**1.Why do you need alt text on your images?**

Search engines cannot read images, but they can read text. The alt text helps them figure out what the images are all about. Plus, if a page doesn't load for some reason, people can still find out what the image is by reading the alt text.

**2.What is Anchor Text?**

Anchor text is also known as link text or link label or link title, which is a clickable hyperlink. This is used to increase your webpage ranking by receiving the incoming links after clicking the contained keyword

3. **Broken link or dead link?**

Broken links can hurt from an SEO perspective because one of the factors that the search engines take into account is the usability of a website. If a search engine spider visits your site and comes to lots of “dead ends”, or broken links, it can cause problems. First, it means that the site isn’t properly being crawled or indexed. The search spiders go from link to link on your site, determining which pages are relevant to which keyword searches. A broken link is like a stop sign that halts the progress of the search engine spider. If a search spider lands on too many of these “404” error pages, it diminishes the value of your website in the eyes of the search spiders - See more at: http://www.brickmarketing.com/blog/broken-links-seo.htm#sthash.kONRXL8v.dpuf

 g**oogle hates dead links**.

Google is particularly specific when it included in its webmaster’s guidelines used by your search engine optimization company, to “Check for broken (dead) links and correct HTML” in your website. While it doesn’t hurt to have a few dead links, it will definitely reduce its rankings drastically if there are excessive dead links on your website.

 **Dead Links are not user-friendly**.  SEO services include making your website user friendly. But if your site has too many dead links, users will just move on to the next site on the results page. This affects the amount of free traffic to your site and search engine spiders will interpret this as a high bounce rate which is not good for site rankings.

 **Dead Links affects your website’s conversion rate**. If your site has too many dead links, it can badly affect its conversion rate. Users are discouraged to do further navigation of the site if they encounter too many dead links on your site. To keep the users on the site, such links should be converted to a customized 404 page.

 **Dead Links stop Search Engine Crawlers**. Search engine spiders that come across dead links will be stopped from crawling further. If your site is not crawled by the search engine spiders, your site will not appear in search engine results page or SERPs. This badly impacts your site’s SEO rankings

**What is a URL?**

A URL is human-readable text that was designed to replace the numbers (IP addresses) that computers use to communicate with servers. They also identify the file structure on the given website.

**URLs should:**

* Use hyphens to separate words when necessary for readability. They should not use underscores, spaces, or any other characters to separate words. Overuse of hyphens in URLs can be seen as spammy, so it’s best to use caution and limit hyphen use in URLs when possible.
* Never be longer than 2,048 characters; otherwise Internet Explorer won't be able to load the page.
* Avoid the use of parameters, if possible. If parameters need to be used, they should be limited to two or less.
* The website page’s URL should include the primary keyword. Each word in the URL should be separated using dashes
* **Hyphens Vs. Underscores:**

As discussed in our earlier post titled [Underscores in URLs: Why are they Not Recommended?](http://blog.woorank.com/2013/04/underscores-in-urls-why-are-they-not-recommended/) Google considers hyphens to be word separators but have not yet programmed their search bots to consider underscores as word separators. It does not make a difference if you use underscores or hyphens for search engines such as Bing, however, we recommend you use hyphens in your URL structure or no word separators at all. Underscores in URLs are not SEO-friendly nor are they user-friendly. If you already have URLs that contain underscores it is better to leave them untouched rather than changing them, as these pages may have already been indexed by search engines and have an established link structure. If you use 301 redirects to redirect a URL with underscores to hyphenated versions of the same URL you will lose some link juice, which is not ideal. Watch for our upcoming blog on link juice for more information on that.