

1. What are web crawlers and backlinks in SEO ?

Web crawlers :-

- A web crawler is an online bot that explores web pages on the internet to learn about them and their content, all in order to serve this information to online searchers when they pose a query on a respective search engine.
- All search engines need to have crawlers, some examples are:
- Amazonbot is an Amazon web crawler for web content identification and backlink discovery.
- Baiduspider or Baidu. Bingbot for Bing search engine by Microsoft.

Backlinks :-

- A backlink is when one website links to another with an anchor text.
- An example of a backlink is any article you find that links to another source of website. You can find examples of website backlinks all over the internet, especially on popular blog sites that link back to relevant content.
- Backlinks are important for SEO, because they signal to Google that another resource finds your content valuable enough to link to it within their own content. As a website earns additional backlinks, search engines infer that the website possesses valuable content worth ranking well on the SERPs.