

## ASSIGNMENT 4

**Que:1** What is CEO?

**Ans:** Search engine optimization (SEO) consists in different operations which purpose is to increase the quantity and quality of traffic to a website through organic (non paid) search engine results.

The quality of traffic The number of visitors to a website is not the most important thing in most cases. Visitors to a website must really be interested in the website they come to. Otherwise, they leave at once. The quantity of traffic Once you have quality traffic from search engine result pages (SERP), increasing the traffic should be your goal.

**Que 2:** What is keywords?

**Ans :**Any content research process is based on keywords. Search engines create databases centered on keywords making it possible to pull out all documents containing one or several terms. You will then understand that a website about books should have the word « book » in its content.

**Que:3** What is robot-text file and its structure?

**Ans:** Located in the root of the web site (at the same level than the main index.html file), when present, a robots.txt file is the first one being read by search engines. By default, crawler will index all documents in the link structure from the index.html file. The robots.txt file is used to tell the crawlers what should and should not be indexed.

**Sutstructure:** The file structure is pretty simple. It consist of indicating the user-agent (the search engine crawler which is targeted) and

instructions. It is important to make sure there are no mistake or the website's pages are at risks of not being indexed. Also, this file is easily readable, which means anyone can know what pages you desire to exclude from indexing, so don't use the robots.txt file to hide content.