

Module -3

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

Ans.1:

1. Title tag: This tag appears at the top of a browser window and tells search engines and users what the page is about. It should be descriptive and contain the primary keyword.

2. Description tag: This tag provides a brief summary of the page content and appears below the title tag in search engine results. It should be compelling and contain the primary keyword.

3. Keyword tag: This tag used to be important for SEO, but it is no longer used by most search engines. However, it can still be helpful to include a few relevant keywords in this tag.

4. Robots tag: This tag tells search engines which pages to index and which pages to ignore. It can also be used to prevent search engines from indexing certain parts of a page.

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

Ans.2:

Open Graph tags are used to provide information about a webpage when it is shared on social media platforms like Facebook, Twitter, and LinkedIn. By adding Open Graph tags to your website, you can control how your website appears when it is shared on social media.

Open Graph tags allow you to specify the title, description, image, and other information that should be displayed when your website is shared on social media. This can help you attract more clicks and engagement on social media.

For example, if someone shares a link to your website on Facebook, the Open Graph tags will determine what title, description, and image appear in the Facebook post. If you don't have Open Graph tags on your website, Facebook will try to guess what information to display, which may not be as effective.

In summary, Open Graph tags are important for controlling how your website appears on social media platforms and can help you attract more clicks and engagement on social media.

Que.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.

Ans.3:To add an image to a website, we use the `` tag. The `` tag is an empty element, which means that it does not have a closing tag. The `` tag has two required attributes: `src` and `alt`. The `src` attribute specifies the path to the image file, and the `alt` attribute specifies an alternative text for the image.

Here are some points to consider when adding images to your website:

Use descriptive alt text for all images. The alt text is used to describe the image for users who cannot see it, such as users who are visually impaired or who are using a screen reader. The alt text should be descriptive enough so that users can understand what the image is about, even if they cannot see it.

Use the `width` and `height` attributes to specify the size of the image. This will help to ensure that the image is displayed at the correct size in the browser.

Use a content delivery network (CDN) to serve your images. A CDN is a network of servers that are distributed around the world. Using a CDN can help to improve the performance of your images by serving them from the server that is closest to the user.

Optimize your images for the web. This means reducing the file size of your images without sacrificing quality. This can be done using a variety of tools, such as ImageOptim: <https://imageoptim.com/> or TinyPNG: <https://tinypng.com/>.

By following these tips, you can ensure that your images are displayed correctly, accessible to all users, and optimized for the web.

Here is an example of how to add an image to a website:

```
```html```
```

This will add an image of a cat to the website. The image file is located at `image.jpg`, and the alt text is "This is an image of a cat".

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**Que.4:**What is the difference between NOFOLLOW and NOINDEX?

**Ans.4:**

- Noindex tells search engines not to include a page in their search results. This means that the page will not show up when someone searches for a keyword that is related to the page.
- Nofollow tells search engines not to follow links on a page. This means that the links on the page will not pass any PageRank to the linked websites.

In other words, noindex prevents a page from being indexed, while nofollow prevents links from being followed.

Here is a table that summarizes the difference between noindex and nofollow:

| Feature          | Noindex                            | Nofollow                           |
|------------------|------------------------------------|------------------------------------|
| What does it do? | Prevents a page from being indexed | Prevents links from being followed |

|                       |                                                                                                                          |                                                                                                                                                    |
|-----------------------|--------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|
| When to use it?       | For pages that you do not want to be indexed, such as password-protected pages or pages that are still under development | For links that you do not want to pass any PageRank to, such as links to external websites or links to pages that are not relevant to your website |
| Can be used together? | Yes                                                                                                                      | Yes                                                                                                                                                |

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**Que.5:** Explain the types of queries.

**Ans.5:** Here are three of queries:

**1. Informational Queries:** These are the most common type of queries where the user seeks to obtain information or knowledge on a particular topic. The purpose is to get facts, descriptions, explanations, or answers to questions. For example: "What is the capital of France?", "How does photosynthesis work?", or "Who wrote the play 'Romeo and Juliet'?"\

**2. Transactional Queries:** This type of query involves performing an action or transaction. It typically involves updating, inserting, or deleting data in a database or system. For instance: "Add a new contact to my address book", "Purchase a ticket for a flight from New York to Los Angeles", or "Delete all completed tasks from my to-do list."

**3. Navigational Queries:** Navigational queries are used when the user is searching for a specific website or web page. The user knows the destination they want to reach but might not know the exact URL or how to find it directly. For example: "Facebook login page", "YouTube homepage", or "CNN website."

These three types of queries cover the majority of user intentions when interacting with search engines, databases, or other information retrieval systems.

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

**Ans.6:**

- **Sitemaps:** Sitemaps tell search engines which pages on your website are important. This helps search engines find and index your pages, which can improve your website's ranking in search results.
- **Robots.txt:** Robots.txt files tell search engines which pages on your website they should crawl and which pages they should not crawl. This can help you prevent search engines from crawling pages that you don't want them to crawl, such as pages that are under construction or pages that are password-protected.

Having a sitemap and robots.txt file can help your website:

- Rank higher in search results: Search engines will be able to find your pages more easily if you have a sitemap. This can help your website rank higher in search results.
- Get more traffic: Search engines will be more likely to send traffic to your website if they know which pages are important.
- Improve the user experience: Visitors to your website will have a better experience if they don't have to wait for search engines to crawl all of your pages.

If you want to improve your website's SEO, you should create and use a sitemap and robots.txt file. You can find more information about sitemaps and robots.txt files on the Google Search Console website.

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**Que.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?

**Ans.7:**

Here are the steps on how to prevent admin pages, cart pages, thank-you pages, and images from being crawled by crawlers:

1. Identify the pages that you do not want to be crawled. These are the admin pages, cart pages, thank-you pages, and images.
2. Add the noindex meta tag to the head section of each page. This will tell search engine crawlers not to index the page.
3. Create a robots.txt file and add the following lines to it:

User-agent:

Disallow: /admin

Disallow: /cart

Disallow: /thank-you

Disallow: /images

4. Save the robots.txt file in the root directory of your website.

Once you have done this, search engine crawlers will no longer index the pages that you have specified.

Here is an example of how to add the noindex meta tag to a page:

```
<head>

<title>My Website</title>

<meta name="robots" content="noindex">

</head>
```

Here is an example of how to create a robots.txt file:

```
User-agent: *

Disallow: /admin

Disallow: /cart

Disallow: /thank-you

Disallow: /images
```

#### **Additional tips:**

- If you are using a content management system (CMS) such as WordPress, there are plugins that can help you add the noindex meta tag and create a robots.txt file.
  - If you have a large website, you may want to consider using a web crawler to identify all of the pages that you do not want to be crawled.
  - It is important to test your changes to make sure that they are working as expected. You can do this by using a search engine crawler or by visiting your website in incognito mode.
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**Que.8:**What are on-page and off-page optimization?

**Ans.8:** On-page and off-page optimization are two fundamental aspects of search engine optimization (SEO) used to improve the visibility and ranking of a website in search engine results. Let's delve into each one:

**1.On-page Optimization:**On-page optimization refers to all the techniques and practices that website owners implement directly on their web pages to make them more search engine-friendly and relevant to users. The primary goal is to signal to search engines what the content is about and how useful it is to users. Some key elements of on-page optimization include:

- **Keyword Usage:**Incorporating relevant keywords naturally into the website's content, titles, headings, and meta tags to help search engines understand the page's topic.
- **High-Quality Content:** Creating valuable, informative, and engaging content that satisfies the user's search intent and provides answers to their queries.
- **Meta Tags:** Writing accurate and compelling meta titles and meta descriptions that entice users to click on the search results.

- **URL Structure:** Creating clean, descriptive, and user-friendly URLs that give an idea of the page's content.
- **Header Tags:** Using proper header tags (H1, H2, H3, etc.) to structure the content and highlight important sections.
- **Internal Linking:** Establishing relevant internal links between different pages on the website to improve navigation and distribute link equity.
- **Image Optimization:** Optimizing images with descriptive alt text and appropriate file names for better accessibility and search engine indexing.

## **2. Off-page Optimization:**

Off-page optimization, on the other hand, focuses on activities conducted outside of the website to enhance its visibility and reputation across the internet. It involves building the website's authority and credibility by acquiring backlinks from other reputable and relevant websites. Key aspects of off-page optimization include:

- **Link Building:** Obtaining quality backlinks from other websites through guest posting, content outreach, social media, and other promotional methods. Backlinks act as "votes of confidence" for the website's content.
- **Social Media Marketing:** Leveraging social media platforms to share and promote website content, increasing its visibility and potential for engagement.
- **Online Reputation Management:** Managing and responding to online reviews and comments to maintain a positive brand image.
- **Influencer Marketing:** Collaborating with influencers and thought leaders in the industry to expand the website's reach and gain credibility.
- **Social Bookmarking:** Submitting and sharing website content on social bookmarking platforms to drive traffic and improve visibility.

Both on-page and off-page optimization are crucial for a well-rounded SEO strategy. On-page optimization ensures that the website's content is relevant and well-structured, while off-page optimization helps build the website's authority and reputation on the web, which can positively impact its search engine rankings.

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**Que.9:** Perform an on-page SEO using available tools for [www.designer2developer.com](http://www.designer2developer.com)

**Ans.9:**

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**Que.10:** Prepare complete on-page and off-page SEO audit report for [www.esellerhub.com](http://www.esellerhub.com)

**Ans.10:**

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**Que.11:** What are the characteristics of “bad links”?

**Ans.11:** "Bad links," also known as low-quality or spammy links, are links pointing to a website from external sources that can have a negative impact on the site's search engine rankings and reputation. These links are typically considered manipulative or irrelevant in the eyes of search engines. Here are some characteristics of bad links:

1. Low Relevance: Bad links come from websites or pages that are unrelated to the content or theme of the linked website. For instance, if a technology blog receives links from a site about gardening, it may be considered irrelevant and potentially harmful.
  2. Paid Links: Links that are bought, sold, or exchanged purely for the purpose of boosting search engine rankings are considered bad. Search engines view such practices as a violation of their guidelines and may penalize websites engaged in buying or selling links.
  3. Link Farms and Link Schemes: Link farms are networks of websites created solely for the purpose of linking to each other and manipulating search engine rankings. Similarly, link schemes involve artificially creating links in large quantities without providing any value to users. Both practices are considered spammy and can lead to penalties.
  4. Low-Quality Directories: Links from low-quality web directories that exist solely for link building purposes can be harmful. Reputable directories with genuine editorial review and relevance to the website's content are more valuable.
  5. Comment Spam: When a website's link is included in irrelevant or low-quality blog comments, forums, or social media posts solely for promotional purposes, it can be seen as spammy.
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**Que.12:**What is the use of Local SEO?

**Ans.12:** Local SEO is the process of optimizing your website and online presence to appear more prominently in local search results. This can be a great way to attract new customers who are searching for businesses like yours in your area.

Here are some of the benefits of local SEO:

- Increased visibility in local search results.
- Increased foot traffic.
- Improved brand awareness.

Here are some things you can do to improve your local SEO:

- Claim and optimize your Google My Business listing.
- Use relevant keywords in your website content.
- Get backlinks from other local businesses.
- Optimize your website for mobile devices.

Local SEO can be a great way to attract new customers and grow your business.

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