FAQ
Frequently Asked Questions

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Search Engines are the main tools used to search for a product, service, or business.

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Answer

SEO is the science or process of enhancing the Website's visibility in search engines and getting maximum level of appropriate traffic to one's site. SEO involves a lot of processes - from the way a site is structured, the method in which it links to other Websites, and to the words used in key areas of the Website.

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Answer

The two types of SEO are as follows:

➢ **On page optimization**: It involves optimizing a Website and making it compatible so that a search engine can crawl and index it. Search engines mostly prefer a well-developed Website with good user experience and speed.

➢ **Off page optimization**: It indicates activities that are executed outside the Website for its better ranking. This may consist of submission of quality articles, link building, info graphics, reviews, and so on. These activities help a Website to achieve a better position in the search engine results.

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Answer

Following are the three major functionalities of search engines:

1) Search WWW using specific phrases or words.

2) The results and their locations are indexed by search engines.

3) The user can access this index for searching information with different combinations of phrases or words.

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Queries on search engines can be divided into three categories:

1) Action searches or 'Do' queries. Example: Conversion of Euros to dollars or downloading a file.

2) Navigation searches or 'Go' queries. Example: Users searching for a Website, such as Website of a band or of a newspaper.

3) Information searches or 'Know' queries. Example: when did World War II start?

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? **A**nswer

Crawler or spider is the automated program used by search engines for crawling over Web and gathering data. Crawler gathers information such as text in the Website and its location, which is then indexed in the search engine's database. Links in the site are followed by crawlers to reach target pages.

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Answer

Developed in May 2016, the Moz Keyword Explorer tool allows one to go through all the phases of keyword research, beginning from discovering keyword ideas to filtering keywords and obtaining the metrics. The tool comes with a 30-day free trial and a lot of exclusive features, which are straightforward and easy to use.

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? **A**nswer

SEMrush is an effective keyword research tool. It is available in two versions: free and paid. The tool is effective in indicating the size of competition for any specific keyword being used in Google. It does so with the help of metrics. SEMrush also offers similar or related terms for the keywords being analyzed. It works in a different manner as compared to other research tools.

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Answer

Following are some of the high converting keywords for any business:

➢ Buy Now Keywords

➢ Product Keywords

➢ Informational Keywords

➢ Tire Kicker Keywords

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? **A**nswer

Google developed a PageRank algorithm to ascertain the importance and popularity of the links based on the following key principles:

➢ Links on the Web pages are considered votes, which are cast by the source for the target.

➢ Initially, all votes are considered to be equal.

➢ After executing the algorithm on a link graph, pages which receive more votes become more important.

➢ More important pages cast more important votes.

➢ The votes a page can cast can be calculated as a function of: Importance of the page/Number of votes (links).

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Answer

Similar to the barter system, to obtain links from different people/Websites, advertiser needs to exchange something that the other party is interested in. That something is referred to as assets. This should be useful or attractive enough to a blogger or a Website owner to put a hyperlink of your Website on their Webpage.

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Answer

A hook can be defined as anything that creates an interest in the potential linker to give the content a reasonable chance, which is an element which would make him or her stay and finish seeing what the content has to offer.

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Answer

Websites receive most of the traffic through a Web search. Top search engines - Yahoo, Bing, and Google - crawl through each site on the Web for providing relevant matches to the queries of the users. SEO strategies help in acquiring better ranks with search engines.

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The key components of five pillar approach are as follows:

- ➢ Strategy
- ➢ Conversion
- ➢ Content
- ➢ Optimization
- ➢ Authority and Trust

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Answer

Following are some of the SEO strategies that can help to enhance user interaction:

➢ Call-to-action

➢ Show the 'More' button

➢ Videos and images

➢ Organized and relevant content

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Answer

White Hat SEO is a technique recommended by most of the search engines as a part of good design. An SEO tactic is considered as White Hat if it has the following features:

➢ Follows the guidelines of search engines.

➢ Assures decent quality of Web pages.

➢ Ensures the content indexed and subsequently ranked by a search engine is the same content displayed to the user.

➢ Ensures that the Web page content is developed for the users and not just for the search engines.

➢ Does not deceive.

➢ Assures availability.

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? **A**nswer

An SEO tactic is considered Black Hat or termed as Spamdexing if it has the following features:

➢ Tries to obtain rank improvements which are not approved by the search engines and/or involves deception.

➢ Redirects users to a page different than the page the search engine ranked.

➢ Redirects users from a page built for search engines to one which is more user-friendly.

➢ Uses invisible or hidden text, or uses a tiny font size or hides content within the HTML code such as 'no frame' sections.

➢ Delivers distinct versions of a page to search engine bots/spiders and human visitors. This is called Cloaking SEO tactic.

➢ Computes placement of keywords within a page to increase the keyword count, density, and variety of a page. This is called keyword stuffing.

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Following are the three social media habits which contribute in a positive manner for better search engine results:

- ➢ **Search Queries**
  Sites with a greater quantity of searches get paid with higher ranks in the search results by the search engines.
- ➢ **Twitter**
  Google crawls Twitter to find relevant links for the search engine results. Studies indicate that the number of followers a Twitter user has enhances the likelihood of the tweet being displayed in the Google search results.
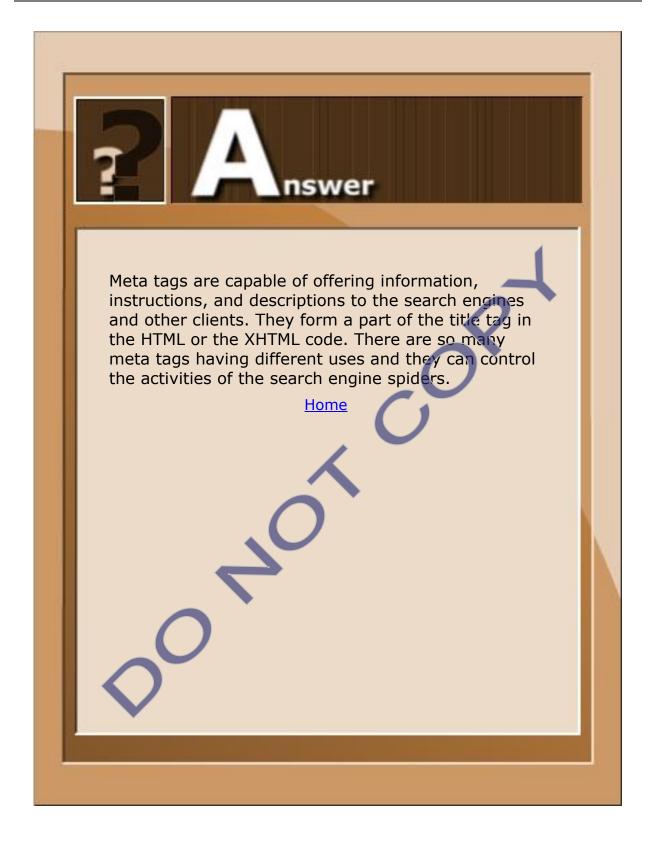- ➢ **Google+**
  If one of the connections has clicked the +1 button on the Google local page, printed a review, or mentioned what one is searching for, then Google identifies that connection as a trustworthy link. It then ranks the page higher in the search results.
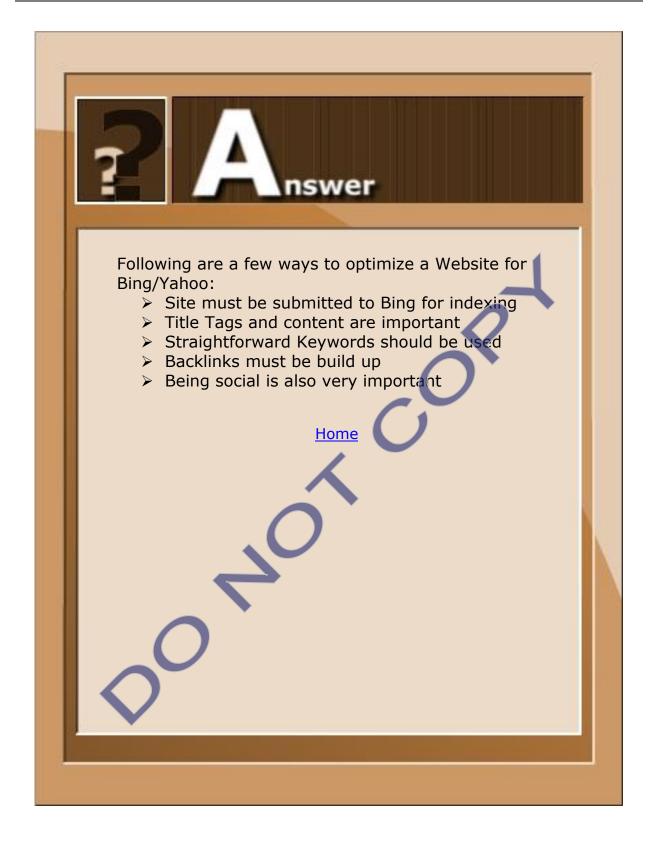
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Answer

Meta tags are capable of offering information, instructions, and descriptions to the search engines and other clients. They form a part of the title tag in the HTML or the XHTML code. There are so many meta tags having different uses and they can control the activities of the search engine spiders.

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Following are a few ways to optimize a Website for Bing/Yahoo:
- ➢ Site must be submitted to Bing for indexing
- ➢ Title Tags and content are important
- ➢ Straightforward Keywords should be used
- ➢ Backlinks must be build up
- ➢ Being social is also very important

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Answer
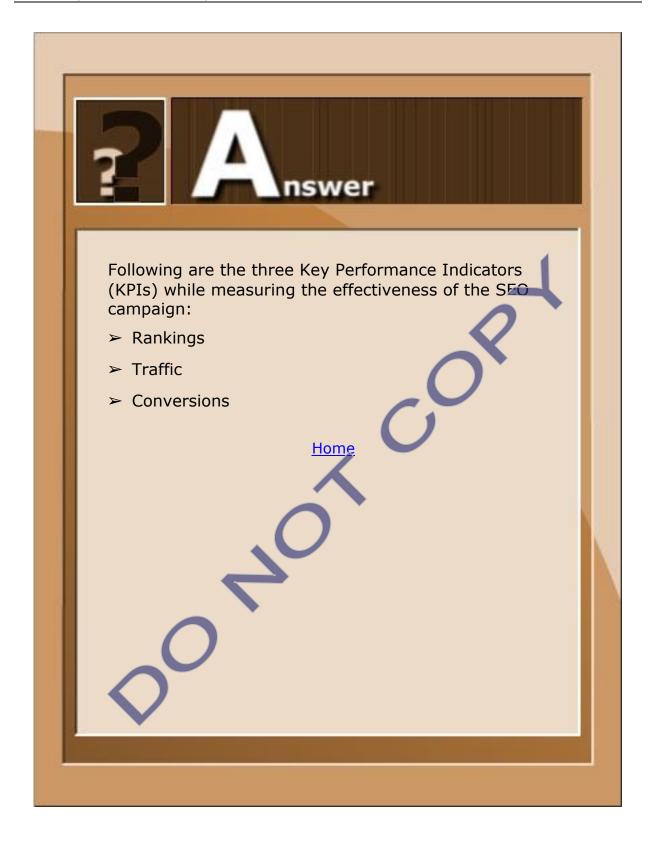
Some points for improving the SEO strategy are:

- ➢ Be clear (be innovative, original and unique)
- ➢ Develop pages keeping in mind the users' point of view
- ➢ Create useful pages (engaging and high-quality content is a must)
- ➢ Have a well-defined hierarchy and text links
- ➢ Use title tags and alt tags for optimizing the content
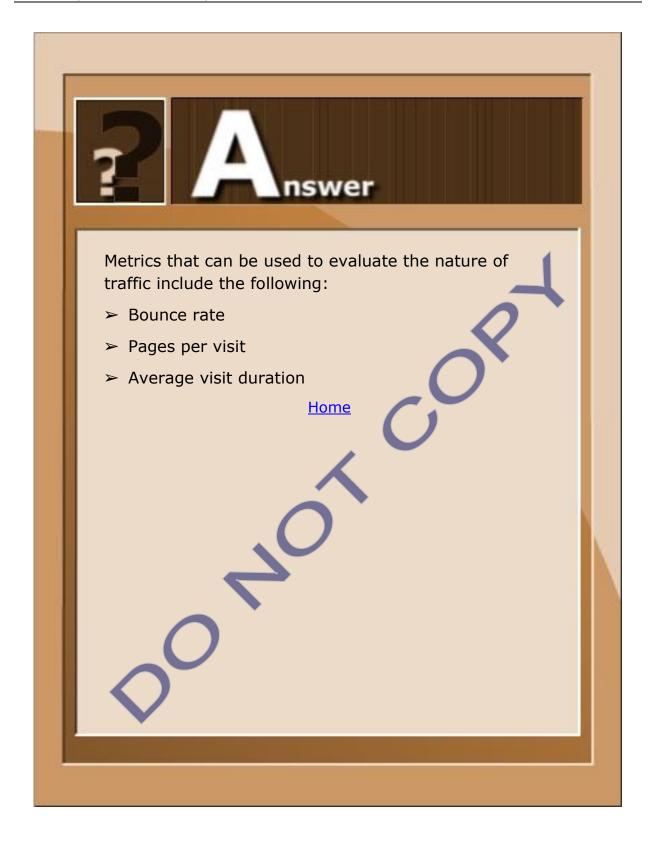- ➢ Provide users with a map

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Answer

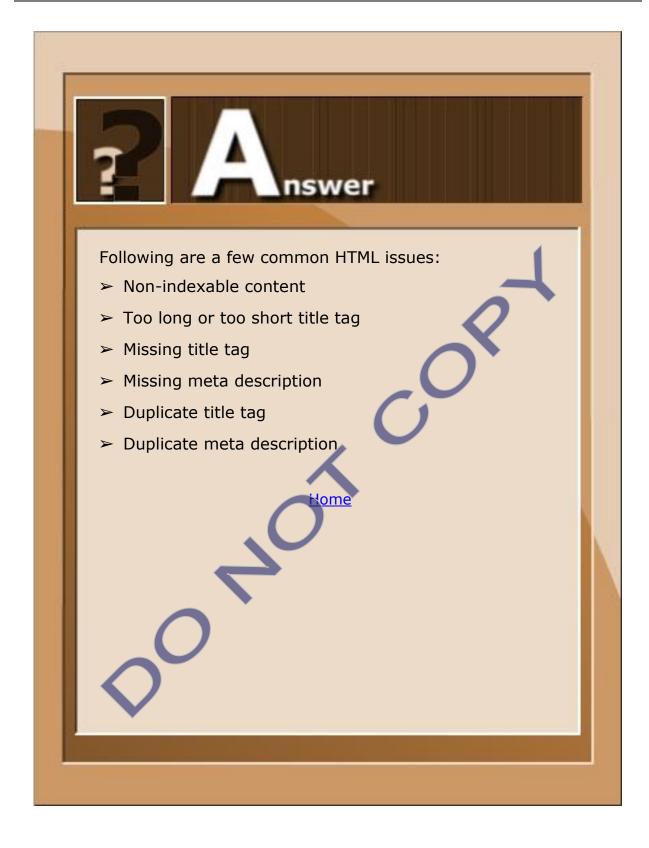Following are the three Key Performance Indicators (KPIs) while measuring the effectiveness of the SEO campaign:

➢ Rankings

➢ Traffic

➢ Conversions

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Answer

Metrics that can be used to evaluate the nature of traffic include the following:

➢ Bounce rate

➢ Pages per visit

➢ Average visit duration

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Following are a few common HTML issues:

➢ Non-indexable content

➢ Too long or too short title tag

➢ Missing title tag

➢ Missing meta description

➢ Duplicate title tag

➢ Duplicate meta description

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