

- **What are the four important <meta> tags we use in SEO?**
  - Meta title tags
  - Meta description tags
  - Meta keywords
  - Meta robot tag
- **What is the difference between NOFOLLOW and NOINDEX?**
  - **NOFOLLOW:** This tag instructs the crawler not to follow the Links on the page.
  - No follow: This attribute is used in a link's HTML code to tell search engines not to pass any link authority or "link juice" to the linked page. It looks like this: `<a href=https://example.com rel="no follow">Link</a>`. It essentially means that while the search engine can follow the link, it should not use it to influence the ranking of the linked page.
  - **NOINDEX:** This tag is used to instruct the search engine Crawler not to index the page.
  - No index: This meta tag or HTTP header directive tells search engines not to index a particular page, meaning it should not appear in search engine results. It is typically used in the <head> section of a page: `<meta name="robots" content="no index">`. This prevents the page from being listed in search engine results altogether.
- **Explain the types of queries.**
  - 1] Transactional Queries 2] Informational Queries 3] Navigation Queries 4] Commercial Queries

**1] Informational Queries:-** Ye keywords tab use Hote Hain jab user Kisi information ko search Kar Raha Hota Hai. **Example:** "how to" "what is

- "how to fix a leaking faucet".
- "what is artificial intelligence "
- "Why does the stock market fluctuate"

**2] Navigation Queries:-** Ye keywords specific websites Ya brands ko target karate Hain.

- **Example:** “Facebook login page”.

**3] Commercial Queries:-** Ye keywords tab use Hote Hain jab user Kisi product Ya service Ke features aur reviews compare Kar Raha Hota Hai.

- **Example:** ”buy a house” “hotel deals ”

**4] Transactional Queries:-** Ye keywords tab use Hote he jab user Kisi product Ya service ko Khaiden ka intent Rekhta Hai.

- **Example:** “purchase, order, shop, sale”

“buy laptop online”.

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

➤ **Site Map:-** Helps search engines find and index all important pages on your site.

➤ **Robots.txt:-** Directs search engines on which pages they should not crawl or index.

➤ **User -agent: \***

➤ Disallow: /admin-pages/

➤ Disallow: /Cart-pages/

➤ Disallow: /Thank-you page/

➤ Disallow: /Images/

- **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.**

- The <image> tag to embed an image into your web page. This <image> tag has two required attributes: src to specify the path to the image, and alt to specify an alternate text for the image.

- **What are on-page and off-page optimization?**
  - **On-page** :- Meta Tags, URL Structure, Keyword Optimization, Internal Linking, Image Optimization, Mobile-Friendliness, Page Load Speed, User Experience (UX).
  - **Off-page** :- Link building, Social Media Engagement, Online Reviews, Social Bookmarking, Podcast & Webinars, Blog Commenting.
- **Perform an on-page SEO using available tools for**  
[www.designer2developer.com](http://www.designer2developer.com)

#### 1. Identify target keywords

- IOT development company / Top Mobile App Development Company
- Internet of Things Development - **IoT Data Analytics**

#### 2. Optimize the title tag

- Optimization Techniques for IoT Data Analytics
- **Gathering data from various IoT sensors and devices.**

#### 3. Write your headline in an H1 tag

- Co creating digital experience
- **Harnessing IoT Data Analytics for Strategic Insights**

#### 4. Write a meta description that boosts clicks

- Leading android app development company ,iphone app development company,IOT product development company,Telematics Software Development Company

- Explore the power of **IoT data analytics** to unlock actionable insights from your connected devices. Learn how to leverage data for improved decision-making,

#### 5. Check the URL slug for SEO-friendliness

<https://www.designer2developer.com/#ENGAGEMENTMODELS>

<https://www.designer2developer.com/engagement-models>

#### 6. Add target keywords to your body content

- Designer2Developer is a core technology service company having team of 30 in house resources maintaining that fine balance between IT & software development services and IOE (Internet of Everything) with in-house capability to deliver the complete solution. We have experience delivering tailor-made solutions for our clients on web & mobile platform in various domains like Education, E-Learning, Healthcare, Automotive, Food & Restaurants, Travel & Tourism, Connected Car, IOT, Retail & E-commerce, Marketplaces, Smart Cities & Smart Home, Social Networking, Manufacturing & Business Automation software solution.
- **IoT data analytics** involves processing and analyzing data collected from IoT devices to gain actionable insights. Benefits of IoT **Data Analytics** Improved decision-making and strategic planning. This process can help organizations make data-driven decisions, optimize operations, and improve efficiency.

#### 7. Mark up subheadings with header tags

<H2> FIND OUT WHAT OUR CLIENTS HAS TO SAY ABOUT US...

<H3> Our clients come to us because we offer amazing quality at unbeatable prices.

<H2> OUR CLIENTS & PARTNERS

<H3> We bring deep platform expertise to your project, leveraging the mobile & web application development experience.

<H3> Have an Idea?

- <h1>Harnessing IoT Data Analytics for Strategic Insights</h1>
- <h2>Introduction to IoT Data Analytics</h2>
- <p>Understand the fundamentals of IoT data analytics and its importance in the modern technological landscape. </p>
- <h2>Benefits of IoT Data Analytics</h2>
- <p>Explore how IoT data analytics can enhance decision-making, operational efficiency, and strategic planning. </p>
- <h3>Improved Decision-Making</h3>
- <p>Learn how real-time data from IoT devices can drive better business decisions. </p>

8) Improve navigation with internal links

- That link which is relevant & topic related perfect navigation.
- <link rel="pingback" href=<https://www.designer2developer.com/xmlrpc.php>>

- `<a`  
href=<https://www.designer2developer.com/engagement-models>

- **What is the use of local SEO?**

- Local SEO helps increase your business's visibility in local search results, attracting nearby customers and improving conversion rates. It involves optimizing your Google My Business profile, using local keywords, and maintaining consistent business listings, which builds trust and gives you a competitive edge in your area.

- **What are the characteristics of bad link?**

- Bad links, or harmful backlinks, can undermine your website's SEO efforts. Key characteristics include:
- **Irrelevant Content:** Links from sites that aren't related to your industry or niche.
- **Low Domain Authority:** Links from sites with poor reputation or low authority.
- **Spammy Anchor Text:** Overly optimized or keyword-stuffed anchor text that seems unnatural.
- **Paid or Sponsored Links:** Links bought or part of a link scheme without proper "no follow" or "sponsored" tags.
- **Link Farms:** Links from networks of low-quality sites created for link-building purposes only.
- **Unnatural Growth:** Sudden spikes in backlinks from low-quality sources.

- **Malicious Sites:** Links from sites with malware, phishing, or adult content.
- **Excessive Reciprocal Links:** A high number of mutual links without content value.
- **What is the use of open-graph tags in a website?**
  - Open Graph tags help control how your website looks when shared on social media, like setting the title, description, and image that appear in the shared post.
- **Perform Keyword Research then create a blog on “Importance of IT Training” and provide a Link to TOPS Technologies and connect it with the webmaster and Google Analytics**

→ **The Importance of IT Training for Career Advancement in 2024**

In the fast-paced world of technology, staying ahead of the curve is essential for career growth. As technology continues to evolve rapidly, continuous learning and skill development become crucial. IT training is not just an option but a necessity for anyone looking to advance their career or break into the industry. Here's why IT training is so vital in 2024 and how it can propel your career forward.

→ **How TOPS Technologies Can Help**

TOPS Technologies provides a range of IT training programs suited for all career levels. Whether you're new to the field or looking to enhance your skills, TOPS offers valuable courses tailored to your needs. Here's why they excel:

- **Industry-Recognized Certifications:** TOPS provides training for globally recognized certifications, such as AWS, Microsoft Azure, Google Cloud, and cybersecurity courses, ensuring you're equipped with the credentials that employers value.
- **Hands-On Learning:** The training programs at TOPS emphasizes real-world experience. Students work on live projects, enabling them to apply their knowledge in practical settings and enhance their problem-solving skills.

- Expert Trainers: TOPS employs experienced professionals from the industry who bring in-depth knowledge and insights. Their mentorship ensures that students stay updated on the latest trends and technologies.
- Flexible Learning Options: Whether you prefer online courses or in-person learning at one of their centers, TOPS offers flexible schedules to suit working professionals, students, and career changers.
- Job Placement Assistance: TOPS Technologies doesn't just stop at training. They have a dedicated placement cell that helps students land jobs with leading IT companies across the globe. Many graduates have gone on to work for companies like TCS, Infosys, and Cognizant.
- With a proven track record of success and a focus on empowering students with job-ready skills, TOPS Technologies is a trusted name in IT education.
- With a blend of industry-driven courses, experienced trainers, and strong tech partnerships, TOPS Technologies is an ideal platform for anyone looking to start or grow their IT career.
- Explore more about their programs here: [TOPS Technologies IT Training](#)

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

## **ON PAGE SEO**

### **1. TITLE TAG OPTIMIZATION**

- Custom Inventory Management Software | Online Inventory Systems
- Tailored Inventory Management Software | Web-Based Inventory Solutions

### **2. Meta Descriptions**

- E SELLER HUB offers the best inventory management software & custom online inventory systems with high-end services for order management. Request a demo today!



- Optimize your inventory with our custom, web-based management software. Streamline processes, boost accuracy, and improve efficiency for any business size.

### **3. Header Tags (H1-H6)**

- **<H1> Online Inventory Management Software**

**<H2> Inventory Management**

**<H3> Order Management**

**<H3> Supplier Management**

**<H3> Fulfillment**

**<H3> Reporting and Analytics**

**<H3> API Integrations**

**<H4> Marketplace Integrations**

**<H4> Shipping Integrations**

**<H4> Amit Mitra**

**<H4> Bhargav Patel**

**<H4> Luke Billyard**

**<H4> Jennifer Shaw**

**<H4> Amit Mitra**

**<H4> Bhargav Patel**

**<H4> Luke Billyard**

**<H4> Jennifer Shaw**

**<H4> Amit Mitra**

**<H2> Worked with Over 50+ eCommerce Businesses and Retailers**

<H1>Online Inventory Management Software</H1>

<H2>Inventory Management</H2>

<H3>Order Management</H3>

<H3>Supplier Management</H3>

<H3>Fulfillment</H3>

<H3>Reporting and Analytics</H3>

<H3>API Integrations</H3>

<H4>Marketplace Integrations</H4>

<H4>Shipping Integrations</H4>

<H2>Our Team</H2>

<H4>Amit Mitra</H4>

<H4>Bhargav Patel</H4>

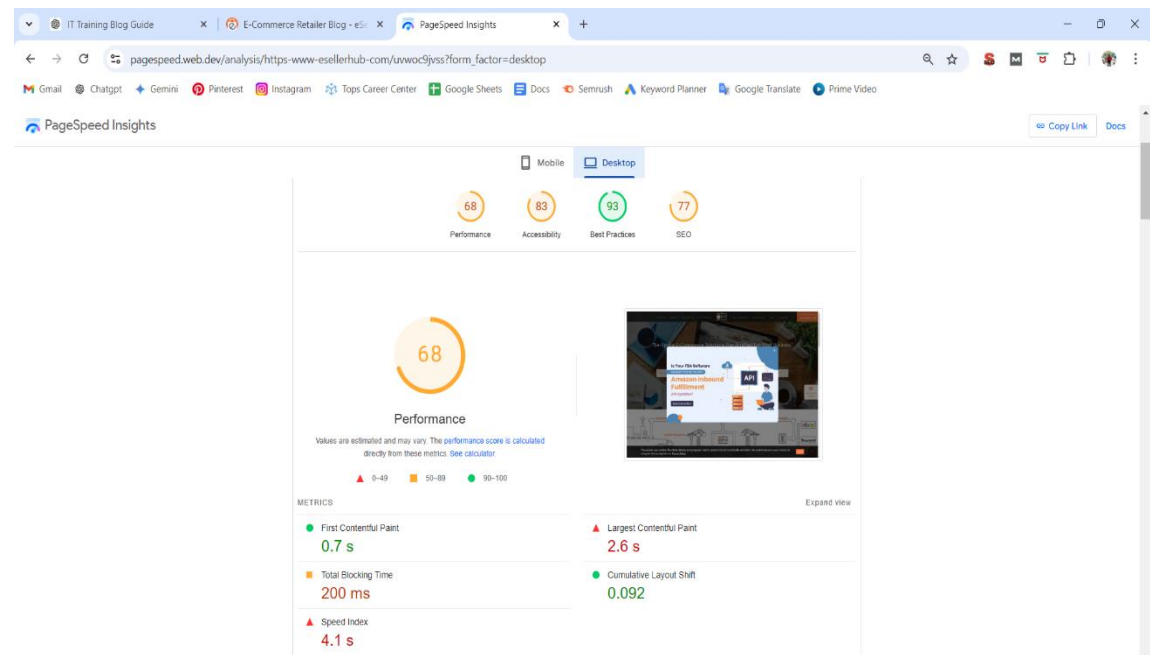
<H4>Luke Billyard</H4> <H4>Jennifer Shaw</H4>

<H2>Worked with Over 50+ eCommerce Businesses and Retailers</H2>

## 4. URL Optimization

- <https://www.esellerhub.com/blog/>

## 5. Core Web Vitals Of E-SELLER-HUB?



- **Improve Largest Contentful Paint**
- **Improve Website Speed**

**6. Crawling Date: 22-08-2024, 12:25:12**

## **7. Schema Use**

- **Product Schema**
- **FAQ Schema**
- **Review Schema**
- **Localbussiness Schema**
- **Breadcrumb Schema**

## **➤ OFF PAGE:-**

- **Link building, Social Media Engagement, Online Reviews, Social Bookmarking, Podcast & Webinars, Blog Commenting.**