Module – 3

1. **What are the four important tags we use in SEO?**

Ans.

    Meta Title Tag
    Meta Description Tag
    Meta Keywords Tag
    Meta Robots Tag

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

Open Graph tags are meta tags that provide structured data about a webpage's content when shared on social media platforms like Facebook, Twitter, LinkedIn, and others. These tags help control how the webpage's content appears when shared on social media, ensuring that it is displayed accurately and attractively.

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.

<img src="image.jpg" alt="Description of the image">

src Attribute: This attribute specifies the URL of the image file. It can be a relative or absolute URL. If the image is hosted on the same server as the website, you can use a relative URL (e.g., src="images/image.jpg"). If it's hosted elsewhere, you'll need to use the full URL (e.g., src="https://example.com/image.jpg").

alt Attribute: This attribute provides alternative text for the image. It's important for accessibility purposes, as screen readers use it to describe the content of the image to visually impaired users. Make sure to provide a concise and descriptive alt text that conveys the purpose or content of the image.

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

NOFOLLOW	NOINDEX
This tag instructs the crawler not to follow the links on the page.	This tag is used to instruct the search engine crawler not to index the page.
The "NOFOLLOW" directive is typically applied to links within a webpage.	The "NOINDEX" directive is applied at the page level, typically within the HTML meta tags.
When a link is tagged with the "NOFOLLOW" attribute, it tells search	When a page is tagged with the "NOINDEX" directive, it instructs search engines not to

engine crawlers not to follow that link to its destination.	include that page in their index of searchable content.
This directive is commonly used for links that are user-generated, such as comments or forum posts, to prevent search engines from crawling potentially low-quality or spammy content.	This directive is often used for pages that contain duplicate content, such as printer-friendly versions of pages, or pages that are still under development and not meant to be publicly accessible.

5. Explain the types of queries.

❖ There are 3 types of queries,

1. Transactional Queries :

Transactional queries indicate that the user is looking to complete a transaction or take a specific action online, such as making a purchase, signing up for a service, or downloading a file.

These queries often include keywords like "buy," "order," "download," "sign up," etc.

Users performing transactional queries are usually further along in the buying process and are actively seeking to fulfill a specific need or desire.

Example: "buy iPhone 13," "download PDF converter software," "sign up for yoga classes."

2. Informational Queries:

Informational queries indicate that the user is seeking information, answers to questions, or solutions to problems.

These queries often include keywords like "how to," "what is," "tips for," "guide to," etc.

Users performing informational queries are looking for content that educates, informs, or entertains them, rather than specific products or services.

Example: "how to lose weight fast," "what is global warming," "tips for improving sleep quality."

3. Navigation Queries:

Navigation queries indicate that the user is looking for a specific website or webpage, often with the intention of navigating directly to it.

These queries often include brand names, website URLs, or specific page names.

Users performing navigation queries are already familiar with the brand or website they're searching for and want to access it quickly.

Example: "Facebook login," "Amazon prime," "YouTube trending videos."

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

Sitemap:

A sitemap acts as a guide for search engine crawlers, providing an organized list of all the pages on a website. It helps search engines discover and index content more efficiently, especially for larger or complex sites where some pages might not be easily accessible through regular navigation. By including a sitemap, website owners can ensure that all their important pages are crawled and indexed, improving their visibility in search engine results.

Robots.txt:

The robots.txt file serves as a set of instructions for search engine crawlers, specifying which pages or sections of a website should be crawled and indexed and which ones should be excluded. It helps control how search engines interact with a site's content, preventing indexing of duplicate content, sensitive information, or sections not intended for public viewing. While robots.txt provides guidance, search engines may choose to override these directives under certain circumstances.

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?

❖ To achieve this, you can create a robots.txt file and specify the pages or directories that you don't want search engine crawlers to access. Here's a simplified example of how to do this:

1-Create a robots.txt file:

Open a text editor and create a new file named "robots.txt".

2-Specify disallowed pages or directories:

Add the following lines to your robots.txt file:

User-agent: *

Disallow: /admin/

Disallow: /cart/

Disallow: /thank-you/

Disallow: /images/

3-Save and upload the file to your website's root directory:

Save the robots.txt file and upload it to the root directory of your website using an FTP client or file manager provided by your web hosting service.

4-Verify the robots.txt file:

Once uploaded, you can verify the robots.txt file by accessing "http://yourdomain.com/robots.txt" in a web browser. Replace "yourdomain.com" with your actual domain name.

By adding these disallow directives to the robots.txt file, you are instructing search engine crawlers not to access the specified pages or directories. This helps prevent them from indexing sensitive or irrelevant content, such as admin pages, cart pages, thank-you pages, and image directories, while allowing them to crawl and index other important pages on your e-commerce site.

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

✦ On-Page Optimization:

On-page optimization refers to the process of optimizing individual web pages to improve their search engine rankings and attract more relevant organic traffic. It involves optimizing various elements within the webpage itself to make it more search engine friendly and user-friendly. Key aspects of on-page optimization include:

Keyword optimization: Strategically placing relevant keywords in titles, headings, meta tags, and content.

Content quality and relevance: Creating high-quality, informative, and engaging content that satisfies user search intent.

Meta tags optimization: Writing compelling meta titles and descriptions that accurately reflect the page content.

URL structure: Creating descriptive and user-friendly URLs that include relevant keywords.

Internal linking: Linking between related pages within the website to improve navigation and distribute link equity.

Mobile optimization: Ensuring that the website is optimized for mobile devices to provide a seamless user experience.

✦ Off-Page Optimization:

Off-page optimization refers to activities undertaken outside of the website to improve its search engine rankings and reputation. It primarily focuses on building backlinks (external links from other websites) and establishing the website's authority and credibility in the eyes of search engines. Key aspects of off-page optimization include:

Link building: Acquiring high-quality backlinks from reputable and relevant websites through strategies such as guest blogging, directory submissions, and influencer outreach.

Social media marketing: Leveraging social media platforms to promote content, engage with audiences, and generate shares and mentions.

Online reputation management: Monitoring and managing online reviews, mentions, and brand sentiment to maintain a positive online reputation.

Brand mentions: Encouraging and earning brand mentions and citations from authoritative sources across the web.

Local SEO: Optimizing the website's presence in local directories, maps, and listings to improve visibility for local searches.

9. Perform an on-page SEO using available tools for www.designer2developer.com

Keyword Research:

Use tools like Google Keyword Planner, SEMrush, or Ahrefs to find relevant keywords related to web design and development.

Identify high-volume keywords with moderate competition that align with the website's content.

Optimize Title Tags:

Ensure each page has a unique, descriptive title tag (<title> tag) that includes the primary keyword.

Keep the title tag length under 60 characters to prevent truncation in search results.

Meta Description Optimization:

Write compelling meta descriptions for each page that accurately summarize the content and include relevant keywords.

Aim for meta descriptions to be around 150-160 characters in length.

Internal Linking:

Establish a logical internal linking structure within the website, linking related pages together using relevant anchor text.

Ensure that all internal links are functional and lead to relevant content.

Content Optimization:

Create high-quality, relevant, and engaging content that provides value to your target audience.

Incorporate target keywords naturally throughout the content, but avoid keyword stuffing.

Aim for longer-form content where appropriate, as it tends to perform better in search results.

10. 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

Short-Tail Keywords:

IT Training

Importance of IT Training

Benefits of IT Training

IT Certification

IT Skills

IT Education

Professional Development

Long-Tail Keywords:

Why is IT training important for career advancement?

Benefits of IT certification training programs

The significance of technical training for IT professionals

The role of IT training in cybersecurity preparedness

Advantages of investing in IT learning opportunities

The impact of IT training on job market competitiveness

Benefits of continuous professional development in IT