

Activity 2

1. Find the Pros and Cons in Paid Search results and Organic Search results separately. Critically analyze which is the best option for an e-business.

Paid Search results

Pros	Cons
Generates instant results	Provides short-term results
Offers keyword data for SEO	Demands constant maintenance
Delivers an impressive ROI	Costs money upfront
Attracts ready-to-buy users	Requires PPC background and skillset
Accommodates every budget	

Organic Search results

Pros	Cons
Attracts relevant users	Takes time to deliver results
Boosts credibility	Requires SEO background and skillset
Doesn't cost money to get a high rank in the search results	Needs routine upkeep
Increases Brand Awareness	Difficult to predict results.

For an e-business paid search would be the best option as it generates quick traffic, and helps target the relevant audience as they ensure a high-rank. Paid search focuses on audience members with a transactional intent. This can help the business tremendously, especially if the results generate revenue. When choosing paid search strategy it's important to be concous about your budget and possess some kind of experience on the area.

2. "Black hat SEO refers to a set of unethical practices that are used to increases a site traffic or page's rank in search engines through means that violate the search engines' terms of service." Find 5 Black hat SEO practices/ techniques and explain them.
 - Cloaking
 - Cloaking is showing some content to users and a different piece of content to search engines. The purpose of this is to make content rank for a variety of terms irrelevant to their content. This is mostly done by Spam websites to try and avoid a search engine bot finding out their spam content.
 - Sneaky Redirects
 - A redirect involves sending someone to a different URL than the one they initially clicked. Black hat SEO uses redirects outside of the purpose they are intended for. Along the same lines as cloaking, this might include redirecting a search engine crawler to one page and all other users to another page.
 - Keyword Stuffing
 - Keyword stuffing refers to the practice of filling your content with irrelevant keywords in an attempt to manipulate where the page ranks on search results pages. Adding multiple variations of keywords where they add no value creates a bad experience for users. It may also cause your page to rank for irrelevant queries.

- Poor Quality Content
 - Poor quality content that's of no value to the searcher is also a common practice in black hat SEO. This includes content scraped from another website either by a bot or a person. The Google Panda update in 2011 resolved this issue.
- Paid Links
 - Search engines like Google strictly ban the buying and selling of links to manipulate PageRank or a site's ranking in Google search results. It is a violation of Google's Webmaster Guidelines.

3. Identify and explain three techniques to improve SEO strategies.

- Create SEO optimized landing page
 - A well-designed landing page can improve your lead generation and sales. The more landing pages you create, the more gateways you open up for incoming search traffic.
- Publish Relevant Content
 - Quality content is the number one driver of your search engine rankings and there is no substitute for great content. Quality content created specifically for your intended user increases site traffic, which improves your site's authority and relevance. Fine-tune your web writing skills.
- Make the website mobile-friendly
 - It's important that your website looks good and performs well on mobile devices. In May 2016, Google introduced an update to their search algorithm that significantly boosts organic search result rankings to websites that are mobile friendly, or in other words, responsive.

4. Explain what RDF standard in Semantic web.

- Resource Description Framework is a standard model for data interchange on the Web, it helps users find web resources more readily. It is general method for describing data by defining relationships between data objects.

5. What is cybersquatting?

- Cybersquatting is registering, selling or using a domain name with the intent of profiting from the goodwill of someone else's trademark. It generally refers to the practice of buying up domain names that use the names of existing businesses with the intent to sell the names for a profit to those businesses.