

Module 3

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

- Meta title tags
 - Meta description tags
 - Meta keywords
 - Meta robot tag
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- Meta title tags
used to tell search engines and visitors what any given page on your site is about It is the most important of all the Meta tags. It tells search engines about the title your webpage, and it is displayed in search engine listings above the URL of your webpage or website. You can add a title tag in the section in your site's HTML. It should look something like this
 - Meta description tags
meta description is an attribute within your meta tags that helps describe your page. This snippet of text may appear in the search engine results under your headline You can find the meta description on any web page by right-clicking on the page and selecting "view source" or "view page source"
 - Meta keywords
This is the tag where you actually put your keywords The most important thing to keep in mind when selecting or optimizing your meta keywords is to be sure that each keyword accurately reflects the content of your pages.
 - Meta robot tag
Robots meta directives (sometimes called "meta tags") are pieces of code that provide crawlers instructions for how to crawl or index web page content. Noimageindex: Tells a crawler not to index any images on a page. Nofollow: Tells a crawler not to follow any links on a page or pass along any link equity.

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

The Open Graph Protocol optimizes your shared content and provides a better user experience. It improves the visibility of your content, makes it more engaging, and helps attract clicks.

For example, engaging rich objects:

- Drive traffic to your website
- Improve page rankings in search results

- Increase conversions
- Builds brand reputation and trust
- Earn quality back links
- Increase engagement
- Earn more social media shares
- Grow your social media followers
- Increase your website's click-through-rate (CTR)
- Help social media platforms understand your content

OG tags tell social media networks what content to display when someone shares your page. It's a bad look if you share a link on Facebook and the image is missing, or the title is wrong. You can also use OG tags for group and location targeting. For example, you can control what information displays for users in a specific area.

3. What tag we will use to add an image to the website? Explain the points we should care about while adding the image to the website.

Image Tag

Use to insert an image in webpage.

Ex :

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<body>
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</body>
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Image Alt Text

☐ Also called “alt tags” and “alt description”

☐ Image Alt text is a feature which is added to an image tag in HTML. It appears in the blank image box when the image is not displayed due to slow connection, broken URL or any other reason.

☐ Ex :

☐ ``

4. What is the difference between NOFOLLOW and NOINDEX?

NoIndex and NoFollow are quite different in utility. You will use NoIndex when instructing a search engine not to store your web page for display in search results while you will use NoFollow when you are instructing search engine crawlers not to follow the links that are on

your page. Therefore, NoIndex is for your **web page** and NoFollow is for the **links** that exist on your web page.

5. Explain the types of queries?

Type of Queries

- Transactional Queries
- Informational Queries
- Navigation Queries
- Transactional Queries – Are queries where the user wants to do something like buy a phone. If you are selling phone and you have pricing of phones with reviews then the user can look at the prices, user reviews and then he can buy the phone .
- Informational Queries – Are queries where the user is looking for information. How is a truck made or how do I lose weight. How can you effectively service these queries say you have a hotel in Switzerland your site has month wise weather in Switzerland it would enable the user to visit your page get an answer from there he can also look at your hotel property and potentially book it for his next vacation.
- Navigation Queries – Search of a certain Product/ Service – When a user is specifically looking for a product by brand – example would be you searching for Facebook.com on Google and clicking on the result.

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

Robots.txt and XML sitemaps may not be at the top of your SEO considerations, but they shouldn't be overlooked. By taking the time to create a sitemap and adding a robots.txt file to your site, you'll have more of a say in how your website is crawled and ultimately indexed, which should have a positive impact on your overall SEO.

7. Below is the list of pages for an e-commerce site that doesn't need to be crawled by any crawler. o Admin pages o Cart page o Thank-you page o Images How will you achieve this?

Noimageindex: Tells a crawler not to index any images on a page.

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

- On page SEO

On page SEO is the all the things we do on our website which help boost ranking. It means to optimize your website and make some changes in the title, meta tags, structure, robots.txt, etc. There are numbers of factors can be included as On page SEO. Most on-page SEO strategies focus around one topic, that is user experience. Better user experience = more conversions.

Main aspects of On page SEO are:

- Meta tags
- Heading tags
- Content Length
- URL
- Keyword Density
- Image and Video optimization
- Content Quality
- Internal Linkin

- Off-page SEO
Off Page takes place outside the page. There are several off page SEO techniques used to improve page rank in the search engine results page. It means optimizing your websites through backlinks, social media promotion, blog submission, press releases submission, etc.
- Off Page SEO Techniques ;
- Blog Posting
- Guest Posting
- Social Media
- Social Bookmarking
- Local Listing
- Image and Video Submissions
- Forum Posting

9. What are the characteristics of “bad links”

- Importance. The first attribute of a great backlink its Importance. If your website is designed for car-related rental services, it is much easier and valuable for links relating to car rentals and sales to be linked to your sites than unrelated links. Search engine tends to be sure that your website is trusted and related websites help determine that. This doesn't mean that having a 'real estate blog' link to your car rental website means bad, but having links from unrelated sites have possibilities hindering chances of your websites success.
- Modern. The second attribute of a great backlink how modern or current your links are. This clearly explains that a currently acquired links are more valuable in deciding the algorithm of search engine rankings than older links and this is because search engines are more interested in ranking modern or current and useful websites and if you don't get link from other websites, it therefore sees your site as obsolete. For this reason, it is highly important to continue with the use of SEO in order to prevent downturn of your results.
- Authorization. The authorization or jurisdiction of the website pages linking to you is a great determinant. Your websites get reliable web pages links. Google's Page Rank measures the reliability of the page of a website on a scale. The higher the ranking value of the page linked, the more How to Get Backlinksleading benefit your website will derive from the link. SEO further measures your page with the use of Page or Domain Authorization metrics tools as Moz and AHRefs and the more reliable your website linking, the greater the authorization that will be moved to your site
- Review. For a greater and accurate measurement, a search engine as Google can decide between the content of an article and a link from other sources. Search engine specialists are diligently working to better comprehend the situations or circumstances surrounding the use of backlinks. An authentic backlinks signifies the authorization of a website to another.
- Unforeseen. The most useful backlink is an unforeseen one. The most valuable backlinks are ones gotten by surprise or unexpectedly and this is because the unforeseen backlinks is seen as the purest of them all. The highest recognition your website can get is when its

content is wonderfully admired by another site owner who as well wants his/her readers to see the content. Your website rankings are sure to go higher with links as this connecting with yours.

Finally, the ‘authorization’ by a website to another through backlinks simply shows that search engines are a major determinant of how a site is controlled. Search engines are more appointed now than previously to decide and differentiate between an authenticated links with the just explained characteristics and an SEO assembled backlinks. Are there other backlinks characteristics you know that might be of great importance as well?

10. What is the use of Local SEO?

1. Enhanced Traffic

Do you know that local information is the subject of 46% of all Google searches. Every business shines on traffic. Whether you are the owner of a big company or running a salon down the corner, you will stay long upon traffic if you have registered your business digitally. Local SEO allows enhancing your traffic. When you focus on local potential customers, you’re encouraging individuals to visit your website who could come to see you. When you use a thorough SEO strategy for a local firm, you risk getting a bunch of slow traffic. And you surely don’t want that. Targeting local people will redirect local traffic to your site, which eventually results in sales.

2. Better Conversion Rates

One of the benefits of local SEO is it drives potential customers to your site and improves conversion rate. According to Joel House Search Media, 28% of the local searches result in sales. So there is no denying that local SEO results in better conversion rate—increased traffic flow results in increased sales. Presenting yourself as an expert in your region when local clients are ready to buy can enhance your odds of becoming the anchoring spot for their sales. Most local searchers like to understand local business rather than searching for companies miles away or making a random purchase online.

3. Less Advertising Costs

Local business flourishes on a local audience. That’s why they invest more in advertising channels such as banners, pamphlets, local tv advertisements, hoarding and all. This all costs a chunk load of money. But what if we say you can save a whole lot of money by just optimising your local SEO. It has been proven that over 80% of smartphone users select the “near me” choice when looking for a particular type of company. So by improving your local SEO, you can reduce or lessen up all advertisement costs.

4. Continuous Business Growth

Local SEO initiatives always focus on increasing traffic while also boosting search engine results. As an outcome, marketing and sales prospects increase. More sales means more interested consumers, resulting in a conscious business growing period. As a result, if you need to develop your local company, spending resources and time on local SEO metrics is a critical success indicator.

5. Long-Lasting Rankings

If one would ask you the advantage of having SEO over old marketing, what answer would you give? You would reply that doing a one-time thing has a long-lasting effect compared to traditional marketing strategy, where we waste a lot of money every week to increase sales. One of the main benefits of local SEO is you will get the long lasting rankings.

6. Bypass Competition

Having local SEO benefits you over your competitor who relies on traditional ways. For instance, different companies are selling the same thing, but one focuses on local SEO while others use traditional methods. No doubt, people will redirect towards a business that is ranking higher on SERP results because as a buyer we would love to explore the product. And a search engine is where we do all our search, so without any second guessing we would pick the solution which appears on the search result. Practical SEO efforts enable your company to gain a long-term competitive edge that propels you far ahead of the competition.

7. Gain More Local Reviews

According to Bright Local, 87% of users read online reviews before purchasing through local businesses. If you are offering good service, people will love to give honest reviews, which will help you generate more clients. But that won't be possible if you don't have your business optimised for local SEO. By executing local SEO, you can attain more customer reviews. And responding to feedback provided by the customer will help you rank higher on the search engines. As Google sees it as a sign of better customer experience. Getting local reviews can benefit your business in many other significant ways too.

8. Get links with Neighbouring Business

Having healthy competition is how business works these days. But local SEO provides you with an opportunity to build up a relationship with your competitor; you must be wondering how? By cross-promoting products and services, you will get links from your neighbouring business. It is a win-win situation for both as it will help both the companies to get the recognition they are looking for. Not just this, it will also increase your online visibility.

9. Get Enlist in Google's 3 Pack

Another benefit of local SEO is it can help you appear in google's 3 pack. Appearing in Google's 3-Pack is a great deal; it simply means showing up on the first three results of local searches of a keyword. As per Report Garden, Google's 3-pack goes to the top of 93% of queries with regional intention. If you are already using local SEO, then you can test how your business is doing online. The three-pack is different from the seven-pack as it displays more information about a company, such as business hours, business description, business address, and much more. So appearing in Google's 3-Pack is crucial for local companies.

10. Mobile Optimisation

Mobile devices contribute to many online purchases as people find it is way more convenient. Considering this, it is important for businesses to optimise their sites for mobile and tablet. The goal of optimisation is to make the navigating process on a site simple. If a user would be satisfied with your site then he is more likely to make a purchase.

11. Build-Community

Building a strong community is an advantage local businesses have. Many individuals love to support the local community by shopping locally. This kind of behaviour encourages local business owners which results in building the community. It would be helpful; if you let potential clients know that you are destined within easy reach of them.