

Module – 3

Module – 3 Assignment

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

Ans. important <meta> tags we use in SEO

1. Mera title Tag
2. Meta Description
3. Canonical Tag
4. Alternative Text Tag
5. Meta Robot Tag
6. Responsive Design Meta Tags

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

Ans. Open Graph is an internet protocol that was originally created by Facebook to standardize the use of metadata within a webpage to represent the content of a page.

Within it, you can provide details as simple as the title of a page or as specific as the duration of a video. These pieces all fit together to form a representation of each individual page of the internet.

The open graph protocol has a few variations of the “type” of website it supports. This includes types like website, article, or video.

When setting up your open graph tags, you’ll want to have an idea of which type will make more sense for your website. If your page is focused on a single video, it probably makes sense to use the type “video”. If it’s a general website with no specific vertical, you would probably just want to use the type “website”.

Similar to the others, this is unique for each page. So if your homepage is “website,” you could always have another page of type “video”.

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.

Ans. What does HTML Tags Guide To Adding Images To Your Web Documents do?

The tag is used to insert an image into a document.

Display

Inline

Null element

This element must not contain any content, and does not need a closing tag.

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Code Example

```

```

Using the tag

The 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 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.

Inline vs. Block

Intuitively, an image seems like a block element. It has a defined width and height, and cannot be broken over multiple lines. It behaves like a block.

Unfortunately, because of historical reasons, the HTML specification (and all browsers, by default) treat the tag as if it is an inline element. Because of the way browsers handle white space, this can cause problems if you are not careful.

```

```

This combination of text and image looks bad on most browsers.

There are at least two easy ways to fix this. The simplest is to simply make sure there is a line break before and after your images. This is fine if you don't care much about flowing text around your image.

<!--Line breaks around the image. →

This is some text that appears above the image.


```
<br>
```

Here is some other text below the image

A better, more systematic way of handling the inline image problem is to images into block elements with CSS.

```
img {  
  Display: block;  
}
```

<!--Image is block level. No need for line breaks. →

This is some text that appears above the image.

Here is some other text below the image

Using the display: block; CSS rule is a good default way of presenting images, which you can then build upon for other types of presentation — such as wrapping text around an image within the flow of an article.

Responsive Images

It's important to make sure that images display correctly across a wide variety of screen widths and window sizes. One of the easiest techniques for accomplishing this is to use CSS to set the width (or the max-width) to 100%. This will ensure that the image is never too big for its container. When used in conjunction with a flexible-grid system, this optimizes the images display size for various screen widths.

```
img {  
  Width: 100%;  
  Height: auto;  
}
```

<!--This image is very large, but it will not overflow the container. →

There are two other techniques you should know for responsive images:

Using the srcset image attribute to specify multiple sizes of a single image.

Using the <picture> element to specify different image designs for different contexts.

Deprecated attributes

The element has been a part of the HTML specification almost since the beginning, and has been a vital part of HTML-based page design since before the advent of modern browsers, CSS3, or semantic markup. Because of this history, there are a large number of deprecated (no longer in use) attributes that have previously been used with the element.

Many of the deprecated attributes are related to layout and positioning, other have to do with browser behavior. In most cases, CSS is the preferred method for achieving these layout effects. In other cases, JavaScript is the best way to get the desired results.

Deprecated attributes are marked below in red. Where possible, we have provided additional information on how to achieve the desired effects using modern standards.

For more information about deprecated tags and other changes to the HTML specification, see our article on HTML5.

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

Ans. 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.

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.

Ans. There are three different types of search queries:

1. Navigational search queries
2. Informational search queries
3. Transactional search queries

In the search marketing world, we tend to talk more about keywords than search queries (news flash: they're not quite the same thing). But today we're talking search queries. Let's go into a little more detail on what these three types of search queries are and how you can target them with your site content

1. 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 "youtube" 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. In fact, "facebook" and "youtube" are the top two searches on Google, and these are both navigational queries.

How Should You Target Navigational Search Queries?

The fact is, you don't stand much of a chance targeting a navigational query unless you happen to own the site that the person is looking for. True navigational queries have very clear intent – the user has an exact site in mind and if you're not that site, you're not relevant to their needs. Google, which classifies this type of query as a "go query" according to some reports, has even taken the step of reducing the total number of results on the first page to 7 for navigational brand queries, leading to a 5.5% reduction in overall organic first-page listings. However, some queries that appear to be navigational in nature might not be. For example, someone who googles "facebook" might actually be looking for news or information about the company.

2. Informational Search Queries

Wikipedia defines informational search queries as “Queries that cover a broad topic (e.g., colorado or trucks) for which there may be thousands of relevant results.” When someone enters an informational search query into Google or another search engine, they’re looking for information – hence the name. They are probably not looking for a specific site, as in a navigational query, and they are not looking to make a commercial transaction. They just want to answer a question or learn how to do something.

Run our free Google Ads Performance Grader today and you’ll find out which keywords are burning your budget!

How Should You Target Informational Search Queries?

Informational queries are hard to monetize. Google knows this, which is why it’s been pushing the Knowledge Graph to address these types of queries. The best way to target informational searches is with high-quality SEO content that genuinely provides helpful information relevant to the query. Wikipedia, for all its flaws, is pretty good at providing basic, reliable-enough info on an extremely broad range of topics, which is why they rank on the first page for about half of all searches (well, that and their enormously powerful link profile).

3. Transactional Search Queries

A transactional search query is a query that indicates an intent to complete a transaction, such as making a purchase. Transactional search queries may include exact brand and product names (like “samsung galaxy s3”) or be generic (like “iced coffee maker”) or actually include terms like “buy,” “purchase,” or “order.” In all of these examples, you can infer that the searcher is considering making a purchase in the near future, if they’re not already pulling out their credit card. In other words, they’re at the business end of the conversion funnel. Many local searches (such as “Denver wine shop”) are transactional as well.

Vertical searches are a subset of transactional search queries, and they represent people looking to make a transaction in a specific industry. These include local searches, restaurant searches, hotel searches, flight searches, etc. Google’s moves in recent years to directly target vertical searches have led to accusations of antitrust violations.

How Should You Target Transactional Search Queries?

We recommend a two-pronged approach here. There is no reason not to target transactional queries with organic content, like optimized product pages and local SEO strategies, but you should consider using PPC to target these search terms as well. Here’s why:

- These are exactly the kinds of queries that are mostly likely to deliver ROI in paid search. If people are looking for a specific type of product to buy, a sponsored ad is just as likely as an organic result to deliver what they need.
- Sponsored results take up a lot of the available space on the SERP for commercial/transactional queries. If you want visibility above the fold for transactional keywords, you should consider PPC.
- Google offers lots of bells and whistles for sponsored ads and product listings. For example, you can include a picture of your product. Your options in organic results are more limited and less controllable.

- In one study, we found that people click on paid results over organic results 2 to 1 for queries with high commercial intent. This is probably because sponsored results take up so much of the above-the-fold real estate on these types of searches, because the new ad formats are so eye-catchingly clickable, and because lots of search engine users can't tell the difference between ads and non-ads. (NB: Commercial search queries are just a small percentage of total search query volume overall, so organic results still take the lion's share of overall clicks. More on that here.)

These are some of the reasons we recommend using AdWords for transactional search queries. It's a scalable and cost-effective way to drive leads and sales. However, know that if you want to drive more overall traffic, your best bet is to build out your SEO content as well, since there are more informational queries than transactional ones.

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

Ans. There are typically two kinds of sitemaps when discussing websites. The HTML sitemap that is a usually a nice looking web page with a list of neatly organized page titles, and then there is the XML sitemap. It looks funky, like some type of computer code, and most people don't even know it exists. That's the one I'm talking about today, the funky one, which happens to be one of the most important pages to understand for good SEO.

If you hear someone ask about your XML sitemap, just think of it as the table of contents for search engines. It tells the "bots" what pages they should crawl, index, and rank you for.

Ultimately, it's just a suggestion and Google has the right to ignore it and crawl your site willy-nilly, but most of the time it abides.

XML Sitemaps & Search Console

If you make a lot of content changes to a website there is a way to manually ask Google to crawl and re-index your website using the Search Console platform. Using the Fetch option you can tell Google to crawl a specific page and all pages linked from that page and then submit to index. The XML sitemap contains a link to every page on your website and makes re-indexing a website super easy.

You can use this function to index a new page or blog post in record time too. I've had blog posts ranking on Google within 20 minutes of publishing them using this trick.

If you want to explore the nuances of the XML sitemap further check out this in-depth guest post on Moz by Michael Cottam.

What to be careful of...

Use the preferred version of the domain that's been established with Google Search Console. You'll be dinged with errors if you use the wrong HTTP(S) or www vs non-www version in the sitemap. All URLs must be uniformed to match the primary domain settings.

If using the Yoast SEO WordPress plugin the default sitemap will often include custom post types and archive pages that are basically just shell pages that contain no real content. These are low quality pages that only hurt your overall domain authority and should be avoided.

Think about it. If a person lands on a page with no content on it they're more likely to just leave your website than to click through to another page.

Robots.txt Files

This page is essentially the opposite from the XML sitemap. The robots.txt page tells search engines which pages you DO NOT want crawled and indexed. Think of confirmation pages, gated content, admin pages, etc. These are pages that people should not be able to get to from a Google search, but only after taking a specific action on the website. E.g. email opt-in, making a purchase, filling out a contact form, logging in to a portal, etc.

One thing most websites are missing is a line in the robots.txt file that specifies where the XML sitemap is located. These pages work together by telling search engines, "here are the pages I want you to ignore, and here is the URL for the pages I want indexed."

Sadly, just like with the XML sitemap these directives are only considered suggestions to search bots and could be ignored at any time. To make sure private pages are not indexed take the extra step of adding a tag to each page you don't want crawled with the line: `<meta name='robots' content='noindex,nofollow' />`

Q- 7 Below is the list of pages for an e-commerce site that doesn't need to be crawled by any crawler.

O Admin pages

O Cart page

O Thank-you page

O Images

How will you achieve this?

Ans.

Crawled by screaming frog

Q - 8 What are on-page and off-page optimization?

Ans.

1. What is On-Page SEO?

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.

- On-page SEO checklist:

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.What is Off-Page SEO?

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.

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

The biggest off-page SEO factor is the number and quality of backlinks to your website. Some examples of ways you can build links to your website are:

- Creating awesome content that people want to link to because it is valuable.
- Social media shares of your content that ultimately generate links.

- Outreach e-mails to influencers in your industry that ultimately link to you.
- Guest blogging on sites related to yours. These guest posts will have links back to your site.

While link quantity is still important, content creators and SEO professionals are realizing that link quality is now more important than link quantity. As such, creating shareable content is the first step to earning valuable links and improving your off-page SEO.

How many links do you need for good off-page SEO? That is a tough question and it's going to be based on the domain authority of your competitors, as you want to make sure you're playing in the same sandbox.

SEOs also used to believe that buying links was a valid way of link building; however, Google will now penalize you for buying links in an attempt to manipulate page rank. You can also be penalized for submitting your links to link directories whose sole purpose is to increase your domain authority. Again, quality wins out over quantity when it comes to link building.

Q.9 What are the characteristics of “bad links”?

Ans.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

Hence, thoroughly analyze your link building strategy and make sure these does not have any of the above mentioned features. Write quality content, post it on relevant sites, build links on high authority domains and win the manual link building race.

Q.10 What is the use of Local SEO?

Ans. 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.