Module-3 Assignment

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

The four important <meta> tags for SEO are:

1. **Meta Title (Title Tag)**: Defines the page's title, crucial for search rankings.
2. **Meta Description**: Brief summary influencing click-through rates.
3. **Meta Keywords**: Rarely used now but once listed relevant keywords.
4. **Meta Robots**: Guides search engines on indexing and following links.

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

OG tags are used to define how a web page looks like when it has been shared in a social media such as the Face book, Linked in and the Tweets. Applying Open Graph tags you can provide a certain information that will be displayed in the shared post, so it will look very nice and informative.

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

Add an image, use the <img> tag:

<img src="image.jpg" alt="Description of the image" width="300" height="200">

Key Points:

1. **src**: Specifies the image source URL or file path.
2. **alt**: Describes the image for accessibility and SEO.

3. **Size**: Use width and height to set dimensions.
4. **Responsive**: Ensure images adapt to screen sizes using srcset or CSS.
5. **Optimization**: Compress images to improve load times.

4. About while adding the image to the website.

When adding an image to a website with the <img> tag:

- src: Set the correct image path or URL.
- alt: Include descriptive text for accessibility and SEO.
- Optimization: Compress images to improve load time.
- Dimensions: Set width and height for layout consistency.
- Responsive: Use srcset for better display on different screens.

5. What is the difference between NOFOLLOW and NOINDEX?

- **NOFOLLOW:** Tells other programs, including searching engines, not to follow the links of a given page for the purpose of linking other pages together in order not to pass link juice to other pages.
- **NOINDEX:** Instructs search spiders not to crawl the specific page and therefore that page will not appear in search results.

6. Explain the types of queries.

- Navigational Queries: To search for a certain Web site or a page (for example, "Facebook login").

- Informational Queries: Users type keywords to get information or answer to a question (e.g., "How to optimise for a search engine").
- Transactional Queries: Suggest a desire to achieve a certain result, for example to make a purchase or to subscribe (e.g., "order the shoes online").
- Commercial Investigation Queries: Customers search for an article before they make any purchase for a product or service, for instance, 'best smartphones of 2024'.

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

Importance of Sitemap in SEO:
- Improves Crawling: To accomplish this function, guides search engines to all important pages to create an index.
- Highlights Updates: A feature which signals toward such content helping search engines decide which portions to crawl first.
- Enhances User Experience: Offers clear guide on the content of site to the user and search engine for quick and effective navigation.

Importance of Robots.txt in SEO:
- Controls Access: It helps to protect beneficial pages from indexing by web bozuklukları such as the administrative ones.
- Optimizes Crawl Budget: Both studies made sure that the main points of interest to users are taken into account by search engine crawlers, thus enhancing the indexing process.
- Protects Sensitive Content: Allows to hide information from the lists of search search engines.

8. **Below is the list of pages for an e-commerce site that doesn't need to be crawled by any crawler.**

- **Admin pages**
- **Cart page**
- **Thank-you page**
- **Images**

How will you achieve this?

1. **Create or Edit robots.txt**: Add directives to block the specified pages.

Example robots.txt:

```
User-agent: *
Disallow: /admin/
Disallow: /cart
Disallow: /thank-you
Disallow: /images/
```

Key Points:

- **User-agent: ***: Targets all web crawlers.

9. **What are on-page and off-page optimization?**

On Page:

- It means all sorts of SEO efforts performed on the site directly.

- It contains elements like content optimisation, title tags and meta descriptions, headers, images and internal linking.

Off Page:

- Encountered outside the website in an effort that help the site gain more authority and ranking.
- Subcategories may contain link building, social media marketing, guest posting, influencer marketing campaigns.

10. Perform an on-page SEO using available tools for www.designer2developer.com Prepare complete on-page and off-page SEO audit report for www.esellerhub.com

On Page SEO Audit for www.designer2developer.com:

1. **Tools to Use**:
   o Google Search Console
   o SEMrush or Ahrefs
   o Moz Pro
   o Screaming Frog SEO Spider

2. **Key Areas to Analyze**:
   o **Title Tags**: Ensure they are unique, relevant, and under 60 characters.
   o **Meta Descriptions**: Check for relevance and length (155-160 characters).
   o **Header Tags**: Use H1, H2, H3 tags appropriately.
   o **Content Quality**: Look for keyword optimization, relevance, and readability.
   o **Image Alt Text**: Ensure all images have descriptive alt attributes.
   o **Internal Linking**: Check for a logical structure and relevant links.
   o **URL Structure**: Look for clean, keyword-rich URLs.

Off Page SEO Audit for www.esellerhub.com:

1. **Tools to Use**:
    o Ahrefs or SEMrush for backlink analysis
    o Moz for domain authority
    o Google Analytics for traffic analysis
2. **Key Areas to Analyze**:
    o **Backlink Profile**: Analyze the number and quality of backlinks.
    o **Domain Authority**: Check the DA score and compare it to competitors.
    o **Social Media Presence**: Evaluate engagement and traffic from social platforms.
    o **Brand Mentions**: Look for unlinked brand mentions across the web.
    o **Guest Blogging Opportunities**: Identify potential sites for guest posts.

Summary of the Audit Report Structure:

1. **Introduction**
    o Overview of the site and purpose of the audit.
2. **On-Page SEO Analysis**
    o Findings on title tags, meta descriptions, headers, content, images, internal links, and URLs.
3. **Off-Page SEO Analysis**
    o Backlink profile summary, domain authority, social media presence, and brand mentions.
4. **Recommendations**
    o Actionable suggestions for improving on-page and off-page SEO based on the findings.
5. **Conclusion**
    o Recap of the importance of ongoing SEO efforts.

11. What are the characteristics of "bad links"?

Characteristics of Bad Links:

- Low-Quality Sites: Backlinks from other unfit, unrelated and low reputed websites or web pages.
- Over-Optimized Anchor Text: This is characterised by over-use of particular keywords in the anchor text while linking hypertexts to web pages
- Paid Links: Links bought without proper disclosure, violating search engine guidelines.
- Irrelevant Context: Links that do not relate to the content of your site or the linking page.
- Excessive Links: A high volume of links from the same domain or page, appearing unnatural.
- Toxic Scores: Links identified by tools (like Ahrefs or SEMrush) as having a high spam or toxicity score.

12. 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

- [Importance of IT](#)

13. What is the use of Local SEO?

Local SEO optimizes a website to attract business from local searches. Its primary uses include:

1. **Increased Visibility**: Helps businesses appear in local search results and Google Maps.

2. **Targeted Traffic**: Attracts customers searching for services in specific locations.

3. **Competitive Advantage**: Improves rankings against local competitors.

4. **Enhanced User Experience**: Provides accurate business information in search results.

5. **Community Engagement**: Builds relationships through reviews and local involvement.

6. **Mobile Optimization**: Addresses the rise of mobile searches for local businesses.