Types Of Search Queries

Explain different types of queries in details [2020- 3M, 2019 – 5M]
Explain different types of queries in details [2018 – 3M]
Explain different types of queries [2017 – 3M]
What are information queries [2021 – 2M]
How do you determine intent of searcher? What are different types of queries [2021 – 5M]

Navigational Query

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.

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". 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.

Informational Queries

Wikipedia defines informational search queries as "Queries that cover a broad topic 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. 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.

Informational queries are hard to monetize. The best way to target informational searches is with high-quality SEO content that genuinely provides helpful information relevant to the query.

- Write a blog post full of tips that would be useful for your prospective customers.
- Create a how-to video that is relevant to your business (like this home improvement dude who made a video on how to build a tree house).
- Write a detailed, step-by-step guide that elucidatesa process relevant to your business.

Transactional Query

A transactional search query is a query that indicates intent to complete a transaction, such as making a purchase. Transactional search queries may include exact brand and product names (like "iPhone") or be generic (like "iced coffee maker") or actually include terms like "buy," "purchase," or "order."

In all of these examples, you can infer अनुमान करना 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 "Coffee shop") are transactional as well.

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.

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.)

SWOT
What is SWOT analysis? How it is helpful in SEO [2017 – 3M]
What is SWOT analysis? [2015 – 3M, 2016 – 3M, 2018 – 3M, 2019 – 3M, 2021 – 3M]
Write short note on SWOT? [2014 – 2M]

SWOT is a strategic planning technique credit to Albert Humphrey in 1960. SWOT stand for strengths, weakness, opportunities, threats

- **STRENGTHS:**
    - Strengths and weakness are internal factors (i.e. particular to organization.) whereas opportunities and threats are external factors. (i.e. particular to the landscape which the company operators in)
    - Strength is characteristics that form the basis of the above-average performance potential of shares, not only to strength consider what a company doe's well, but why or how it does well.
        - What advantages does your organization have?
        - What do you do better than anyone else?
        - What unique or lowest-cost resources can you draw upon that others can't?
        - What do people in your market see as your strength?

- What factors mean that you "get the sale"?
- **WEAKNESSES:**
  - What could you improve?
  - What should you above?
  - What factors loose to you?
  - What are people in your market likely to see as weaknesses?
- **OPPORTUNITIES:**
  - Opportunities represents synonyms or options where the company for meaningfully improve itself. The introduction of significant product can be an opportunity as well as restructuring or acquisition.
    - What good opportunities can you spot?
    - What interesting friends are you aware of?
- **THREATS:**
  - Threats should answer the question what could change to the words with particular company like opportunities, threats may be prospective or even theoretical, but they should other more "specificity then something might go wrong."
    - What obstacles do you fact?
    - What are your competitors doing?
    - Pure quality standards or specifications for your products or services are changing or not.
    - Is changing technology threaten your position?
    - Do you have bad debts so case-flow problems.
    - Could any of your weaknesses seriously threaten your business?

XML Site Map

What is XML site map? [2015 – 3M]
How can we make a site more accessible [2019 – 3M]
How can we make a site accessible to search engine [2016 – 5M]
What is site map? Explain different types of sitemap files [2018 – 5, 2020 – 5M]

A good xml site map is a road map to all important pages of web site the read map guides to all main contain on a website having an xml site map can be beneficial for SEO as Google can retrieve essential pages of website very past even if internal links of a website is floe less. You want Google to knowledge every important page of your website but it Internal links to them which will make them hard to find you can use on xml site map to make sure Google can fine and crawled all pages.

- In the following criteria Google that site map are helpful:
- Large website.
- Website with dost of contain that are not linked property.
- New Website.

- Website rich media content.

Types of Sitemap

- Visual Sitemap: A visual image will be a drawing or an image which will explain the structure of a website. There are blocks or cells used for representing the web pages. The cells will be connected with each other.
- HTML Sitemap: These types of Sitemaps are usually used for human interaction and understanding the content locations of a web page. HTML Sitemaps may be included as an additional web page on the website.
- XML Sitemap: This is something different from the one that we have discussed earlier. Its advantage is that it will help indexation of non-html content of the web site such as Images, Video, PDF, etc.
- Search Engine Sitemap: This is the one we have seen earlier. This Sitemap is an XML page of the structure of web pages with the Meta data of the pages. It will help search engines to index the pages effectively.
- News Sitemap: This is a special type of XML Sitemap. It will help search engines to aggregate fresh newsworthy content. The main difference is that these Sitemaps include additional Meta data about the news content, news source, etc.

What to include in a sitemap file

- When you create a Sitemap file, you need to take care in situations where your site has multiple URLs that refer to one piece of content.
- Include only the preferred (canonical) version of the URL, as the search engines may assume that the URL specified in a Sitemap file is the preferred form of the URL for the content.
- In addition, be careful about what not to include. For example, do not include multiple URLs that point to identical content, and leave out pages that are simply pagination pages or alternate sort orders for the same content, and/or any low-value pages on your site.

Where to upload your sitemap file

- When your Sitemap file is complete, upload the file to your site in the highest-level directory you want search engines to crawl (generally, the root directory), such as www.yoursite.com/sitemap.xml.
- You can include more than one sub domain in your Sitemap, provided that you verify the Sitemap for each sub domain in Google Webmaster Tools.

Steps to submit a sitemap into the Google search console.

1. Long in to search also.
2. Under a 'crawl' menu choose settings.
3. Click Add/Text site-map.
4. Enter sitemap URL and click 'submit'.

Steps to submit sitemap into Bing webmaster tool.

1. Long in to Bing webmaster tool.
2. Click on 'Configure my website' then on a 'sitemap'.
3. Enter a sitemap URL in 'sitemap' textbox.
4. Hit a submit button.
5. This is no used to update XML sitemap when simply updating content on existing webpage.
6. It is not strictly necessary to immediately update sitemap when any pages are deleted on your website but don't keep for long.
7. You should update your sitemap if you are adding a new content

Optimize Local Search

How to optimize website for local search [2014 – 2M]
Explain optimizing for local search [2021 – 2M]
Explain local search in detail [2021 – 3M]

Local search marketing is all about putting your business on the map. In local search when customers are searching for a business like yours. Local search marketing is a form of search engine optimization that helps local business so up in a relevant local search. When it comes to ranking in a local search there is lot site owner can do to send signals. A Google about where their site would be ranked most prominently.

When determining in which area of world site should be ranked Google looks 2 world. CCTLD (Country Code Top Level Domain) and search engine console.

If you want your site to rank in a particular region or country then matching domain extension too sure to help you that search console setting can should be configure to indicate where you are located. According to Google this is as important as having the right domain extension with that make sure a domain extension and setting are in sync. To so go to search traffic-International targeting to search console.

- Keywords on page : One of the most effective way to send on page ranking signal through the tact full use of keyword tact full because the over use of keyword could result in a Google penalty.

- Keyword in page title: We recommended using content management system like a WordPress that allows you to customize how your page title are display in search result. As an India particularly in a city Rajkot then append "In Rajkot" to your page title. Example - Best food in Rajkot, Best gym in Rajkot don't overdo that, limit your use of location based keyword to one per page title.

- Location page: It is recommended that you have at least one page on your site where full address of your location is written "A content us page is an ideal place on your site to list information". If your business has multiple location, then it's even better for you site to have unique page for each unique address. As further benefit you should embed Google Maps snippet into your location page. To know off your checklist is to mark-up both your address and Google map snippet.

- Google My Business: Verified listing on Google maps will help to identify the exact co-ordinate of your business location but only owner can create verified listing.

- Local Business Directories: When it comes to local search, that are still relevant a creditable. Some of the directories that are still worth being featured ones local business includes Facebook, Just dial, India mart, etc.

- Local reviews: Embrace and encourage local reviews, because both the quality and quality of reviews for your business can be assets to your local search ranking. Google reviews are most important as they are the most visible, but reviews within other local listing sites can help as well.

- Back links: Inbound links also known as back links are currency of internet. Inbound links have been used as way to rank in search results. Some time they also result in Google penalty if they're misused. Building large quantity of a low quality irrelevant back links highly discouraged. As local business you should focus on building inbound links from high authority sources which also send local search ranking signals to Google.

Crawl Errors

What are the different types of crawling error can occur and how can measure it – 2017 – 3M

- **Site Errors:**
    - **DNS (Domain Name System) errors** implications are huge to tackle. If Googlebot cannot able to connect to the domain of your website may be because of DNS Timeout or DNS lookup issue, it's high time to take error fixing action. Fetch as Google Tool which is present in Search Console is a quick way to check DNS connection and you can also check with your DNS provider.

- o **Server Errors** happen when servers cannot handle too much traffic and they require urgent action to be taken. Googlebot can only wait for limited amount of time to load your website pages, after that it gives up. Fetch As Google tool can be used to see whether Googlebot can crawl and return homepage content with ease. Servers errors are of different types so do look out the type of error you must be facing.
  - o **Robot.txt file error** occurs when Googlebot cannot retrieve this file located in domain name. Check for all the line of "Disallow: /", use server header checker tool to check for 200 or 404 errors. Proper configuration is the best way to deal with it.
- **URL Errors:**
  - o **Soft 404 errors** display page with 200 found and not 404 not found. The content of the page should be such that it informs user that page they are looking for does no longer exist. According to Google, HTTP header response should return page with 404 (not found)or 410 (gone).Live and critical pages should not be listed as Soft 404 pages and they require immediate action. Do not redirect lots of non-existing pages to your home page; redirection should be to the appropriate pages.
  - o **404 error means page no longer exist**. This error becomes important when a particular page is been requested by large amount of traffic, or it contains some important URL's or links and back links. to fix it use your content management system for publishing content, ensure page is not deleted, check http v/s https version of this error, work on external links from URL Error section of Google Search Console and ensure whether 404 error is actually 404 error page and no other variation of 404.
  - o **Access denied occurs** when Googlebot is been blocked from crawling the page at a very first place. Log in and authentication means used by you and hosting providers can block Googlebot.Robot.txt file can also block Googlebot to crawl whole website or any particular folders or URL's. to fix it remove popup or in-page login from a page which you want to be indexed and gets crawled, check for robot.txt file content, user-agent switcher plug-in can be used or Fetch As Google to see how site appears to Googlebot.
  - o **Not Followed error** occurs when Google because of Flash, JavaScript, or redirect issues cannot follow a particular page or URL. Lynx text browser, fetch as Goggle tool, user-agents watcher can be used and do not include redirected URL into sitemap, use destination URL.
- Having different configuration for certain URL's in your domain or isolated configuration for individual URL's can cause Server and DNS errors under URL Errors sections and they need to be tackled in similar way as in Site Errors section.