactics applied outside of a website to improve its rankings. These include link building, guest posting, social media marketing and more.

1. These are the characteristics of bad links :

* Repetitive links on same domain
* Low authority domain
* Irrelevant to its content
* Embedded in suspiciously keyword-matched anchor text
* Isolated from any meaningful content
* A part of a reciprocal exchange
* A part of a scheme

1. Local SEO is a search engine optimization strategy that helps your business be more visible in local search results on Google.