

<b>1. What are the four important tags we use in SEO?</b>	
Meta Title	
Meta Description	
Meta Robot	
Meta Robots	
<b>2. What is the use of open-graph tags in a website?</b>	
Open Graph tags help control the title, description, image, and other metadata associated with your content when it's shared. This can significantly impact user engagement and click-through rates.	
<b>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.</b>	
<b>Points</b>	
The <img> tag to embed an image into your web page. This <img> tag has two required attributes: src to specify the path to the image, and alt to specify an alternate text for the image.	
<b>4. What is the difference between NOFOLLOW and NOINDEX?</b>	
<b>Nofollow</b>	
Tells search engines not to follow the links on a page. This means that while the page itself can still be indexed and appear in search results, the links within the page will not pass any link equity (or "link juice") to the linked pages.	
<b>Noindex</b>	
Instructs search engines not to index the page, meaning the page will not appear in search engine results pages (SERPs).	
<b>5. Explain the types of queries</b>	
<b>Informational Queries :- To Find Information Or Answer To Question</b>	
What Is The Capital Of Gujarat	
<b>Navigational Queries:- Intent Clear To Find Direct Websites</b>	
Amazon, Tops Technologists	

<b>Transactional Queries:- For Direct To Purchase</b>	
Buy a Laptop, Buy Smartphone	
<b>Commercial Queries:- To research products or services before making a purchase.</b>	
Best Gaming Phone Under 20,000	
<b>6. What is the importance of Site Map and Robot.txt in SEO?</b>	
Both sitemap.xml and robots.txt files play crucial roles in SEO by helping search engines discover and index your content efficiently.	
<b>Sitemap:-</b>	
Both sitemap.xml and robots.txt files play crucial roles in SEO by helping search engines discover and index your content efficiently.	
<b>robots.txt:-</b>	
The robots.txt file instructs search engine crawlers which parts of your site they are allowed or disallowed to crawl. This helps manage which content is accessed and indexed by search engines.	
<b>7. Below is the list of pages for an e-commerce site that doesn't need to be crawled by any crawler.</b>	
o Admin pages	
o Cart page	
o Thank-you page	
o Images	
<b>How will you achieve this?</b>	
User-agent:*	
Disallow: /Admin/	
Disallow: /Cart/	
Disallow: /Thank-you/	
Disallow: /Image/	
<b>8. What are on-page and off-page optimization?</b>	
On-page and off-page optimization are two fundamental aspects of SEO that focus on improving a website's visibility and ranking in search engine results pages (SERPs).	

<b>Key Elements of On-Page Optimization:-</b>	
<b>Meta Title</b>	
Include relevant keywords and provide a concise summary of the page's content. 55-66 Characters	
<b>Meta Description</b>	
A brief description of the page's content that appears in search results. It should be compelling and include relevant keywords. 155-165 Characters	
<b>Headings</b>	
Use headings to structure your content and make it more readable. The H1 tag should include the main keyword and describe the page content.	
<b>Content Quality</b>	
Create A High Quality Content Original And Valuable Content That Queries Of Your Audience	
<b>Keyword Optimization</b>	
Research And Use Relevant Keywords Throughts Your Content Including In The Title, Heading & Body Text But Avoid Keyword Stuffing	
<b>URL Structure</b>	
Use Clean, Descriptive URLs With Relevant Keywords	
<b>Internal Linking</b>	
Link To Other Relevant Pages On Your Website To Improve Navigations & Distribute Your Pages	
<b>Image Optimizations</b>	
Use Descriptive File Name & ALT Text For Image. This HEps With Search Engines Indexing & Accessibility	
<b>Mobile Friendlynness</b>	
Ensure Your Site Is Responsive & Provide A Good User Experience On Mobile Devices	
<b>Page Speed</b>	
Optimize Page Load Time By Comprising Image, Minimizing Code. Faster Page Are Forward By Both User & Search Engines	
<b>Schema Markup</b>	
Implement Steucture Data To Help Search Engines Understand Your Content & Enhance Search Result With Snnipits	
<b>Key Elemnts of Off Page Optimization</b>	
<b>Backlinks</b>	

Acquire high-quality backlinks from reputable and relevant websites. Backlinks act as endorsements and can significantly impact your site's authority and ranking.	
<b>Social Media Engagement</b>	
Promote content on social media platforms to increase visibility, drive traffic, and encourage social sharing.	
<b>Guest Blogging</b>	
Write guest posts for reputable blogs and websites to gain exposure and earn backlinks to your site.	
<b>Local SEO</b>	
Local SEO is the practice of optimizing a business's online presence to attract and convert customers from local searches. It involves strategies like optimizing Google My Business listings, using local keywords, and building local citations to improve visibility in geographically relevant search results.	
<b>Online Reviews</b>	
Encouraging positive reviews and managing your online reputation on review sites and forums.	
<b>Influencer Marketing</b>	
Collaborating with influencers to reach a broader audience and gain more credibility and links.	
<b>9. What is the use of Local SEO?</b>	
Local SEO is used to enhance a business's visibility in search engine results for geographically specific queries. It helps attract nearby customers by optimizing online profiles, such as Google My Business listings, and leveraging local keywords and citations. This targeted approach increases foot traffic to physical locations and drives relevant local traffic to websites.	
<b>10. What are the characteristics of “bad links”?</b>	
“Bad links,” often referred to as toxic or low-quality links, can negatively impact your website's SEO and overall reputation.	
<b>11. On Page SEO Audit</b> <a href="https://www.designer2developer.com/">https://www.designer2developer.com/</a>	
<b>Tragated Keyword</b>	
Mobile App Development 10K-100K [LOW]	
web development company 10K-100K [LOW]	
android app development 1K-10K [LOW]	

<b>Title</b>	
IOT development company Top Mobile App Development Company	
<b>Change</b>	
Optimizing Android App Development with Web Development Expertise	
<b>Description</b>	
Leading android app development company ,iphone app development company,IOT product development company,Telematics Software Development Company ,Connected Car	
<b>CHNAGE</b>	
We are a web development company specializing in Android app development, delivering innovative and user-centric mobile solutions. Join Our Team To Develop Your Software.	
<b>Robot Meta Tag Is Missing</b>	
<b>Headers</b>	
Currently H1 Is Missing	
<H2> Main Navigation Menu	
<H2> INNOVATIVE, RELIABLE, QUALITY, SECURITY	
<H3> Everything you want in a mobile & web app development partner.	
<H2> WE LOVE AGILE DEVELOPMENT	
<H3> A design – orientated approach mixed with technical skill and strategic decision making ensures that we deliver optimum results on every project.	
<H2> Learn & Plan	
<H2> Design	
<H2> Develop & Test	
<H2> Go Live!	
<H2> Iterate & Maintain	
<H2> WE ARE FLEXIBLE	
<H3> Depending on the project-specific characteristics, we propose 3 major engagement models:	

<H2> OUR SERVICE OFFERINGS	
<H3> We bring deep platform expertise to your project, leveraging the mobile & web application development experience.	
<H2> RECENT FROM OUR BELTS	
<H3> View some of our case studies to see a selection of our clients.	
<H4> School Management System, Education App Development	
<H4> Tows Through Time, Location based app development	
<H4> 24X7Driver- Taxi Cab App Development, GPS Enabled App Development	
<H4> New Trans City- Fleet Management App Development, Taxi application development	
<H4> Find Talent- Marketplace App Development, App Developers	
<H4> FFI – Marketplace App for B2B	
<H4> Peaceful Pregnancy- App Development for Health & Fitness	
<H4> Snip	
<H4> Nouvelle D'Spa- Online Appointment Booking App	
<H4> Iserv-u, On-Demand Services App Development, on demand app development	
<H4> EHR, Practice Management CRM, EHR and Clinic Management Software	
<H4> Tutees- Apps for Parent-Teacher Communication	
<H4> JustASAPIT-On Demand Service Apps, GPS Enabled On Demand App for any service	
<H4> Smart Visitor- Digital System for visitor registration	
<H4> Yarg- Social Networking Solution, Social App Development	
<H4> Fitness Marketplace Development, Classified for Fitness Business	
<H2> FIND OUT WHAT OUR CLIENTS HAS TO SAY ABOUT US...	
<H3> Our clients come to us because we offer amazing quality at unbeatable prices.	
<H2> OUR CLIENTS & PARTNERS	
<H3> We bring deep platform expertise to your project, leveraging the mobile & web application development experience.	
<H3> Have an Idea?	



[https://docs.google.com/spreadsheets/d/1wGDI2xM0EMv3ECj1KP98fxyV4pUcLN9oKRF\\_\\_Gv4LuM/edit?gid=0#gid=0](https://docs.google.com/spreadsheets/d/1wGDI2xM0EMv3ECj1KP98fxyV4pUcLN9oKRF__Gv4LuM/edit?gid=0#gid=0)



<b>on-page SEO Audit</b>	<a href="https://www.esellerhub.com/">https://www.esellerhub.com/</a>	
<b>Targeted Keyword</b>		
Order Management Software	100-1K [MEDIUM]	
Inventory Management Software	1K-10K [MEDIUM]	
<b>Title</b>		
Custom Inventory Management Software   Online Inventory Systems		
<b>Change</b>		
Comprehensive Solutions for Order and Inventory Management Software		
<b>Description</b>		
eSellerHub offers the best inventory management software & custom online inventory systems with high-end services for order management. Request a demo today!		
<b>Change</b>		
Our comprehensive software solution streamlines both order and inventory management processes, helping businesses enhance operational efficiency and accuracy.		
<b>Headers</b>		
<b>&lt;H1&gt; Online Inventory Management Software</b>		
<b>&lt;H2&gt; Inventory Management</b>		
<b>&lt;H3&gt; Order Management</b>		
<b>&lt;H3&gt; Supplier Management</b>		
<b>&lt;H3&gt; Fulfillment</b>		
<b>&lt;H3&gt; Reporting and Analytics</b>		
<b>&lt;H3&gt; API Integrations</b>		
<b>&lt;H4&gt; Marketplace Integrations</b>		
<b>&lt;H4&gt; Shipping Integrations</b>		
<b>&lt;H4&gt; Amit Mitra</b>		

Category	Score
Performance	83
Accessibility	83
Best Practices	93
SEO	77

[https://docs.google.com/spreadsheets/d/1wGDI2xM0EMv3ECj1KP98fxyV4pUcLN9oKRF\\_\\_Gv4LuM/edit?gid=0#gid=0](https://docs.google.com/spreadsheets/d/1wGDI2xM0EMv3ECj1KP98fxyV4pUcLN9oKRF__Gv4LuM/edit?gid=0#gid=0)

▲ First Contentful Paint 3.2 s	▲ Largest Contentful Paint 14.5 s	
▲ Total Blocking Time 990 ms	● Cumulative Layout Shift 0.087	
▲ Speed Index 10.4 s		
Off PAGE		
Link building, Social Media Engagement, Online Reviews, Social Bookmarking, Local SEO, Blog Posting		
12.Perform Keyword Research then create a blog on “Importance of IT Training” and provide a link to TOPS Technologies and connect it with the webmaster and Google Analytics		
<a href="https://docs.google.com/document/d/17m1Zz3WBwawTVSWzRmZRlClimVb4TAFomeX2WVPeuxs/edit?usp=sharing">https://docs.google.com/document/d/17m1Zz3WBwawTVSWzRmZRlClimVb4TAFomeX2WVPeuxs/edit?usp=sharing</a>		