**Module – 3**

**Assignment**

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

**ans**.

* + Meta title tag
  + meta description tag
  + meta keywords tag
  + meta robot tag

* **some more tag for SEO**
  + meta charset tag
  + meta refresh redirect tag
  + meta viewport tag
* there are most important meta tags we need to know for SEO

1. **what is the use of the open-graph tags in a website ?**

**ans.**

Open Graph tags also help create a snippet when someone sends you a link through direct messages using apps that support the Open Graph protocol—naturally Facebook’s Messenger and WhatsApp, but also iMessage and Slack.

Open graph is an internet protocol that was created by facebook to standardize the use of metadata within a webpage to represent the conten of a.

People are arguably more likely to see and click shared content with optimized OG tags, which means more social media traffic to your website.

**There are three reasons for this**:

1. They make content more eye-catching in social media feeds.
2. They tell people what the content is about at a glance.
3. They help Facebook understand what the content is about, which can help increase your brand visibility through search.

Let’s touch more on that last point, as it tends to get overlooked.

Here are the results of a Facebook search for “alternative search engines”

1. **What tag we will use to add an image to the website ? Explaine the points we should care about while adding the image to the website.**

**Ans.**

WE use the tag to add images to websites. It is an inline and empty element, which means that it doesn't start on a new line and doesn't take a closing tag (unlike the paragraph ( ) tag, for instance). The tag takes several attributes, of which src, height, width, and alt are the most important.

* **In HTML**

<!DOCTYPE html>

<html>

<body>

<h2>HTML Image</h2>

<img src="pic\_trulli.jpg" alt="Trulli" width="500" height="333">

</body>

</html>

**Like this**



1. **What is difference between NOFOLLOW and NOINDEX ?**

**Ans.**

“noindex” suggests to search engines (most notably Google) not to index a specific webpage. “nofollow” suggests to search engines (most notably Google) not to pass link equity through links on a webpage. Be sure to consult a qualified digital marketing agency when applying noindex and nofollow directives to your website.

**What is noindex:**

NoIndex is a meta tag that is added into the header code of a web page to tell search engines that while they can crawl the page to understand it’s content, they cannot index the page to appear in search engine results. This is an example of how NoIndex appears in the source code of a web page:

**What is nofollow:**

NoFollow is a meta tag that is added into the header code of a web page that tells search engines not to follow the links on that page. This essentially disavows the links on that page and informs the search engine to not pass any authority or “link juice” onto the pages that are linked within your content. This is an example of how NoFollow appears in the source code of a web page:

1. **explain the types of queries.**

**Ans**

There are three main types of search queries: informational, navigational, and transactional. Informational search queries are searches that seek helpful information on a particular topic. Navigational search queries, on the other hand, are searches that seek a particular website or web page, often using a brand’s navigational terms or URLs.

**Three types of quaeries.**

1. Informational.
2. Navigational.
3. Transactional.

**Informational quaeries**

Informational search queries are queries that cover broad topics. When someone conducts an informational search query, they’re looking for answers to a question. This search query type is known as the “Know” search query because people are looking for helpful information

**Navigational quaeries**

The first type of search query we’ll look at is navigational search queries. This search query is known as the “Go” search query because when people conduct a navigational search query they’re looking for a specific website. For example, if someone wants to visit Target’s website, they type “Target” into a search engine instead of typing the URL into their browser.

**Transavtional quaeries**

Transactional search queries are a type of search query that users conduct when looking to complete a transaction, such as a purchase. Some of these search queries include phrases like “buy,” “purchase,” and “order.” It’s known as the “Do” search query because searchers are looking to do something, like buy a product. A transactional search query can encompass a few different types of searches, including:

1. **What is the importance of site map and robot .txt inn SEO?**

**Ans**

sitemaps and Robot.txt files work together to improve technical SEO. sitemaps ensure that search engines discover and index your important pages, while Robot.txt helps manage crawl budget, protect sensitive content, and prevent the crawling of duplicate or low-value pages.

**Importance of site map**

Not only does a sitemap help organize the website, but it also benefits your search engine optimization (SEO) efforts. That is because web crawlers use sitemaps to discover all pages on the site, speeding up the indexing process and consequently boosting the site’s visibility in search results.

**Importance of robot.txt**

We should know the importance of the /robots.txt because improper usage of the file can hurt the ranking of a website. It is the first file that the search engine robot looks for when visiting a website. The /robots.txt file has instructions that control how the search engine robots see and interact with the site webpages .

\*

They both areTo ensure that your website is giving bots all of the information they need to read your website quickly and effectively, you will need to focus on two important files: the robots.txt file and the XML sitemap. What is a robots.txt file? This file is what is known as a crawl directive

1. **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?**

* **Ans.**

For sites that aren’t getting every page crawled, the efficiency can be improved by using a “robots.txt” file. This tells crawl bots which pages don’t need to be crawled. This can be used for login pages, or anything that you don’t intend your visitors to see.

1. **What are the on-page and off-page optimization?**

**Ans**

On-page SEO focuses on optimizing parts of your website that are within your control, while off-page SEO focuses on increasing the authority of your domain through content creation and earning backlinks from other websites.

On-page optimization focuses on factors within the actual webpage, such as content quality and structure, while off-page optimization focuses on external factors that affect how other websites perceive your site, such as backlinks and social media presence.

**On-page optimization**

Onpage optimization (on-page SEO) refers to **all measures that can be taken directly within the website in order to improve its position in the search rankings**. Examples of this include measures to optimize the content or improve the meta description and title tags.

**Off-page optimization**

Offpage optimization refers to **all the measures that can be taken outside of the actual website in order to improve its position in search rankings**. These are measures that help create as many high-quality backlinks (incoming links) as possible.

1. **What are the characteristics of “bad links”?**

**Ans**

First of all we should know that what is bad links

**What are bad links?**

Bad links are links that come from not-so-trusted websites. Since Google’s Penguin algorithm came into effect in 2012, the search engine giant has been cracking down on low-quality links. Before the Google update, websites could violate Google’s Webmaster Guidelines using black hat SEO without suffering any serious consequences.

**Are all links good?**

However, not all links are good. There’s a clear line between good links and bad links. Focusing on this will shield your website from being penalized by Google. This post will look into what bad links are and how to spot them before they harm your SEO efforts. What Are Bad Links? Bad links are links that come from not-so-trusted websites.

**Why is a good backlink profile important?**

A healthy backlink profile with high-quality links is an incredibly important aspect of SEO. Ensuring you use white-hat link building techniques and avoid actively acquiring bad links is key to preventing you from being penalized by Google. But it’s also important not to be too reactive when dealing with link spam.

**What are hidden links & why should you avoid them?**

Hidden links are another thing that falls under Google’s general spam policies and is, again, totally unethical. Hiding a link by only linking one small character (for example, a hyphen in the middle of a paragraph) Why should you avoid these types of links?

1. **What is the use of Local SEO?**

**Ans**

**What is Local SEO?**

Local SEO is a search engine optimization (SEO) strategy that helps your business be more visible in local search results on Google. Any business that has a physical location or serves a geographic area can benefit from local SEO.

**How does Google work with local sites?**

Learn how Google works with local sites with this guide to local SEO and start optimizing your website for local search results to grow your business. Local SEO is a search engine optimization (SEO) strategy that helps your business be more visible in local search results on Google.

**What are the three pillars of Local SEO?**

Proximity, prominence, and relevance are the three pillars of local search. Local SEO employs a wide array of technical and creative efforts to convince search engines that a business should be prominent in their results as a relevant answer to online searchers in close proximity to each business location.

**What is on-page SEO & why is it important?**

On-page SEO is the practice of optimizing your website pages to help them rank higher on organic search results. And it’s indispensable for local search engine marketing. If you rank well organically, you likely have strong chances of ranking in the local pack.

**Note : A few questions are not written in this they all are practical, so I will link them later**