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Chapter 1

One Mark

What Is Search Engine? [2022]

It is a program that searches for and identifies items in a database that correspond to keywords or characters specified by the user, used especially for finding particular sites on the World Wide Web.

What is crawling? [2022]

Crawling is the discovery process in which search engines send out a team of robots (known as crawlers or spiders) to find new and updated content. Content can vary — it could be a webpage, an image, a video, a PDF, etc. — but regardless of the format, content is discovered by links.

What is navigational query [2022]

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.

What is indexing [2022]

Indexing is the process by which search engines organise information before a search to enable super-fast responses to queries. Searching through individual pages for keywords and topics would be a very slow process for search engines to identify relevant information.

What is broad match? [2022]

Broad match is the default match type that all your keywords are assigned. This helps your ads reach a wider audience without requiring you to build an extensive keyword list.

SEO stands for? What is SEO? [2019, 2017, 2020, 2022]

Search Engine Optimization. Search engine optimization is the process of improving the quality and quantity of website traffic to a website or a web page from search engines. SEO targets unpaid traffic rather than direct traffic or paid traffic.

What is use of ‘site’ operator in Google [2021]

“site:” is an advanced search operator that allows you to see the URLs they have indexed for your website. Substituting your own domain for example.com, of course.

What is shopping search? [2020]

Shopping results incorporate offers from merchants into the results so that searchers that are looking to buy something can do so quite easily.

What is an informational query? [2017]

Informational search queries are queries that cover broad topics. When someone conducts an informational search query, they're looking for answers to a question. This search query type is known as the "Know" search query because people are looking for helpful information.

What is search query box? [2017]

Users indicate the topic desired based on the keywords they enter into the search box in the search engine.

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 elucidates a 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.

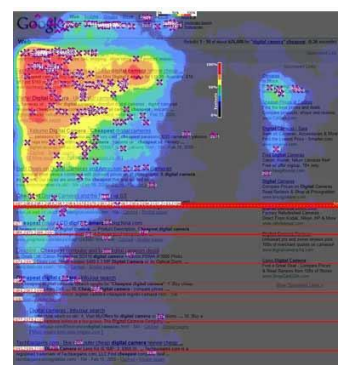
Google offers lots of bells and whistles for sponsored ads and product listings. For example, you can include a picture of your product. Your options in organic results are more limited and less controllable.

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.)

Eye tracking

What is eye tracking technique [2019 – 3M]

When viewing a standard Google results page, users tended to create an “F-shaped” pattern with their eye movements, focusing first and longest on the upper-left hand corner of the screen; moving down vertically through the first two or three results; moving across the page to the first paid page result; moving down another few vertical results; and then moving across again to the second paid result.



What Is Universal Search

In May 2008, Google introduced the notion of Universal Search. This was a move from simply showing the 10 most relevant web pages (now referred to as “10 blue links”) to showing other types of media, such as videos,



images, news results, and so on, as part of the results in the base search engine. The other search engines followed suit within a few months, and the industry now refers to this general concept as *Blended Search*.

Blended Search, however, creates more of a chunking effect, where the chunks are around the various rich media objects, such as images or video. Understandably, users focus on the image first. Then they look at the text beside it to see whether it corresponds to the image or video thumbnail.

Organic and Paid Result

Explain Paid v/s Natural Search [2017 – 3M]

What is organic search? [2021 – 2M]

Organic Search

Organic Search results are the unpaid sections in the search engine results page that are determined based on the content's relevance to the keyword query rather than because of Search Engine Marketing. A website can take advantage of organic search by presenting the website to Google to be filed and afterward making website pages that depend on specific keywords that the site is focusing on. A website's organic rank does not cost any amount every month. The main expense is the time and exertion to get to that ranking.

Paid Search

Paid searches are advertisements. Search engines will show ads close by organic search results. This is the primary way search engines make a profit. Advertisements are almost consistently shown at the very top of a search result, or in a left/right sidebar. Paid search works on a pay-per-click model. Paid search is a kind of contextual advertising where site owners pay a charge to have their site shown in top search engine results page placement.

Organic Search	Paid Search
Organic Search results appear in the middle of the page.	Paid Search results appear at the top of web page.
Organic Search gets less clicks.	Paid search gets more clicks.
Organic Search is a long process to get rank in one of the top positions.	By paying big amount, site can be ranked on top quickly.
Traffic is better than other forms.	Traffic is not better than other forms.
Conversion is not as good as Paid search traffic.	Highly optimized keywords generate more conversions.
It is long lasting.	Traffic will stop if paying per click is stopped.

Advance Operators

Explain any three advance search operators in detail [2021-3M, 2019 – 3M]

Explain any three advance search operators in detail [2018 – 3M]

Explain advance Google search operators in details [2017 – 5M]

Google search operators are special characters and commands (sometimes called “advanced operators”) that extend the capabilities of regular text searches. Search operators can be useful for everything from content research to technical SEO audits.

I. Basic Search Operators	
" "	"nikola tesla" Put any phrase in quotes to force Google to use exact-match. On single words, prevents synonyms.
OR	tesla OR edison Google search defaults to logical AND between terms. Specify "OR" for a logical OR (ALL-CAPS).
	tesla edison The pipe () operator is identical to "OR". Useful if your Caps-lock is broken :)
()	(tesla OR edison) alternating current Use parentheses to group operators and control the order in which they execute.
-	tesla -motors Put minus (-) in front of any term (including operators) to exclude that term from the results.
*	tesla "rock * roll" An asterisk (*) acts as a wild-card and will match on any word.
#..#	tesla announcement 2015..2017 Use (..) with numbers on either side to match on any integer in that range of numbers.
\$	tesla deposit \$1000 Search prices with the dollar sign (\$). You can combine (\$) and (.) for exact prices, like \$19.99.
€	€9,99 lunch deals Search prices with the Euro sign (€). Most other currency signs don't seem to be honored by Google.
in	250 kph in mph Use "in" to convert between two equivalent units. This returns a special, Knowledge Card style result.

II. Advanced Search Operators	
intitle:	intitle:"tesla vsedison" Search only in the page's title for a word or phrase. Use exact-match (quotes) for phrases.
allintitle:	allintitle: tesla vsedison Search the page title for every individual term following "allintitle:". Same as multiple intitle:'s.
inurl:	tesla announcements inurl:2016 Look for a word or phrase (in quotes) in the document URL. Can combine with other terms.
allinurl:	allinurl: amazon field-keywords nikon Search the URL for every individual term following "allinurl:". Same as multiple inurl:'s.
intext:	intext:"orbivseerovsgooglewifi" Search for a word or phrase (in quotes), but only in the body/document text.
allintext:	allintext: orbieerogooglewifi Search the body text for every individual term following "allintext:". Same as multiple intext:'s.

filetype:	"tesla announcements" filetype:pdf Match only a specific file type. Some examples include PDF, DOC, XLS, PPT, and TXT.
related:	related:nytimes.com Return sites that are related to a target domain. Only works for larger domains.
AROUND(X)	tesla AROUND(3) edison Returns results where the two terms/phrases are within (X) words of each other.

III. Unreliable/Deprecated Operators	
~	~cars Include synonyms. Seems to be unreliable, and synonym inclusion is default now.
+	+cars Force exact-match on a single phrase. Deprecated with the launch of Google+.
daterange:	tesla announcements daterange:2457663-2457754 Return results in the specified range. Can be inconsistent. Requires Julian dates.
link:	link:nytimes.com Find pages that link to the target domain. This operator was deprecated in early 2017.
inanchor:	inanchor:"tesla announcements" Find pages linked to with the specified anchor text/phrase. Data is heavily sampled.
allinanchor:	allinanchor: tesla announcements Find pages with all individual terms after "inanchor:" in the inbound anchor text.

Explain SERP

Explain components of search engine result page [2017 – 5M, 2018 – 5M, 2020 – 5M]

Explain the layout of search result page [2021 – 5M]

SERP is a term used to describe the page that is generated from search query and the result listed on the page

Below are different sections of SERP

- **Vertical navigation (Type of Search):** Each engine offers the option to search different verticals, such as images, news, video, or maps.
- **Horizontal Navigation (Filters) :** Options to Limit date range, country, relevance, Licence, etc
- **Search Query Box (Query Box) :** SE shows the query you have performed and allow you to edit that query or enter new query from the search results
- **Result Information (Total Search Results) :** Small amount of meta data about the result that you are viewing, including estimate number of pages in what time result returned
- **Shopping Search Result (Related, Images & Videos) :** Shopping results incorporate offers from merchants into the results so that searchers that are looking to buy something can do quite easily
- **PPC advertisement (Paid Advertisement):** Company purchase text advertisement from a Google ad words or a Microsoft ad search. The results are ordered by variety of factors in to be relevant and bid placements.

- **Natural/ Organic/ Algorithmic results (Search result):** These results are pulled from search engine primary index of a web and rank in order of relevance and popularity according to the complex algorithms.
- **Query defining (search suggestion):** Improvements are being by Google, yahoo or other search engines. Goal of the links is let users search with more specify and a possibly more relevant query that were satisfy their intent.
- **Local Search results:** Estimate 30 to 40% search results are made with a local intent for finding something with a specific geographically area or seeking online information with an intention transaction of a line of making.

Flat VS Deep Site Architecture

Explain flat v/s deep architecture [2017 – 3M, 2021 – 3M]

State the difference between flat and deep architecture [2016 – 5M]

Explain flat v/s deep site architecture [2015 – 3M]

Explain flat v/s deep site architecture [2014 – 5M]

Difference between flat v/s deep architecture [2018 – 3M]

Content Hierarchy is the order in which pages on website are grouped starting from the website home page, the main category linking from there and deeper into the website constitutes.

A deep architecture refers to a long chain of links, leading to inner pages, while a flat architecture refers to a system where practically no link chains exist and each page can be reached in one, two or three links.

Starting with the navigational menu, flat or deep hierarchy is determined by how the same information is grouped and either in vertical grouping that have more categories and few layers or horizontal grouping with few categories but more layers. In either case information is divided in ways that make categorical sense, although how users get there is slightly different. They either choose for more categorical choices to get to the desired page within a navigational layout.

Better for SEO

Flat website architecture means most pages can be reached within 'few clicks'. Deep architecture may require few more steps get to specific page, since pages are more 'nested'. Flat architecture is often the best web design as it can archive better optimization through shorter links and more distinct category choice within few clicks. There are times when deeper hierarchy earns better SEO because it is more specific.

Website that utilize deeper content architecture experience more targeted traffic to many individual pages within those categories, deep content hierarchy is especially useful for large website with many pages of product or information than can be categorized and sub categorized for easy location.

Weighing advantage and disadvantage of each type will often be dependent on the number of

pages it has web crawlers are likely to favor smaller flat hierarchy because they can be easily located and indexed compare t deep hierarchy. However it doesn't work when there are many first level pages having too many links on single page work against SEO, despite of the flat those links can be easily crawled.

Adaptive Search

What is Adaptive Search [2019 – 2M]

The search engines also look at sequences of search queries to determine intent. You can verify this by trying search sequences such as a search on Rome followed by a search on hotels.

Normally, a search on hotels would not include results for hotels in Rome, but when the preceding query was for Rome, some results for hotels in Rome will be included.

Keeping track of users' previous search queries and taking them into account when determining(प्रश्न)which results to return for a new query—known as adaptive search—is intended to help the search engines get a better sense of a user's intent.

The search engines need to do this with care: excessive [अतिशय] changes to the results they return based on recent query history are likely to lead to problems, so usually these types of changes are fairly limited in scope.

For example if user search for different html tutorials and then try to search for photo frame, and if the SE returns frame tag tutorials will result in negative impression for SE

Crawling, Index, Ranking & Retrieving.

Define term crawling, indexing [2017 – 2M]

Explain enhancement of crawling process [2016 – 3M]

Explain in detail – crawling, indexing, ranking [2014 – 5M]

What is Indexing [2019 -2M]

Explain crawling in detail [2018 – 2M]

- Crawling performed search by when search from relevant website form.
- Google set 'Spider' or 'Bots' which is a search engine automatic navigation to discover which content most relevant information related to certain keyword.
- Basically there are three steps involved in a web crawling process.
- Search bots start by crawling the page of your site.
- Continues indexing on world contain of the site.
- Visit all links that are found in site (Web page address).
- When Spider doesn't find page it will eventually from index however someone spider again for the second time to verify that page you really of line.
- The first thing spider support to do is when it web site it will look for file called robots.txt the file instructor the spider in which part of the website index to be done and to which part it is ignore the only way control spider on your website page using robots.txt all spider are support to follow some rules and major search engine do follow this rules.

Indexing

- Indexing generally refer to getting your webpage or other various forms of content like, document, pdf, video etc., indexed in a Google and search engines. A search engine will crawl your website in search of content to add to its index.
- You can think as an index of database of a contain bind enough to display as an answer as search query technique issue to website can post pages not to be index as well as other low quality indexer including duplicate contain bad site signals, bad user experience, malware etc.
- One way checking of indexing in search engine is to sign up for the available for Google knows Google search console where it will report the member of page index you can submit and xml site to see how many page are index from the submitted.
- One's search engine have crawled and index page on your website they contain is added to the index this mean that your site now available to be display the result page for the appropriate search query when your site appear on SERP is primary depended just to 2 factors relevant and ranking.

Retrieving

- When user visits search engine and type any search query the search engine it does two things.
- Only shows the results that are related and relevant to search query.
- The search engine attempt to rank the many results it retrieves in the order it perceives as most useful.
- Search engine ranking is the position at which particular site appears in the result of search engine query each page of the search result typically listed 10 website they are sometimes argument with local listing videos and images.

Ranking

- Search engine ranking is influents by multitude of factors including else of website quality of website kink port for you relevant level of competition among others.
- Google admits to using more than 200 factors when determining ranking of any website many of each than can control by website owner. Search engine are focused and creating more personalize and experience for and every user by taking individual search history and account. A website ranking for 3rd rank for a one visitor it might be ranking are not ranking to another user even if search phrase are same.

Meta Search

What is Meta search – 2017 – 2M

What is Meta search – 2015 – 2M

A Meta search engine is a type of search engine that gives results based on a combination of results from other search engine databases. It specializes in concatenating databases from a variety of search engines and linking search results to relevant sources. Dogpile is one example of a Meta search engine.

Chapter 2

One Mark

What is branding [2022]

Branding refers to a process in which the brand of your business or company becomes an important source of organic traffic. Think about the brands that you know and love, and how they compare to smaller, lesser-known competitors within the same niche.

What is Reputation Management [2021, 2022]

It's about presenting a brand in the best possible light for a search. SEO Reputation Management focuses on SERP (search engine results page) and keyword performance. It's about finding opportunities to improve rankings of positive content and drown out negative search results.

Give full form CMS [2021, 2022]

Content Management System

What is intitle operator [2022]

Intitle tells Google that you only want results where pages include the search term in their meta title tag. This operator helps you understand how many pages target a particular search phrase.

What is google adwords? [2022]

Google AdWords (also known as pay-per-click) is a platform run by Google that allows companies to advertise their website in search results when a user searches for a specific keyword. Advertisers “pay per click” on their advertisement.

What is exact match? [2022]

In SEO, exact-match keywords also refer to search results/content that perfectly match all of the keywords in the search query, exactly as entered. Historically, exact-match keywords are important for both organic and paid search, and are a frequent topic of SEO debates.

What is cache:operator? [2022]

The cache: operator is a search operator that you can use to find the cached version of a page. Google generates a cached version so that users can still access the web page, for example, if the site isn't available. The cache: operator is only available on web search.

What is breadcrumb navigation [2019,2020]

A breadcrumb (or breadcrumb trail) is a type of secondary navigation scheme that reveals the user's location in a website or Web application.

What is log file tracking [2018, 2020, 2021]

A log file is a recording of everything that goes in and out of a server. Think of it as a ledger of requests made by crawlers and real users. You can see exactly what resources Google is crawling on your site.

What is breadcrumb navigation? [2020]

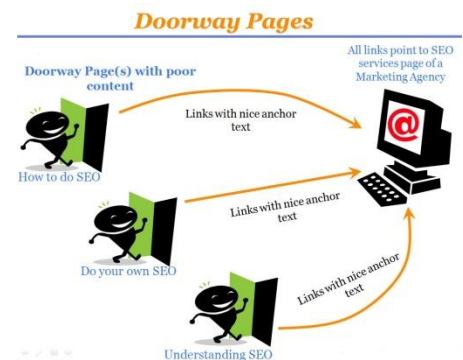
Breadcrumbs give you orientation and show you exactly where you are on a website.

Breadcrumb navigation is a feature usually located at the top of the webpage and tells the user exactly what pages they've been on and how they have ended up where they are. ... This allows users to jump back to the exact point that they want.

What is Doorway page?[2020,2021]

Doorway pages are web pages that are created for the deliberate manipulation of search engine indexes. A doorway page will affect the index of a search engine by inserting results for particular phrases while sending visitors to a different page.

A gateway page, also known as a doorway page, is a webpage designed to rank highly for particular search queries that does not offer useful information to the searcher.



What is web traffic?[2020]

Website traffic refers to the volume of users visiting a website. How many people visit a website will depend on the website's purpose, the visitors' own goals, and the way in which they discovered the site.

Just like traffic on a highway refers to the number of cars travelling down the road, web traffic is the number of web users who travel to any given website. Each person who logs on to a website is recorded as a visit or session, with a starting and ending point, thanks to behind-the-scenes communications between a user's device and the website itself.

Web traffic is specific to each page of your website as well, so whether you have a one-page site or a 50-page site, each of that page's traffic is configured independently of all other pages.

What is page content? [2020]

Page content refers to all the information contained in a website. Page content can be displayed as text, links, images, audio, animation or videos among other things. Therefore, important information needs to be given in text-form to make it accessible to search engines.

What is page load time [2018, 2020]

Page speed can be described in either "page load time" (the time it takes to fully display the content on a specific page) or "time to first byte" (how long it takes for your browser to receive the first byte of information from the web server). You can evaluate your page speed with Google's Page Speed Insights.

What is on page optimizations? [2017]

On-page SEO (also known as on-site SEO) refers to the practice of optimizing web pages to improve a website's search engine rankings and earn organic traffic. In addition to publishing relevant, high-quality content, on-page SEO includes optimizing your headlines, HTML tags (title, meta, and header), and images.

What is spider? [2017]

The spider searches the internet for new content by checking sites in Google's Index for updates and links to pages they have never scanned before. The Spider Boot sends the latest info to Google's servers to index the content. It uses algorithms to decide which sites match specific search queries.

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 face?
- 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 cash-flow problems.
- Could any of your weaknesses seriously threaten your business?

The Major Elements of planning

What are major elements of SEO planning [2019 – 5M, 2021-3M]

- As any experienced SEO consultant will tell you, you should incorporate your SEO strategy into the site planning process long before your site goes live.
- Your strategy should be well outlined before you make even the most basic technology choices, such as the hosting platform and your CMS.

Technology Choices

- SEO is a technical process, and as such, it impacts major technology choices.
- For example, a CMS can facilitate—or, possibly, undermine—your SEO strategy.
- Some platforms do not allow you to have titles and Meta descriptions that vary from one web page to the next, create hundreds (or thousands) of pages of duplicate content, or make a 302 (temporary) redirect the default redirect.

Market Segmentation

- Another critical factor to understand is the nature of the market in which you are competing.
- This tells you how competitive the environment is in general, and augmented [વધારે] with additional research, you can use this information to tell how competitive the SEO environment is.

Where You Can Find Great Links

- Getting third parties to link their websites to yours is a critical part of SEO.
- Without inbound links, there is little to no chance of ranking for competitive terms in search engines such as Google, whose algorithm relies heavily on link measuring and weighting criteria.
- An early part of the SEO brainstorming [વિચારણાની] process is identifying the great places to get links, as well as the types of content you might want to develop to encourage linking from other quality websites.

Content Resources

- If your content is of average quality and covers the same information dozens of other sites have covered, it will not attract many links.
- If, however, you are putting out quality content, or you have a novel tool that many will want to use, you are more likely to receive external links.
- At the beginning of any SEO campaign, you should look at the content on the site and the available resources for developing new content. You can then match this up with your target keywords and your link-building plans to provide the best results.

Branding Considerations

- Of course, most companies have branding concerns as well. The list of situations where the brand can limit the strategy is quite long, and the opposite can happen too, where the nature of the brand makes a particular SEO strategy pretty compelling. Ultimately, your goal is to dovetail [સાવસાંધો, બંધબેસતુંકરવું] SEO efforts with branding as seamlessly [એકીકૃત] as possible.

Competition

- Your SEO strategy can also be influenced by your competitors' strategies, so understanding what they are doing is a critical part of the process for both SEO and business intelligence objectives. There are several scenarios you might encounter:
 - ▶ The competitor discovers a unique, highly converting set of keywords.
 - ▶ The competitor discovers a targeted, high-value link.
 - ▶ The competitor saturates a market segment, justifying your focus elsewhere.
 - ▶ Weaknesses appear in the competitor's strategy, which provide opportunities for exploitation.

Reputation Management

What Is Reputation Management [2021-2M]

Search Engine Optimization (SEO) Reputation Management is the practice of managing what the public sees in search results about a business. This is done through a number of different measures,

It's about presenting a brand in the best possible light for a search. SEO Reputation Management focuses on SERP (search engine results page) and keyword performance. It's about finding opportunities to improve rankings of positive content and drown out negative search results.

RAW Traffic

Explain SEO with RAW traffic [2021 – 2M]

Optimizing a site for search engines and creating keyword targeted content produces direct traffic from the engines, which typically expands into content sharing, direct traffic and referring links as more and more people find, use and enjoy the work you've produced. There are thousands of sites on the web that leverage this traffic to serve advertising, directly monetizing the traffic sent from the engines.

- ➡ **When to Employ:** Use it when you can monetize traffic without actions or financial transactions on your site (usually through advertising).
- ➡ **Keyword Targeting: Any and all** - the goal here isn't typically to select specific keywords, but instead to create lots of high quality content that naturally targets interesting/searched-for terms. Instead of singular optimization on specific terms, the focus is on accessibility and best practices throughout the site to earn traffic through both high volume and long tail queries. Concentrate efforts on great content, and use keyword-based optimization only as a secondary method to confirm the titles/headlines of the works you create.

- ➡ **Page & Content Creation/Optimization:** A shallow, highly crawl able link structure is critical to getting all your content indexed - follow good information architecture practices and use intelligent, detailed category and sub-category structures to get the most benefit out of your work. You'll also need to employ good on-page optimization (titles, headlines, internal linking, etc) and make your articles easy to share and optimized for viral spreading.

Historical Progress

Explain accessing of historical progress [2021]

Assessing Historical Progress

Measuring the results of SEO changes can be challenging, partly because there are so many moving parts and partly because months can elapse between when changes are made to a site and when results are seen in search rankings and traffic. This difficulty only increases the importance of measuring progress and being accountable for results. This section will explore methods for measuring the results from your SEO efforts.

Maintain a Timeline of Site Changes

Maintaining a detailed record of your website changes is vital for effective SEO. Whether using a simple spreadsheet or a project management flowchart, having a timeline is essential for executing your SEO plan. It allows you to understand the immediate and long-term effects of modifications, ensuring you optimize with clarity. Beyond site changes, tracking external factors like algorithm updates, competitor events, and breaking news is key for comprehensive SEO insights. Establishing cause and effect becomes crucial in scenarios involving major business events, marketing initiatives, or PR activities.

If search traffic spikes or plummets: Sudden changes in organic traffic are obviously notable events. If traffic plummets, you will be facing lots of questions about why, and having a log of site changes will put you in a better position to assess whether any changes you recommended could have been the cause. Of course, if traffic spikes you will want to be able to see whether an SEO-related change was responsible as well.

When gradual traffic changes begin: Changes do not always come as sudden spikes or drop-offs. If you see the traffic beginning a gradual climb (or descent), you will want to be able to assess the likely reasons.

To track and report SEO progress: Accountability is a key component of SEO. Budget managers will want to know what return they are getting on their SEO investment. This will inevitably fall into two buckets: itemizing specific work items worked on, and analyzing benefits to the business. Keeping an ongoing change log makes tracking and reporting SEO progress much easier to accomplish

Chapter 3

One Mark

What is pagination? [2020]

Pagination is a method of dividing web content into discrete pages, thus presenting content in a limited and digestible manner. Google search results page is a typical example of such a search.

What is iFrame? [2020]

An iFrame is a HTML document that is embedded inside another document on a website, allowing you to include content from external sources on your pages.

Site map are made of which type of tag? [2021]

The Sitemap protocol format consists of XML tags.

What are keywords [2022]

Keywords are ideas and topics that define what your content is about. In terms of SEO, they're the words and phrases that searchers enter into search engines, also called "search queries." If you boil everything on your page — all the images, video, copy, etc.

What is content [2022]

Content SEO refers to creating content that helps your web pages to rank high in the search engines. It includes everything to do with the writing and structuring of content on your website.

What is sub domain [2021, 2022]

A sub domain is a child domain of a larger parent domain. Sub domains are created to organise and navigate to different sections of a website that may be extensive in content or different thematically. You can create multiple sub domains under your main domain.

What is domain [2022]

A domain name defines the location of your website on the Internet. For example, www.elevationheadwear.com is the domain name for Elevation Headwear. Choosing a domain for your website is an important first SEO step.

What are microsites? [2019, 2018, 2020, 2021, 2022]

A microsite is an individual web page or small cluster of web pages that act as a separate entity for a brand. A microsite typically lives on its own domain, but some exist as a sub domain.

Microsites can be used to help brands achieve a number of things. For example, some companies have used them to highlight a specific campaign or target specific buyer personas. Others have used them to tell a short story, or to inspire a specific call-to-action.

What is frames [2018, 2020]

To clarify, a frame is actually an HTML element that pulls content from another URL and directs it to a URL of your choice...in a non-technical sense, frames essentially copy everything on a page to mirror it on another page.

What is duplicate content? [2017]

Duplicate content is content which is available on multiple URLs on the web. Because more than one URL shows the same content, search engines don't know which URL to list higher in the

search results. Therefore they might rank both URLs lower and give preference to other webpage.

Elements Of SEO Audit

Explain different elements of SEO audit in details [2018 – 5M ,2019 – 5M, 2021-5M]

How to audit website to identify SEO problems [2017 – 3M]

Write a short note on audit of website for SEO planning [2016 – 5M]

An SEO audit is the process of analysing how well your web presence relates to best practices - it is the first step to creating an implementation plan that will have measurable results. The purpose of the audit is to identify as many foundational issues affecting organic search performance as possible.

1. Identify crawl errors with a crawl report

One of the first things to do is run a crawl report for your site. A crawl report, or site audit, will provide insight into some of your site's errors.

You will see your most pressing technical SEO issues, such as duplicate content, low page speed, or missing H1/H2 tags.

2. Check HTTPS status codes

A Ranking Factors Study conducted by SEMrush found that HTTPS now is a very strong ranking factor and can impact your site's rankings.

Make sure you switch over, and when you do, use this checklist to ensure a seamless migration.

Next, you need to look for other status code errors. Your site crawl report gives you a list of URL errors, including 404 errors. You can also get a list from the Google Search Console, which includes a detailed breakdown of potential errors. Make sure your Google Search Console error list is always empty, and that you fix errors as soon as they arise.

3. Check XML sitemap status

The XML sitemap serves as a map for Google and other search engine crawlers. It essentially helps the crawlers find your website pages, thus ranking them accordingly. You should ensure your site's XML sitemap meets a few key guidelines:

- Make sure your sitemap is formatted properly in an XML document
- Ensure it follows XML sitemap protocol
- Have all updated pages of your site in the sitemap
- Submit the Sitemap to your Google Search Console.
- How do you submit your XML Sitemap to Google?

You can submit your XML sitemap to Google via the Google Search Console Sitemaps tool. You can also insert the sitemap (i.e. http://example.com/sitemap_location.xml) anywhere in your robots.txt file.

Make sure your XML Sitemap is pristine, with all the URLs returning 200 status codes and proper canonicals. You do not want to waste valuable crawl budget on duplicate or broken pages.

4. Check site load time

Your site's load time is another important technical SEO metric to check. According to the technical SEO error report via SEMrush, over 23% of sites have slow page load times.

Site speed is all about user experience and can affect other key metrics that search engines use for ranking, such as bounce rate and time on page. To find your site's load time you can use Google's PageSpeed Insights tool. Simply enter your site URL and let Google do the rest. You'll even get site load time metrics for mobile.

This has become increasingly important after Google's roll out of mobile-first indexing. Ideally, your page load time should be less than 3 seconds. If it is more for either mobile or desktop, it is time to start tweaking elements of your site to decrease site load time for better rankings.

5. Ensure your site is mobile-friendly

Your site must be mobile-friendly to improve technical SEO and search engine rankings. This is a pretty easy SEO element to check using Google's Mobile-Friendly Test: just enter your site and get valuable insights on the mobile state of your website.

You can even submit your results to Google to let them know how your site performs. A few mobile-friendly solutions include: Increase font size, Embed YouTube videos, Compress images, Use Accelerated Mobile Pages (AMP).

6. Audit for keyword cannibalization

Keyword cannibalization can cause confusion among search engines. For example, if you have two pages in keyword competition, Google will need to decide which page is best.

One of the most common keyword cannibalization pitfalls is to optimize home page and subpage for the same keywords, which is common in local SEO. Use Google Search Console's Performance report to look for pages that are competing for the same keywords. Use the filter to see which pages have the same keywords in the URL, or search by keyword to see how many pages are ranking for those same keywords.

7. Check your site's robots.txt file

If you notice that all of your pages aren't indexed, the first place to look is your robots.txt file. There are sometimes occasions when site owners will accidentally block pages from search engine crawling. This makes auditing your robots.txt file a must.

When examining your robots.txt file, you should look for "Disallow: /"

This tells search engines not to crawl a page on your site, or maybe even your entire website. Make sure none of your relevant pages are being accidentally disallowed in your robots.txt file.

8. Perform a Google site search

On the topic of search engine indexing, there is an easy way to check how well Google is indexing your website. In Google search type in “site: yourwebsite.com”:

It will show you all pages indexed by Google, which you can use as a reference. A word of caution, however: if your site is not on the top of the list, you may have a Google penalty on your hands, or you’re blocking your site from being indexed.

9. Check for duplicate metadata

This technical SEO faux pas is very common for ecommerce sites and large sites with hundreds to thousands of pages. In fact, nearly 54% of websites have duplicate metadata, also known as Meta descriptions, and approximately 63% have missing meta descriptions altogether.

Duplicate meta descriptions occur when similar products or pages simply have content copied and pasted into the meta descriptions field.

A detailed SEO audit or a crawl report will alert you to meta description issues. It may take some time to get unique descriptions in place, but it is worth it.

10. Meta description length

While you are checking all your meta descriptions for duplicate content errors, you can also optimize them by ensuring they are the correct length. This is not a major ranking factor, but it is a technical SEO tactic that can improve your CTR in SERPs.

Recent changes to meta description length increased the 160 character count to 320 characters. This gives you plenty of space to add keywords, product specs, location (for local SEO), and other key elements.

11. Check for site-wide duplicate content

Duplicate content in meta-descriptions is not the only duplicate content you need to be on the lookout for when it comes to technical SEO. Almost 66% of websites have duplicate content issues.

Copyscape is a great tool to find duplicate content on the internet. You can also use Screaming Frog, Site Bulb or SEM rush to identify duplication. Once you have your list, it is simply a matter of running through the pages and changing the content to avoid duplication.

12. Check for broken links

Any type of broken link is bad for your SEO; it can waste crawl budget, create a bad user experience, and lead to lower rankings. This makes identifying and fixing broken links on your website important.

One way in which to find broken links is to check your crawl report. This will give you a detailed view of each URL that has broken links. You can also use DrLinkCheck.com to look broken links. You simply enter your site's URL and wait for the report to be generated.

Optimize Domain Name

Explain how to optimize domain name [2016 – 3M, 2017 – 2M, 2021 – 3M]

How to optimize domain name [2014 – 3M, 2015 – 3M]

- **Pick.com extension:** In most cases .com is the best choice, because .com is standard and most user assume company's website end with .com.
- **Be memorable:** User must be able to easily remember your domain name or a brand. You can only have a lasting influence on how people perceive you if they actually remember you.
- **Be relevant:** Words have implicit meaning always so little research to ensure that your domain name communicates your desired message. Here is quick and easy way to test your domain name is by providing your domain name (nothing else) and asks multiple users to guess the purpose of company.
- **Easy to spell:** Your domain name must be easy to spell. Avoid commonly misspelled words, intentional misspellings and bypass. If you purchase domain name with numbers.widget.com. Then also purchase a domain name one widget.com
- **Sound authoritative:** Your domain name should like trust worthy authority never less people then what you are? And what you are not? Avoid choosing a domain name such as best widget.com.
- **Short is better:** Keep your domain name short 1 or 2 words. The top 1, 00,000 websites on average have nine characters in domain name.
- **Be unique:** One of your marketing goals should be to build district brand that stands out from your competitors start by choosing unique and distinctive domain name. Domain name like your insurance. .com sounds generic and unremarkable compared to name such as Google, Yahoo and dazzle with unique sounds.

Robots.txt

Write short note on robots.txt [2015 – 5M ,2016 – 5M, 2017 – 3M]

Explain robots.txt file with suitable example [2018- 3M, 2021-5M]

Robot.txt is a text file webmasters create to instruct web robots (typically search engine robots) how to crawl pages on their website, the robots.txt file is part of the robot exclusive protocol (REP), a group of web standards that regulate how robots crawl the web, access and index content, and serve that content up, to users. The REP also includes directives like Meta robots as well as page, subdirectory of site-wide instructions for how search engines should treat links (Such as follow or no follow)

In practice robot.txt files indicates whether certain user agents (web-crawling software) can or can't crawl parts of website. These crawl instructions are specified by 'disallowing' or 'allowing' the behavior of certain or all.

Basic format

User-agent: [user agent name]

Disallow: [URL string not to be crawled] Technical robot.txt syntax.

- **User-agent:** The specific web crawler to which you're giving crawl instructions (usually search engine).
- **Disallow:** The command used to tell a user not to crawl particular URL. Only one 'disallow' line is allowed for each URL.
- **Allow:** (Only applicable for googlebot). The command to tell Googlebot it can access page on subfolder even enough its parent page or subfolder may be disallowed.
- **Crawl-delay:** How many milliseconds or crawler should wait before loading and crawling page content. Google bot does not acknowledge this command but crawl rate can be set in Google search console.
- **Sitemap:** Used to call out location of any XML sitemap associated with this URL. Google and Bing both honour two regular expression that can be used to identify pages on subfolder that and SEO wants excluded.

- * is wildcard that represents any sequence of characters.

- \$ matches the end of URL.

In order to ensure your robots.txt is found always include it in your main directory or root domain.

www.yourdomain.com/robots.txt

Examples –

Blocking all web crawlers from all content

*user-agent: **

disallow: /

Allowing all web crawlers access to all content.

*user-agent: **

disallow:

Blocking specific web crawler from specific folder.

user-agent: googlebot

disallow: /example-subfolder/

Blocking specific web crawler from specific web page.

user-agent: bingbot

disallow: example/block.html

A/B Testing

What is A/B testing? What is use of it? [2016 – 3M, 2017 – 3M, 2021 – 2M]

A/B testing (also known as split testing or bucket testing) is a method of comparing two versions of a webpage or app against each other to determine which one performs better. AB testing is essentially an experiment where two or more variants of a page are shown to users at random,

and statistical analysis is used to determine which variation performs better for a given conversion goal.

In an A/B test, you take a webpage or app screen and modify it to create a second version of the same page. This change can be as simple as a single headline or button, or be a complete redesign of the page. Then, half of your traffic is shown the original version of the page (known as the control) and half are shown the modified version of the page (the variation). As visitors are served either the control or variation, their engagement with each experience is measured and collected in an analytics dashboard and analyzed through a statistical engine. You can then determine whether changing the experience had a positive, negative, or no effect on visitor behavior.

Cloaking

What is cloaking? When to use it and how? – [2014 – 2M, 2015 – 2M , 2017 – 2M, 2021 – 2M]

Some examples of cloaking include:

- Serving a page of HTML text to search engines, while showing a page of images to users
- Inserting text or keywords into a page only when the user agent that's requesting the page is a search engine, not a human visitor

Cloaking in SEO is a search engine optimization technique using which the content that is made available to the target audience and that given to a search engine bot, crawler or spider is different. The content is made differently in order to increase the search engine ranking by the way of manipulation. Mostly, this practice is categorized under black hat techniques. The main use of this technique is to distort the search engine rankings in the favor of the target website or web page for which the SEO project is run.

There are a few common causes for displaying content differently to different visitors, including search engines. Here are some of the most common ones:

- **Multivariate and A/B split testing:** Testing landing pages for conversions requires that you show different content to different visitors to test performance. In these cases, it is best to display the content using JavaScript/cookies/sessions and give the search engines a single, canonical version of the page that doesn't change with every new spider (though this won't necessarily hurt you). Google offers software called Google Website Optimizer to perform this function.

- **Content requiring registration and First Click Free:** If you force registration (paid or free) on users to view specific content pieces, it is best to keep the URL the same for both logged-in and non-logged-in users and to show a snippet (one to two paragraphs is usually enough) to non-logged-in users and search engines. If you want to display the full content to search engines, you have the option to provide some rules for content delivery, such as showing the first one or two pages of content to new visitor without requiring registration, and then

requesting registration after that grace period. This keeps your intent more honest, and you can use cookies or sessions to restrict human visitors while showing all the content to the engines.

- **Navigation un-spider able by search engines:** If your navigation is in Flash, JavaScript, a Java application, or another format that the search engines may not be able to parse, you should consider showing search engines aversion, dislike, hatred or disgust] of your site that has spider able, crawl able content in HTML. Many sites do this simply with CSS layers, displaying a human-visible, search-invisible layer and a layer for the engines (and for less-capable browsers, such as mobile browsers). You can also employ the NoScript tag for this purpose, although it is generally riskier, as many spammers have applied No Script as a way to hide content.

- **Duplicate content:** If a significant portion of a page's content is duplicated, you might consider restricting spider access to it by placing it in an iframes that's restricted by robots.txt. This ensures that you can show the engines the unique portion of your pages, while protecting against duplicate content problems.

- **Different content for different users:** At times you might target content uniquely to users from different geographies (such as different product offerings that are more popular in their respective areas), with different screen resolutions (to make the content fit their screen size better), or who entered your site from different navigation points. In these instances, it is best to have a "default" version of content that's shown to users who don't exhibit these traits that you can show to search engines as well

Duplicate Content

What is Duplicate Content? List out the various issues? [2019 – 3M, 2021 -3M]

Duplicate content is content that appears on the Internet in more than one place. That "one place" is defined as a location with a unique website address (URL) - so, if the same content appears at more than one web address, you've got duplicate content.

While not technically a penalty, duplicate content can still sometimes impact search engine rankings. When there are multiple pieces of, as Google calls it, "appreciably similar" content in more than one location on the Internet, it can be difficult for search engines to decide which version is more relevant to a given search query.

For search engines

- Duplicate content can present three main issues for search engines:
- They don't know which version(s) to include/exclude from their indices.
- They don't know whether to direct the link metrics (trust, authority, anchor text, link equity, etc.) to one page, or keep it separated between multiple versions.
- They don't know which version(s) to rank for query results.

For site owners

When duplicate content is present, site owners can suffer rankings and traffic losses. These losses often stem from two main problems:

- To provide the best search experience, search engines will rarely show multiple versions of the same content, and thus are forced to choose which version is most likely to be the best result. This dilutes the visibility of each of the duplicates.
- Link equity can be further diluted because other sites have to choose between the duplicates as well. Instead of all inbound links pointing to one piece of content, they link to multiple pieces, spreading the link equity among the duplicates. Because inbound links are a ranking factor, this can then impact the search visibility of a piece of content.

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. Log in to search console.
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. Log 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 not 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

Sub Domain, Sub Folders

When to use sub domain and sub folder [2015 – 2M]

When to use sub domain and sub folder [2017 – 2M]

What is root domain? [2020 – 2M]

The root domain is the overarching structure which contains the sub domains and every URL. If you want the data for an entire site, sticking with the root domain will likely be the easiest way to access this data. Root domains are sometimes subdivided into other smaller domains called sub domains.

Sub domain

Third level domain name, these are free to create under any root domain you own or control.

Example - postsecret.blogpost.com

Subfolder

Folders behind domain address. Example - www.SEOpost.org/blog.

Sub domain do not always inherited all of the positive metrics and ranking ability of other sub domain on a given root domain. Some sub domain get no benefit from the root domain they're on. These include web site links wordpress.com, blogpost.com, typepod.com, etc. Where anyone can create their own sub domain to publish there on website.

Sub folder do appear to receive all the benefits of the sub domain they're on and content page behave remarkably similar no matter what sub folder under a given sub domain they're put in. Good internal and cross linking can help to give share of positive metrics from one sub domain to another (but not always and not perfectly).

Optimize URL

How to optimize URL [2014 – 3M, 2015 – 3M, 2017 – 2M, 2021 – 3M]

URL Must Be 100% Readable

If you can't read every word of URL neither can search engine. That's problem because search engine knows that people read URL before clicking then which helps them and understand the content of the page search engine can't read unscramble crazy, dynamically generated URLs. They just even try to read. Instead they just read words of URL just light content on your page.

Example –

Correct - www.xyz.com/lather-shoes

Incorrect - www.xyz.com/index.php?=10

Use Hyphens, Not Underscore

If you like to separate words in URL always use dashes for icons instead of underscore search engine are very clear about these. There algorithm can only read hyphens not underscore.

Example –

Incorrect - www.xyz.com/brown/leather_shoes

Correct - www.xyz.com/brown-leather-shoes

Top Folder Top Content

Search engine often consider webpage in your root folder as a top level content and perhaps better content so be very careful and strategic on how URL structure.

Example –

Incorrect - www.xyz.com/categories/subcategorie/target/knowns

Correct - www.xyz.com/target/knowns

No Capital Letters

You must have very strong excuse to use capital letters in URL. Capital letters just confuse everybody, including people and search engine. Adding capital letter in URL makes it exponentially hard to remember by the user.

Example

Incorrect - www.xyz.com/Lather-shoes

Correct - www.xyz.com/lather-shoes

Add Mobile URL to Sitemap

Always prefer to add URL for web pages which are mobile friendly in sitemap. Some people say you don't need to indicate mobile friendly pages as your site is responsive but to be safe, many still includes responsive mobile URLs in sitemap.

Upload Favicon

The tiny little icon next to your URL in your browser is a favicon. Adding one has many benefits. Search engine like Bing and Google preferred the favicon. It also stands out more in browser bookmark helping with brand reorganization and trust.

Broken URLs (301):-

If you must change URL for any reason, just remember that you have to remove that URL from Google indexed and from the other site you have linked to-you don't want search engine to remove high ranking webpage from the search engine result because they can't find your content on your old URL.

Include Exact Target Keyword

Try to always include your exact target keyword or phrase in your URL. This is usually difficult to do on your homepage but it must be done on your every service page, or blog article.

Example

Best - www.xyz.com/furniture/brown-leather-couch

Ok - www.xyz.com/couches/brown-leather

Worst - www.xyz.com/color-couch

Nofollow, Noindex and Canonical

NOFOLLOW

Nofollow link does not automatically ensure that the target site will not be crawled Google in fact has not designed exclusively for that purpose. It however tells the search engine that you don't trust or cannot vouch for the content of the website being linked to. Nofollow can be inserted by adding 'rel' attribute inside a link. ``

Nofollow can also be implemented using Meta tag. `<meta name="robots" content="nofollow"/>`this was the original form of nofollow, but because it blocked out an entire page it proved to be less.

NOINDEX

Noindex tags tells search engine that the relevant page should not be indexed in their search result. If you haven't added a nofollow to the tag, however search engine will still follow at the links on the page.

In other words page will be read by search engine but won't be indexed in search result. If you don't want search engine to follow links on your page you need to add nofollow to the command.

Don't index but follow. `<meta name="robots" content="noindex"/>`

Don't index don't follow. `<meta name="" robots" content="noindex, nofollow"/>`

CANONICAL

It is generally used to nominate you have several page with duplicate content. If you have five version of the same page then four of them should be tagged with a canonical tag pointing to primary page, so that search engine can see which URL is right one. `<link rel="canonical" href=http://www.yourwebsite.com/mainpage.html>`Snippet code needs to be inserted in the page header.

What Is Micro site?

Micro site is also known as mini site a separate page of website that has separate URL than its home page and is used to provide information about promote something that is related to the home page. For ex. museum's website may have link to micro site with information about special

exhibition in a museum or computer manufacture may create micro sites to give the user information about launching of new product. Micro site often are temporary website that are removed from web server once the promotion is over or the information to no longer relevant.

TLD (Top Level Domain)?

It refers to the last segment of domain name, or part that follows immediately after last dot symbol. TLD are generally classified into two categories generic TLD and country specific TLD. ICANN (The Internet Corporation for Assigned Names and Numbers) is the entity that co-ordinates domain name and IP address for internet.

GTLD (Generic Top Level Domain) are most popular type of TLD. For ex. include for education

website, .com for commercial website, .org for organization. This type of TLD available for registration.

Two types CCTLD (Country Code Top Level Domain).It specifies country and is generally two letters. For ex. AU-for Australia and IA for India. According to IETF (Internet Engineering Task Force). There are domain name that are reserved and that are not to be use in production network inside the word web domain system. There are .example, .invalid, .localhost, .test.

301 And 302 Redirect

Difference between 301 and 302 redirects [2017 – 2M]

State the difference between 301 and 302 redirects [2016 – 2M]

What are good and bad redirects [2015 – 2M]

What is meant by 301 and 302 redirects [2014 – 2M]

What is temporary redirect? [2018 – 2M]

At its simplest, “a redirect is a way to send both users and search engines to a different URL from the one they originally requested.”

- You might want to redirect a page for a variety of reasons, including:
- The URL is broken.
- You have a new website or page.
- You’re fixing a webpage and want users to go to a different page while the old one is under construction.

301 Redirect

A 301 redirect sends the message to search engines that a website or page has been moved permanently. Permanent means around a year or longer. After a year, check to see if people are still being redirected to your site.

If they are, figure out where they’re coming from and try to fix the source before you cancel the redirect.

When Should You Use 301 Redirects?

Many people use this type of redirect when they purchase domains that they want being sent to their primary domain (misspellings of a brand, variations of your brand, or relevant domains with high “Domain Authority”).

It’s also helpful to use a 301 when establishing which domain is your default site: “www.yourwebsite.com” or just “yourwebsite.com”.

People tend to leave out the “www” when writing or typing out website names, so a permanent redirect will guarantee they end up on your site even if they forget to type “www”.

302 Redirect

A 302 redirect lets search engines know that a website or page has been moved temporarily.

When Should You Use 302 Redirects?

You would use this type of redirect if you want to send users to a new site or page for a short period of time, such as when you're redesigning or updating your website.

You only use a 302 if you're planning on eventually bringing the old page back. You could also use a 302 redirect if you want to test out a new page and get some consumer feedback without hurting your rankings from the original page.

307 Redirect

It is the success of the 302 redirect while the major crawlers will drill it like 302 in some cases still it is best to use 301 for almost all cases the exception to this is when the content is really move temporarily such as during a maintenance and the server has already been identify when the search engine the 1.1 compatible since is essentially impossible determine whether or not the search engine have identify as compatible redirect for the content move temporarily.

Meta Refresh

Meta refresh are the type of redirect executed on a page level they are usually slower and not recommended SEO technique they are most commonly associated with second count down with the text "if you are not redirect in click here" meta refresh do pass some link juice but are not recommended as is SEO static due to poor usability and loss of link juice.

CMS

What is CMS? List out the issues to consider while using CMS [2017 – 5M]

What is CMS? When to use it and how to pick up right CMS? [2015 – 5M]

Explain CMS in brief – 2014 – 3M

What is CMS? List out the issues to consider while using CMS [2019-5M]

A content management system (CMS) is an interface that allows users to publish content directly to the Web. The process of adding content pages directly to the Web is one step ahead of creating

and uploading pages from a local machine because it allows a large number of people to add and share the data remotely.

There are several factors to consider including ease-of-use for a technical users, editors, security, customization and scalability also the ability to add on update CMS features. Following are the checklist of some most important SEO features that every CMS must have.

TITLE TAG

This is Meta text content. They can see at the top of your browser or in search engine results page.

The search engine gives more important on this text than any other on any given page. A good CMS

should limit the number of characters in your title to keep tag search engine friendly.

META DESCRIPTIONS

You won't see your page description when viewing your web page online but it will typically show in search result. A good description can make the difference between people clicking on your website versus your competitors sites. CMS that limit the number of characters in your description can be used for search engine optimization.

MAIN NAVIGATION & SUB-NAVIGATION

This should typically be made of HTML text, not with image, so that SE can index this content. The ability to update the navigation text on your website is another good feature.

SITEMAP

Most website should contain sitemap that shows the key pages and sections of your website and you should have the ability to customize the text that appears for each page in this sitemap.

FRIENDLY URL

Having the ability to control the words that appear in your webpage name is also critical for SEO and it is preferred that the web page URLS don't have extension such as PHP or HTML or .net. They should look clean without extension and usually make for a better user experience so that it can be easily and read quickly.

BREADCRUMBS

These provide users with an intuitive way of knowing where they are in a website and breadcrumbs are proven SEO benefits if the keywords appear in bore it accurately reinforce the content on each page.

IMAGE ALT ATTRIBUTE

Alt attribute are Meta text that you won't necessarily see when looking at a webpage in normal view but the text attached to image is the source code with gives search engines a good idea of what image is about and adding alt attribute can also help with accessibility such as screen readers used by visually impaired.

LINK TITLE ATTRIBUTE

Meta text attached to link that help to reinforce what the link is about. You can often see these title tags when you put mouse over link. Again properly selecting text to match the content of the page it's being linked to help for SEO.

SOCIAL SIGNALS

The title icons buttons on websites you visit are meant to encourage people to share content and search engine text this sharing and clicking.

SITE SEARCH

It is a good SEO tool and also good for user experience when people conduct a search your website like search features help you can see what keyword they are using to search the content. Which helps to improve the content visibility based open these searches?

DUPLICATE CONTENT CONTROL

Two or more pages might be perceived as been similar you can designate to search engine. which

of these page should be indexed and should also have the ability to signal to SE that archive sections or category page that often contents a similar content and called in a search a way a Google , Bing. Won't make search page as duplicate.

PAGE SPEED

Google has made very clear that it will reword website that role faster. Your CMS should allow for such optimization for images. Your CMS should have efficiently designed, well written code that loads quickly. If you want to check out your performance for mobile and desktop for your websites to Google page speed insights tool with your website URL.

COMPRESSION

Using tools to minify JavaScript and CSS files will help with page load speed. If your CMS allows for this type of file compression than it is very good thing.

XML SITEMAP

Sitemap 'Underneath' your website that provides search engine with details about website page structure and the content contained with images or videos. It will make easier for Google, Bing and other search engine. Determine what's on your website which help to turn up higher search result on Google search image or YouTube.

BROKEN LINKS

Getting reporting of internal or external broken links on your website is huge point. When you know they are broken links and when and where to fix them. After all search engines don't like website with broken links

Cookies & Session

What are cookies and session ids? How search engine interpret cookies and session id? [2019 – 5M]

Cookie is a small text file that websites can leave on a visitor's hard disk, helping them to track that person over time. Cookies are the reason Amazon.com remembers your username between

visits and the reason you don't necessarily need to log in to your Hotmail account every time you open your browser.

Cookie data typically contains a short set of information regarding when you last accessed a site, an ID number, and, potentially, information about your visit.

Website developers can create options to remember visitors using cookies for tracking purposes or to display different information to users based on their actions or preferences.

Common uses include remembering a username, maintaining a shopping cart, and keeping track of previously viewed content. For example, if you've signed up for an account with SEOmoz, it will provide you with options on your My Account page about how you want to view the blog and will remember your settings the next time you visit.

Session IDs are virtually identical to cookies in functionality, with one big difference: when you close your browser (or restart), session ID information is (usually) no longer stored on your hard drive.

The website you were interacting with may remember your data or actions, but it cannot retrieve session IDs from your machine that don't persist (and session IDs by default expire when the browser shuts down).

In essence [સાર], session IDs are like temporary cookies (although, as you'll see shortly, there are options to control this). Although technically speaking, session IDs are just a form of cookie without an expiration date, it is possible to set session IDs with expiration dates similar to cookies (going out decades).

In this sense, they are virtually identical to cookies. Session IDs do come with an important caveat, though: they are frequently passed in the URL string, which can create serious problems for search engines (as every request produces a unique URL with duplicate content). A simple fix is to use the canonical tag to tell the search engines that you want them to ignore the session IDs.

Search engine spiders are not built to maintain or retain cookies or session IDs and act as browsers with this functionality shut off. However, unlike visitors whose browsers won't accept cookies, the crawlers can sometimes reach sequestered [નિવૃત્ત] content by virtue [વડા] of webmasters who want to specifically let them through. Many sites have pages that require cookies or sessions to be enabled but have special rules for search engine bots, permitting them to access the content as well.

Chapter 4

One Mark

What is sticky post [2018, 2020, 2021]

Simply put, a sticky post is a post that “sticks” to the top of an archive page like your blog post page. So when you use this option on a post, whether you publish a new post every day or every week, that post, in particular, will always appear at the top of your post-stack – no matter how old or recent it might be.

What is vertical search? [2017]

The term ‘vertical search’ refers to search on a particular topic area or, alternatively, a certain segment of an overall search. There are vertical or specialised search engines. One example of a vertical search is Google Image Search and typical vertical search queries include shopping, travel, cars, medical information as well as books. News, Shopping, Videos, Apps, Books, Maps

What is cache? [2022]

Caching is the process of storing certain assets locally; so that they can be used again without require a full round trip request to the server. HTML, CSS, Images and JavaScript can all be cached.

What is alt attribute [2022]

alt attribute and alt description is an HTML attribute applied to image tags to provide a text alternative for search engines. Applying images to alt tags such as product photos can positively impact an ecommerce store's search engine rankings.

What is keyword planner tool [2022]

Keyword Planner helps you research keywords for your Search campaigns. You can use this free tool to discover new keywords related to your business and see estimates of the searches they receive and the cost to target them.

What is keyword research? [2019, 2018, 2017, 2020, 2021]

Keyword research is a core SEO task that involves identifying popular words and phrases people enter into search engines -make in an attempt to figure out what to rank for. Researching keywords gives marketers a better understanding of how high the demand is for certain keywords and how hard it would be to compete for those terms in the organic search results, offering some direction to optimization efforts.

What is short tail keyword? [2019, 2018, 2020, 2021]

Short tail keywords are search terms that are made up of no more than three words. They refer to very broad topics rather than specific ones.

For example, “running shoes” is an example of a short tail keyword while “best running shoes for winter” is an example of a long tail keyword.

What is local guide [2019, 2018, 2020, 2021]

Local SEO helps businesses promote their products and services to local prospects and customers. To gather information for local search, search engines rely on signals such as local content, social profile pages, links, and citations to provide the most relevant local results to the user.

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 quantity 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.

Optimize Blog

Discuss Optimization process of news, blog and feed search [2017 – 5M]

Explain blog optimization in detail [2018 – 2M]

Explain news, blog and feed search optimization process in detail [2018 - 5M, 2021 5M]

Focus on 1–2 long-tail keywords that match the intent of your ideal reader. Optimizing your blog posts for keywords is not about incorporating as many keywords into your posts as possible. Nowadays, this actually hurts your SEO because search engines consider this keyword stuffing (i.e., including keywords as much as possible with the sole purpose of ranking highly in organic search).

Include these 1–2 keywords in specific parts of your post. Now that you've got your one or two keywords, it's time to incorporate them into your blog post. Where are the best parts of your posts to include these terms so you rank high in search results? There are four essential places where you should try to include your keywords: title tag, headers & body, URL, and Meta description.

Make sure your blog is mobile-friendly. Did you know more people use a search engine from their mobile phones than from a computer? And for all those valuable search queries being done on mobile, Google displays the mobile-friendly results first. This is yet another example of Google heavily favouring mobile-friendly websites -- which has been true ever since the company updated its Penguin algorithm in April 2015.

Optimize the Meta description, and use all the space. To review, a Meta description is the additional text that appears in SERPs that lets readers know what the link is about. The meta

description gives searchers information they need to determine whether or not your content is what they're looking for, and ultimately helps them decide if they'll click or not.

Optimize your images' alt text. Blog posts shouldn't only contain text -- you should also include images that help explain your content. But search engines don't just look for images. Rather, they look for images with alt text. Because search engines can't "see" images the same way humans can, an image's alt text tells them what an image is about -- this ultimately helps those images rank in Google Images results. Alt text also makes for a better user experience, as it'll display inside the image container when an image can't be found or displayed, and can improve accessibility for people with poor vision who are using screen readers.

Don't use too many similar topic tags. Topic tags can help organize your blog content, but if you overuse them, they can actually be harmful. If you have too many similar tags, you may get penalized by search engines for having duplicate content. Think of it this way: when you create a topic tag, you also create a new site page where the content from those topic tags will appear. If you use too many similar tags for the same content, it then appears to search engines as if you're showing the content multiple times throughout your website. For example, topic tags like "blogging," "blog," and "blog posts" are too similar to one another to be used on the same post.

Use URL structures that help your visitors. The URL structure of your web pages (which are different from the specific URLs of your posts) should make it easy for your visitors to understand the structure of your website and the content they're about to see. Search engines favor web page URLs that make it easier for them and website visitors to understand the content on the page. This differentiation is baked into the Hub Spot blogs' respective URL structures. If I decided to go to the Marketing section from this main page, I would be taken to the URL <http://blog.hubspot.com/marketing>. If we want to read the Sales section, all we have to do is change where it says "marketing" in the URL to "sales": <http://blog.hubspot.com/sales>. This URL structure helps me understand that "/marketing" and "/sales" are smaller sections -- called subdirectories -- within the larger blog.

Link internally when possible. Inbound links to your content help show search engines the validity or relevancy of your content. The same goes for linking internally to other pages on your website. If you've written about a topic that's mentioned in your blog post on another blog post, eBook, or web page, it's a best practice to link to that page.

Keyword Research Tool

Explain keyword research tools. Explain any three in detail [2015 – 5M, 2017 – 5M, 2021 – 5M]

Explain any two keyword research tool [2016 – 5M]

What is meant by keyword research? How it is useful? Which are the different keywords search tools available in market? Explain anyone [2014 – 5M]

Explain any two keyword research tool [2019 – 5M]

Explain any two keyword research tool in detail[2018 – 5M]

There are many tools available that can help you out which keywords work the best for your overall web strategy there are mostly two of keyword research tools.

Basic Keyword Research:

Use the seed keyword to find profitable keywords. Competitor which are helping other site to drive traffic.

Google Keyword Planner:

The Google keyword planner tool is one of the most and popular keyword research tool out there the only release for being too popular is it's free and is directly integrated with Google AdWords to start using this tool you need to have an ad words account (which you can create one for that).

Semrush:

SEMRUSH is not typical keyword research tool it offers so much more than just researching keyword. Unlike other tools where you need to add seed keyword to start your research here you just need to add your URL (or your competitor URL) and it will show you all of the keyword that are ranking for you to find short can target and beat out your competition.

Long Tail Pro:

Long tail pro is bases software for keyword research and one of the most popular in list this is paid keyword research tools. Which help you to find amazing keyword for your niche sites with their platinum version you can get really amazing and really detailed keyword analysis feature which will make it easier for you to pick the right keyword.

Keyword Tool:

Keywords tool exploits the Google suggest API discover long tail keyword it goes deep down and combination ending up with solid list of very useful long tail keywords the tool is free but changes monthly free of you want to go deeper down or get value information.

Google Trends:

Google Trends not only allow you to compare the popularity of one keyword over another it also tells you which keywords are rising in popularity in your markets there by allowing you to exploit the top keywords in your niche.

Long Tail Keywords

Discuss on leveraging the long tail of keywords demand [2017 – 3M]

Explain long tail keyword demand curve [2016 – 3M]

Discuss on leveraging the long tail of keywords demand [2015 – 3M]

Discuss on leveraging the long tail of keywords demand [2014 – 5M]

Explain long tail keyword demand in detail [2018 - 3M, 2021 – 5M]

Long-tail keyword are those 3 and 4 keyword phrase which are very specific to whatever selling

you. Whenever customer uses highly specific search phrase, they tend to be looking for exactly what they are actually going to buy.

If your business depends on a people finding your website in Google, then long tail is very important. Rather than focusing on making one page the most popular web page, concentrate on making lots of page that serve market.

Rather than focus on optimizing your pages for one or two popular words, try for long tail results. There is always less competition, and there's still room for popularity and profit.

Optimize Image

Explain image optimization for SEO [2017 – 3M]

Explain image optimization for SEO [2015 – 3M]

Explain image optimization for SEO [2019 – 3M]

Images when added with certain consideration will help readers to understand your article better "A picture is worth thousand words".

- Finding right image: If you have the opportunity to add your own image they do so your team page should have pictures of your team. Your article page should have image that has same subject as your article. If you would use an image just to use image and get green bullet in SEO plug-in then you are doing wrong.
- Choose the right file name: Image SEO starts with the right file name. If you want any search engine to know what the image is about, they give the related file name.
- Scale for image: Loading time is important for UX and SEO. Faster the site easier to visit and index a page. Images can have huge impact on a loading time, especially when you load many images (huge mage) and show it really small size. Example - *Actual image is 3000*2000 and you are showing it for 300*200. The entire image still has to be loaded to display in your given site.*
- Reduce file size: Make sure that scaled image is served in the smallest file size possible. You can do this by using various tools and by removing EXIF (Exchanging image file format) data. Recommended tools are ImageOptim or website like is JPEGmini.
- Alt text and title text: The alt text is added to an image so there will be descriptive text when the image for whatever reason and can't be displayed to visitor. The title text for image his similar but work has tooltip the title attribute can be very useful but it is not safe way to providing a ensures information. Indeed it offers a good way to provide non-essential information. Example - *Mood of the image or what it means in context.*
- Open Graph: If you add right image tag to your <head> section. It will make your image

included in your share of Facebook, etc. Make sure use high quality image like the original image as higher or quality larger image tend to be used by social platforms. Twitter cards do the same for twitter. Example -meta tag `<meta property="og:image" content="fullURL"/>`

Optimize Product

How to optimize your website for product search – 2016 – 3M

Product page is a page as well so all SEO things that matter for your content page go for your product page as well.

- **Add title:** focusing on your product name product is for instant a small post of any large machine such as screw, tube include SKU as well. People might search that specific SKU.

- **Add proper description:** Of the time that is not the description the manufacture shifted the product than description might be used on 100 of website only to be a duplicate content and signed of your low quality website if your content page, category page blog is unique and the content used on the product page is not most of your site is not.

- **Alternate text:** You should include product name in as least main product image.

- All for Product UX:

- Provide various delivery options.
- Alternate of supplier.
- Ranking and reviews for gaining trust.
- Stock details (out of stock).
- All to action and alternatives such as gift products.
- Alternative products.
- Product bundles.

- Add schema and structured data

- Schema consists roughly to 2 main items.
- Item scope (type of schema description).
- Item prop (the element within that specific schema).

- Product schema or product item scope tell these more about the product it could include characteristic like product, description, manufacture, brand, product name, dimension and color.

- The offer schema includes more information or price and availability like currency and stock

Traditional Keyword Research

What are the traditional approaches for keyword research [2016 – 3M]

State the process of keyword research [2015 – 2M]

What are the traditional approaches for keyword research [2014 – 3M]

What are the traditional approaches for keyword research [2019 – 3M]

Traditional keyword research is an old school approach to finding low-competition, high search volume keywords, and it's one that's still favoured by many SEO's and content marketers today. Whether you're using free tools, like Google Keyword Planner, or the myriad of premium keyword research tools out there, the traditional approach is generally broken down into 4 steps.

Step #1: Finding Seed Keywords

Using a number of strategies, research competitors and create list seed keywords for Seed keywords are used as the basis of your research, and they're essentially just keywords that "look good" on the surface.

There's no magic formula or exact science to finding them because there's really no such thing as a perfect seed keyword.

Start by plucking keywords off the top of your head, which usually gets you a hand-full of seed keywords to start with.

After that, you can start using some free tools to dig a little deeper.

Step #2: Plug Your Seed Keywords

Plug those seed keywords into a traditional keyword research tool to generate a larger list of keyword opportunities.

Armed with your list of seed keywords, the next step is to feed them into your keyword research tool so you can sit back, and let the magic happen.

Let's stay with the 'free tools' theme for now, which brings us to Google's Keyword Planner. Depending on the tool you're using and the size of your list, you can either manually input each keyword or simply import your entire list of keywords at once.

Step #3: Filter Keyword Opportunities

Filter Keyword Opportunities. Sort and filter the list of keyword opportunities based on both monthly search volume and SEO data. This is where you cut the fat and drill down into the keywords that are actually worth targeting.

It's also the area where premium keyword research tools massively outperform free alternatives, but we'll come back to that in a mo'.

Here's what you're looking for:

- Niche relevance
- High search volume
- Low competition

Step #4: Evaluating Keyword Difficulty

Evaluate competitiveness. Evaluate the strength of your remaining keywords based on a keyword difficulty metric and manual SERP analysis. This is where SERP analysis comes in.

SERP analysis just means looking at the first page of results for a given keyword and weighing up the competition based on various data points.

This isn't exactly a fast process so if you weren't able to narrow down your suggestions effectively, you'll have a lot more work to do here.

We can basically do this the hard way, or the paid way.

Chapter 5

One Mark

Which tool is provided by Google for website analysis [2021]

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. You can create goals and conversion tracking to get the most of your analytics information and use it to improve your website's content, user experience and optimization for better online sales.

What is branded Traffic [2021]

Branded Traffic refers to any website traffic that comes from visitors who type in keywords that include any reference to your company's brand, such as your name, for example.

What is block chain [2021]

Blockchain SEO is a cost-effective way of attracting relevant traffic to a website. The cryptocurrency and blockchain industry has a unique opportunity for effective marketing in terms of its evolving technologies and high market volatility.

What is robots.txt [2022]

A robots.txt file tells search engine crawlers which URLs the crawler can access on your site. This is used mainly to avoid overloading your site with requests; it is not a mechanism for keeping a web page out of Google. To keep a web page out of Google, block indexing with noindex or password-protect the page.

What is local search [2022]

Local SEO is a search engine optimization (SEO) strategy that helps your business be more visible in local search results on Google. Any business that has a physical location or serves a geographic area can benefit from local SEO.

What is root domain? [2022]

The root domain (example.com) is the overarching structure that contains the subdomains (blog.example.com), and every folder (/SEO/article) that belongs to a website.

Define Reputation Monitoring [2019, 2018]

Search Engine Optimization (SEO) Reputation Management is the practice of managing what the public sees in search results about a business. This is done through a number of different measures.

In short, it's about presenting a brand in the best possible light for a search. SEO Reputation Management focuses on SERP (search engine results page) and keyword performance. It's about finding opportunities to improve rankings of positive content and drown out negative search results.

Define blogosphere [2019, 2018]

The blogosphere refers to the global community of individuals who write and maintain personal blogs on the internet. The term is generally not used to describe corporate blogs and publications

Define voice – recognition search [2019, 2018]

Voice search, also called voice-enabled, allows the user to use a voice command to search the Internet, a website, or an app. In a broader definition, voice search includes open-domain keyword query on any information on the Internet, for example in Google Voice Search, Cortana, Siri and Amazon Echo.

Define User Interaction [2019, 2018]

User interaction is reflecting the real user experience after one interaction with the user interface. Common types of such events are mouse clicks, touches and keyboard events.

What is sitemap? [2017, 2022]

A sitemap is a file where you provide information about the pages, videos, and other files on your site, and the relationships between them. Search engines like Google read this file to more intelligently crawl your site.

What is action tracking? [2017]

Action Tracking is a cookie-based method to track actions and page visits that recipients perform after they have read your email message and followed the links to the target website. For this to work properly, you need to embed pre-defined "action tags" into the HTML code of your web pages.

The formula for SEO ROI is ____ [2016]

(Gain from Investment – Cost of Investment) / Cost of Investment

Noindex. This is a meta tag attribute used within the head section of HTML

Keyword Target

Explain keyword targeting [2016 – 5M]

Explain prominent places to keyword targeting [2014 – 3M]

What is keyword density analysis [2021-2M]

List of the places that can be used for keyword targeting [2017 – 5M, 2021 – 5M]

Keyword density tells you how often a search term appears in a text in relation to the total number of words it contains. For example: if a keyword appears three times in a 100 word text the keyword density would be 3%.

Title Tag: Your title tag is the most important on page SEO factor. The closer the keyword is the beginning of the title, the more weight it has with search engine (maximum 70 characters in title tag).

Wrap Your Title in H1 Tag: H1 tag is your headline tags most CMS like a WordPress automatically and the h1 tag t your blog post title. Some themes override these settings. So check your code to make sure your title goes to h1.

Dazzle With Multimedia: Multiple images, videos and diagram can reduce bounce rate and increase time on site.

Wrapping Subheading: Include your target keyword in at least one subheading and wrap it in H2 tag.

First 100 Words: First 100 words are very important in SEO so your keyword should appear in that.

Image Alt Text & Title Text: You can also include keywords in a natural way in your image with help of alt attribute and title attribute. Alt text tells search engine crawlers what an image is about. Which helps it to be found in image search. It'll display inside the image container when an image can't be found. Title tag on the other hand, is shown when user hovers. Their mouse over the element kind of pop-up. It won't be shown to the user when an image can't be displayed.

Location: if you are optimizing for specific company, state, city or regional names. Be sure they are in your copy & perhaps in page footer.

No Misspelling or Poor Grammar

SEO Trends

Describe importance of new trends search – 2017 – 5M

Describe importance of new trends search (mobile, video, voice reorganization) – 2016 – 5M

Describe importance of new trends search – 2015 – 5M

Increased Search Engine Results Page Features

It is the goal of any SEO professional to achieve and maintain a high volume of traffic to a given website. Ideally, this would be the result of reaching the top spot on a search engine results page. Not only is it important to achieve this coveted position, but to also maintain it as long as possible.

However, with the latest developments in the search engines, achieving this #1 ranking may no longer be enough to get the traffic you desire.

Gone are the days of the ten search results listings, highlighted in blue hypertext, and a couple of clearly marked ads. Now, when you look at a SERP, it is cluttered with images, videos, links, social media mentions, in-depth article listings, various widgets, and ads. It has become easy for a #1 result to get lost in the busy jumble of other page features.

While keyword and key phrase optimization are still important, you now have other offsite elements to consider.

Popular search engine results page features include AdWords, news block, featured snippets, local packs, reviews, tweets, video, image pack, shopping results and site links.

How can you rank and monitor your rankings for all of these? There are tools such as Rank Tracker that allow you to track your ranking and to show you possible keywords that are holding back potential traffic.

Rich Snippet Will Need Careful Structuring

There are rich snippets and regular snippets. Both include a clickable title, a URL, and a meta description. Rich snippets have more condensed titles that include “|” instead of a dash (-), reviews and an image. How you structure the data, however is important in how search engines will display the information.

While the difference may seem insignificant, it has been shown that search results with properly formatted rich snippets receive more clicks and have a higher click through rate, which in turn increases potential sales.

If you’re not sure what properly structured rich snippet structure looks like, you can check out Schema.org which features a step-by-step data structure guide.

Page Speed

In today's fast-paced, on-demand society, people want things, including information, immediately. Nothing is more frustrating than clicking on a website that appears to answer your question exactly, only to have to wait for the page to load. If the page doesn't load in 5 seconds, you're off onto another website that can hopefully give you the answers you need. People don't like slow webpage. If your page is slow, your site traffic will suffer. Page speed is a user experience feature that is expected for all websites.

If you're wondering how fast is fast enough, take Google's recommendation of 3 seconds or less. To see how the speed of your website stacks up, you can take Google's Page Speed Insights. Speed has been a critical component for years, but moving into 2018, we're going to see even more emphasis on it in the future.

Increased Page Relevance

Google continues in its quest to provide the best web browsing experience to users. Besides offering users websites that are safe, Google searches for sites that best match the user's search intent – even if that's a little different from their actual query. This means that search engines will evaluate the relevancy of the content on your website. One of the ways that Google assess the relevance of a website's content is with Latent Semantic Indexing. Through Latent Semantic Indexing Google can gather content from billions of websites and parse through the content, scanning for related terms and words. Latent Semantic Indexing also enables Google to determine whether the content on a website is “comprehensive” and flows well.

Google also has the ability to analyse top ranking pages as identify similarities and shared features among them.

How can you make your content relevant and comprehensive throughout 2018? You can start by researching the content of the top websites in your industry and look for commonalities among them. This, however, can take a long time, especially if you're looking for particular terms or words. To speed up the process, you can make use of some of the free trials available with different website auditors.

Voice Search is More Real than Ever

Just like in 2017, voice search will continue to pick up steam. Many consumers prefer the convenience of speaking over typing. Not only is it faster, but the queries can also be more detailed.

More importantly, voice recognition software has reached the point where users are comfortable trusting it to understand their normal speech.

The increased detail of search queries means you'll need to go beyond the simple keyword and phrases to rank and focus more on terms and phrases people are naturally going to say out loud. People speak differently than they type, so your SEO strategy should try using conversational terms and sentences.

Mobile Will be Even More Important

Smartphone's dominate the landscape and more and more web browsing is occurring on mobile devices. In fact, the amount of people using their smart phones to browse the Internet is higher than the numbers who browse on a traditional desktop computer.

It is no longer optional to have a mobile-friendly website. It is now required and expected by the search engines and the users.

In fact, mobile friendliness is now a search ranking factor. This is nothing new, and something you've probably heard about in many other years, but as each new device comes out and includes some kind of voice search function, you are going to have to really think about it going into 2018.

The Rise of “Link Less” Back links

Back links have been the bread and butter of SEO for many years. In the past, this linking from another source to bolster a webpage's authority in the eyes of Google was abused, prompting Google come up with the Penguin algorithm in 2012.

Since then, it has become the best (and most ethical) practice for websites to try and get links from more reputable, outside sources.

While links from authoritative, outside sources gave websites some search ranking juice, the further sophistication of Google search robots are slowly taking away the coveted power of back links.

It's not just about who and where your links come from, anymore. A simple link just isn't going to stand out of the crowd.

Search engines now have the ability to associate mentions of brands, institutions, organizations and people without the need of linking to their corresponding webpage. While links are going to still carry some weight, the other content around the hyperlinked text is going to also be very important.

SERPs Will Continue Getting Personal

Besides the traditional search ranking factors, such as page speed, content relevancy and page authority, search engines are also using information about the user, such as interests, browsing history and location, to provide a personalized search results list. Google, along with some other search engines, have been utilizing personalized SERPs for many years.

An SEO's goal of getting to the top of search results will have larger implications. Pages that succeed in dominating search will not only get more initial traffic, but when a user clicks to their page, that business's page will subsequently appear in future searches by that user. This will give you a greater opportunity to dominate that user's SERPs in the future. There is nothing one can do to land on the top of a user's personalized SERP except making sure your traffic data is accurate and testing your page's rankings in private or incognito mode for unbiased results.

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.
 - **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.
 - **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:**
 - **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.
 - **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.
 - **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.
 - **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.

Measure Success Of Your SEO Campaign

As a digital marketer you can measure the success of your work in several ways by examine SEO matrix. There are plenty of tools that provide you with easy to read reports so you can check those matrix two of the best utility:-GSC (Google search console) and GA(Google Analytics) are not only offered for free but most of the matrix you need to focus can be gathered from either of one.

ORGANIC TRAFFIC

It is defined as a traffic that you own by appearing in SERP without paying for any advertisement. It's important to track your overall organic traffic so that you can see how many people are visiting your site.

- By landing page: You also need to track by organic traffic by landing page because that's how you can determine where you need to improvement. If you find that some pages are ranking as one while other are on 7 or any other number. You know that you need to direct your SEO efforts towards those pages they are ranking low.

- By location: It's important to track where your organic traffic come from first track traffic by country. You might be surprise to learn that you have strong fan base overseas. If that case then you may want to consider updating your marketing strategy to include explanation into market. Alternatively if you are seeking organic traffic from countries that aren't profitable your business. You may want to figure out why that is.

ORGANIC BOUNCE RATE

The bounce rate tells you how many people bounce away from your site after only viewing one page. It is measured as a percentage with a lower number being greater.

- By landing page : It is good idea to escape bounce rate by landing page if any landing page is having a high bounce rate that could indicate that content on the page didn't match the keyword the visitor plugged into SE.

ORGANIC CONVERSION RATE

Remember organic traffic only guess people to your website. It doesn't mean you have made a sale. You will have to get check you aggregate conversation for organic traffic. Then only you will get idea of how well you are appearing overall people who a right at your site.

- By landing page: Conversation are usually won or loss on the page itself. If you find that one of the pages is having higher conversation rate compare to another then that page is not having effective marketing message.

- By location: By tracking organic conversation by geographic location you might find that your message appears to people in a specific area. If you do find that your message resonates with people one or more location than push your marketing dollar those reason.

- By device: Check how your site appeal to people will own mobile device. You need to check the conversation rate by device on an organic traffic. If you find that your conversation for a desktop or user are un-usual than the conversation for smart phone or tablet user then your site probably is not optimize on mobile audience. Run some test, contact on your developing improve your mobile experience.

- By browser : If you find that people on one browser converts much higher than a people on other types of browser that contact your development team to make sure your site performs smoothly on all browser.

TOP EXIT PAGE FOR ORGANIC TRAFFIC:-

Exit page are last page that people visit before they leave site. It's important you track the top exit page because those pages are probably your "problem children". They are pages that are people lost interest in your website and to go elsewhere.

BREAK DOWN OF AN ORGANIC TRAFFIC FROM BING OR GOOGLE

Although the Google is the most popular search engine it is not the only search engine. Many of your customers might to using Bing tool that's why you should examine of your traffic between those to search engine. If you find that you are not pulling expected traffic from one or other search engine. It would be great if you update your SEO strategic.

Server Statistics Software

Describe Server Statistics Software – 2015 – 3M

Describe Server Statistics Software – 2014 – 3M

Describe Server Statistics Software – 2017 – 3M

WEB ANALYTICS

Analytics software can provide you with a rich array of valuable data about what is taking place on your site. It can answer questions such as:

- How many unique visitors did you receive yesterday?
- Is traffic trending up or down?
- What are the most popular search terms with which people find you?
- What are the most popular pages on your site?
- What are the best-converting pages on the site?

We strongly recommend that if your site does not currently have any measurement systems in place, you put something in place immediately. High-quality, free analytics tools are available, such as Yahoo! Web Analytics and Google Analytics.

LOG File TRACKING

Log files contain a detailed click-by-click history of all requests to your web server. Make sure you have access to the log files and some method for analyzing them. If you use a third-party hosting company for your site, chances are it provides some sort of free log file analyzer, such as AWStats, Webalizer, or something similar. Obtain access to whatever tool is in use as soon as you can.

What these tools do that JavaScript-based web analytics software cannot is record search engine spider activity on your site. Although spidering will typically vary greatly from day to day, you can still see longer-term trends of search engine crawling patterns, and whether crawling activity is trending up (good) or down (bad). Although this web crawler data is very valuable, do not rely on these free solutions provided by hosting companies for all of your analytics data, as there is a lot of value in what traditional analytics tools can capture.

GOOGLE AND BING WEBMASTER TOOLS

As mentioned earlier, other valuable sources of data include Google Webmaster Tools and Bing Webmaster Tools. We cover these extensively in *Using Search Engine–Supplied SEO Tools*. From a planning perspective, you will want to get these tools in place as soon as possible. Both tools provide valuable insight into how the search engines see your site. This includes things such as external link data, internal link data, crawl errors, high-volume search terms, and much, much more.

Search ANALYTICS

Search analytics is a new and emerging category of tools. Search analytics tools specifically monitor how your website interacts with the search engines. Compete (<http://www.compete.com>) offers search-specific analytic tools, as do many smaller vendors.

MIX

Strategic Goals

What are strategic goals of SEO? [2020 – 2M]

Visibility (Branding)

Consumers often equate top search engine placement with business credibility, assuming high rankings reflect excellence. While experienced users understand this isn't always true, many interpret it as an implicit endorsement. For crucial brand terms, SEO practitioners aim to boost rankings, capitalizing on this perception. Notably, ranking for a company name usually requires minimal SEO effort due to anchor text links favoring the company name. However, for businesses like solar panel retailers, ranking for generic terms like "solar panels" is crucial for brand visibility. SEO for branding centers on securing high rankings for relevant generic search terms, enhancing a business's perceived authority in its field.

Website Traffic

In today's fiercely competitive online landscape, the "build it and they will come" mentality no longer suffices. Effective SEO is paramount for attracting targeted, high-quality traffic. While

businesses engaging offline channels can redirect customers to their websites, SEO practitioners play a vital role in reaching new prospects who may not be aware of the business. Conducting extensive keyword research, SEO professionals identify the diverse search queries users employ. For instance, a search for "left-handed golf clubs" may introduce users to a specialized company they were unaware of, generating incremental sales. SEO strategies focus on site architecture and link-building to secure competitive search engine rankings for these specific terms.

High ROI

Improving visibility and driving traffic are nice, but the most important goal is to achieve the goals of your organization. For most organizations, that means generating sales, leads, or advertising revenue. For others, it may mean the promotion of a particular message. An important component of SEO is to deliver not just traffic, but relevant traffic that has the possibility of converting. The great thing about SEO is that it can result in dramatically improved website ROI. Whether you are selling products and services, advertising and looking for branding value, or trying to promote a specific viewpoint to the world, a well-designed SEO strategy can result in a very high return on investment when contrasted with other methods of marketing. For many organizations, SEO brings a higher ROI when compared to TV, print, and radio campaigns. Traditional media is not in danger of being replaced by SEO, but SEO can provide some high-margin returns that complement and enhance the use of offline media.

Goals of Search

What is searching, explain goals of searching [2020 – 5M]

Searching is the process of finding a given value position in a list of values. It decides whether a search key is present in the data or not. It is the algorithmic process of finding a particular item in a collection of items.

The basic goal of a human searcher is to obtain information relevant to an inquiry. However, searcher inquiries can take many different forms. One of the most important elements to building an online marketing strategy for a website around SEO and search rankings is developing a thorough understanding of the psychology of your target audience. Once you understand how the average searcher—and, more specifically, your target market—uses search engines, you can more effectively reach and keep those users.

Search engine usage has evolved over the years, but the primary principles of conducting a search remain largely unchanged. Most search processes comprise the following steps:

1. Experience the need for an answer, solution, or piece of information. For example, the user may be looking for a website (navigational query) to buy something (transactional query) or to learn something (informational query). We will discuss this in more detail in the following section.
2. Formulate that need in a string of words and phrases (the query). Most people formulate their queries in one to three words.
3. Execute the query, check the results, see whether you got what you wanted, and if not, and try a refined query.
 - Obtain information
 - –Answer, solution, piece of data, study, surveys

- Online marketing
- Looking for a website (navigational query)
- To buy something (transaction query)
- To learn something (informational query)

Vertical Search

Explain vertical search in detail [2020 – 3M]

A vertical search refers to search on a specific topic area or a specific segment of an overall search. There are vertical or specialized search engines. An example of a vertical search is Google Image Search. Typical vertical search queries include shopping, travel, cars, medical information, and books.

Vertical search is the term people sometimes use for specialty or niche search engines that focus on a limited data set (as already mentioned, Google calls them one box results). Examples of vertical search solutions provided by the major search engines are image, video, news, and blog searches. These may be standard offerings from these vendors, but they are distinct from the engines' general web search functions.

How The Search Engine Works?

When you do a Google search, you aren't actually searching the web, you're searching Google's index of the web, or at least as much of it as we can find. We do this with software programs called spiders. Spiders start by fetching a few web pages then they follow the links on those pages and fetch the pages they point to, and follow all the links on those pages and fetch the pages they link to and so on, until we've indexed a pretty big chunk of the web—many billions of pages stored across thousands of machines.

Now, suppose I want to know how fast a cheetah can run. I type in my search, say, cheetah running speed and hit return. Our software searches our index to find every page that includes those search terms. In this case, there are hundreds of thousands of possible results.

How does Google decide which few documents I really want? By asking questions—more than 200 of them. Like:

- How many times does this page contain your keywords?
- Do the words appear in the title, in the URL, directly adjacent?
- Does the page include synonyms for those words?
- Is this page from a quality website or is it low quality, even spamming?
- What is this page's Page Rank?

Search Engine – Do – Don't

What search engine crawler can see [2016 – 3M]

List out the elements of site that are problematic to search engine [2020-3M]

SE read's following think from your webpage's.

- Title tag of page (as characters with space).
- Keyword and description of Meta tags (150 characters).
- Alt attribute of image title, attribute of image links.
- File name of images source and linking images page.
- Heading H1, H2, H3... Tags.
- Document text especially bold face text.
- URL keywords.
- IDB tag mp3 and AAC shows notes

Thing which search engine cannot see (not taking into consideration).

- Any animation using Flash.
- Java applets.
- Images & video, audio.
- Frames & I frame.
- Ajax (code/ output generate after user action).
- Form submission page

Keyword Cannibalization

What is keyword cannibalization [2017 - 2M]

What is keyword cannibalization [2016 – 2M]

What is keyword cannibalization [2015 – 2M]

What do you mean by keyword cannibalization? How to fix the problem of internal linking – 5M

Keyword cannibalization refers to the targeting of the same keyword, term or phrase on multiple pages of your website. Each page of your website should be focused on a primary term so that that page can be clearly defined by the Search Engines as being relevant to that term and so that Search Engines don't need to choose between like content pages.

Keyword cannibalization happens when a website's information architecture rely on a single keyword or phrase on multiple place of the website. While this can occur unintentionally, having a bunch of pages with the same keyword in the title, anchor, header tags for instance can really cause you troubles regarding Google' guidelines. Most of the time the purpose of keyword stuffing strategies is to rank for a specific term.

Link building (neighbourhood)

What is link neighbourhood [2017 – 2M]

What is link neighbourhood [2016 – 2M]

Link building is the process of acquiring hyperlinks from other websites to your own. A hyperlink (usually just called a link) is a way for users to navigate between pages on the internet. Search engines use links to crawl the web; they will crawl the links between the individual pages on your website, and they will crawl the links between entire websites. There are many techniques for building links, and while they vary in difficulty, SEOs tend to agree that link building is one of the hardest parts of their jobs. Many SEOs spend the majority of their time trying to do it well.

For that reason, if you can master the art of building high-quality links, it can truly put you ahead of both other SEOs and your competition.

OneBox Result

What is one box results – 2016 – 2M

Google OneBox is a separate display box within the SERPs where results from a search match is compiled. The OneBox uses search results from Google's universal search. The Knowledge Graph is a special form of the OneBox. Google has expanded the functionality of OneBox with the Hummingbird update. Only specific search queries will trigger the display of Google's OneBox.

Local search results: If you search for a location or region, a separate box with additional information on this location or for this region will appear on the right side of the SERPs.

Results from Google Shopping: for searches which Google suspects a purchase intention, results from Google Shopping are displayed.

Weather forecast: if you search for a combination of weather + city/region, the OneBox will give information on the weather

Results for sporting events: if certain current sporting events are entered into the Google Doodle, the result will be displayed in an OneBox

Holidays can also be searched using Google: the result is displayed in the OneBox
Stock prices and Flights details are also possible

Click Tracking

What is Click Tracking? [2020 – 2M, 2015 – 5M, 2017 – 2M, 2018 – 2M]

Click tracking is also known as click stream. Click tracking is a technique used to determine and record what computer users are clicking with their mouse while browsing the Web. The clicking action is then sent and logged by the client, Web browser or server while the computer user continues to explore and click around the ad application or Web page. This method is quite useful for determining the effectiveness and productivity of market research and software testing, among other things.

Click tracking produces a click stream in a chain of page requests and with every page, a signal is generated. These signals are then gathered and this gives the webmasters an idea as to what the users are exploring or clicking within a website. With the continuing advancement of this technique, concerns about user privacy arise because several Internet service providers have opted to sell users' click stream data. Although this data may not directly identify individual computer users, it may be possible to indirectly recognize users according to their click patterns.

E Commerce Sales

What is E Commerce Sales – 2017 – 2M

E-commerce sales are sales of goods and services where the buyer places an order, or the price and terms of the sale are negotiated over an Internet, mobile device (M-commerce), extranet, Electronic Data Interchange (EDI) network, electronic mail, or other comparable online system. Payment may or may not be made online.

Business-to-business (B2B) e-commerce refers to the electronic exchange of products, services or information between businesses rather than between businesses and consumers. Examples include online directories and product and supply exchange websites that allow businesses to search for products, services and information and to initiate transactions through e-procurement interfaces.

Business-to-consumer (B2C) is the retail part of e-commerce on the internet. It is when businesses sell products, services or information directly to consumers. The term was popular during the dotcom boom of the late 1990s, when online retailers and sellers of goods were a novelty.

Consumer-to-consumer (C2C) is a type of e-commerce in which consumer's trade products, services and information with each other online. These transactions are generally conducted through a third party that provides an online platform on which the transactions are carried out. Online auctions and classified advertisements are two examples of C2C platforms, with eBay and Craigslist being two of the most popular of these platforms. Because eBay is a business, this form of e-commerce could also be called C2B2C -- consumer-to-business-to-consumer.

Consumer-to-business (C2B) is a type of e-commerce in which consumers make their products and services available online for companies to bid on and purchase. This is the opposite of the traditional commerce model of B2C.

Survive Under Increased Market Saturation And Competition

Specialize in a niche.

One of the best things you can do as a small business is give yourself a niche focus. Instinctively, you might think that the better option for search visibility is to cover as many areas of expertise as possible. For example, if you work in heating, cooling, plumbing, roofing, construction and a dozen other home improvement topics, you'll be able to appear in search engines for queries related to any of those keywords.

However, if you're trying to take down your biggest competitors, it's better to take more of a niche focus. Having several areas of specialization gives you relevance for a wide range of keywords, but your relevance for each of them is somewhat low. If you pour all your effort into one or a small handful of keywords, you'll be able to achieve a much higher visibility.

For example, if you specialize in indoor plumbing, you might miss out on limited visibility for all those other home improvement keywords, but you'll be the best in indoor plumbing.

Engage in a long-tail keyword strategy.

Long-tail keyword strategies aim for niche specialization, prioritizing maximum relevance in a smaller range of topics over broad relevance. Unlike highly popular short keywords, long-tail keywords are extended phrases, like "tips for installing a toilet in an upstairs bathroom" instead of "toilet installation." While they bring in less traffic, ranking for long-tail keywords is easier and more valuable for small businesses. Optimizing for long-tail keywords is straightforward—use Webmaster Tools for research or produce quality content where long-tail phrases naturally emerge. For more insights on identifying and utilizing long-tail keywords, refer to "The Rise of the Long-Tail Keyword for SEO" and "How to Find Long-Tail Keywords Once You've Identified Your Primary Keywords."

Leverage locality for optimization.

Get your name out there by getting involved in the community. Attend major events whenever you can, such as fairs, festivals or community gatherings. This will give you two opportunities: First, you'll immediately generate more business simply by being at the event and offering discounts or promotions to event attendees. Second, and more importantly for SEO, you'll have the opportunity to brag about your attendance online.

Post excellent content on your website, using local-specific keywords, about your company's attendance, and syndicate a press release about the opportunity for some high-authority and local-specific inbound links. This is one of the easiest ways to generate publicity and build some local-optimized content simultaneously.

Personalize your social engagement.

Aside from local search optimization, you can also increase your chances of overcoming steep competition by stepping up the "personal" factor in your brand strategy. Large businesses tend to lose a portion of their personalities once they hit a certain point in their growth, but being small and nimble gives you the advantage of giving each follower a more personal, humanized experience.

Nurture you're following on social media, and you'll attract more posts and followers, and the bigger and more active your social-media presence is, the higher you'll rank in Google.

Become a recognized, authoritative content publisher.

Building brand awareness, loyalty, trust and credibility requires frequent and quality content publication. Most companies utilize an on-site blog to publish content, while others produce and distribute eBooks, webinars, podcasts, videos and other forms of content through various other channels.

The keys to building your brand through a content strategy are quality and consistency. Maximize the reach of each piece of content you publish to maximize your return on investment,

and be consistent with your publication schedule so you start to become recognized as a dependable authority.

KEI

What is KEI? Explain it – 2017 – 2M

What is KEI? Explain – 2016 – 2M

KEI is a frequently used term by Search Engine Optimization companies and stands for “keyword effectiveness index” or “keyword efficiency index” KEI (keyword effectiveness index) is one of the quickest ways to find keywords that show potential - that is, those keywords which are likely to help your site attract more traffic.

KEI is a frequently used term by Search Engine Optimization companies and stands for “keyword effectiveness index” or “keyword efficiency index”. If you are doing SEO for yourself or you are outsourcing your SEO you probably have heard of this term or saw it in one of the SEO keyword research or keyword ranking reports your company has send you. We will explain here what KEI means and how you can use it to find keywords with low competition which will enable you to rank more easily in the search engines and also to find keyword niches for which you can build profitable affiliate web sites.

Business Factors

Explain business factors that affect SEO Plan [2017 – 3M]

State the business factors require considering at the time of preparing SEO plain [2016 – 2M]

Explain business factor that affects the SEO plan [2019-3M]

Target Market: Who do you want to sell to? Is the market specific like teenage boys or broad like women 25+? Knowing the target market ahead of time, will allow for the individual pages to be optimized for the strongest keywords.

Revenue: What is the purpose of the site? Is it to produce content for visitors to read? Are you selling something?

Competitor Strategies: Who are your biggest competitors and how do you intend to best them? Are you trying to capitalize on a niche corner of the market or are you already an established brand hoping to destroy all opposition?

Budget: We have already covered that a perfectly implemented SEO strategy stands to deliver incredible ROI. As a result, early implementation is invaluable for a fledgling business.

The Minds of Your Customers: What do the members of your market think when expressing interest in your market? Knowing the most popular search queries of your customers and implementing them into the website is SEO 101.

Goals for Branding: Are there key phrases or terms you need to own?