**SEO Exercise - Syllabus wise**

**From Unit 1**

1. **Compare Top-5 Major Search engines.**
2. **Google :**

With over 70% of the search market share, Google is undoubtedly the most popular search engine. Additionally, Google captures almost [**85% of mobile traffic**](https://netmarketshare.com/search-engine-market-share.aspx?options=%7B%22filter%22%3A%7B%22%24and%22%3A%5B%7B%22deviceType%22%3A%7B%22%24in%22%3A%5B%22Mobile%22%5D%7D%7D%5D%7D%2C%22dateLabel%22%3A%22Trend%22%2C%22attributes%22%3A%22share%22%2C%22group%22%3A%22searchEngine%22%2C%22sort%22%3A%7B%22share%22%3A-1%7D%2C%22id%22%3A%22searchEnginesMobile%22%2C%22dateInterval%22%3A%22Monthly%22%2C%22dateStart%22%3A%222017-09%22%2C%22dateEnd%22%3A%222018-08%22%2C%22segments%22%3A%22-1000%22%7D). The large traffic potential makes Google a viable option when aiming to capture organic or paid search -- the downside, of course, is almost everyone is competing for the same traffic.

Plus, recent changes to Google's algorithm, like featured snippets, aim to full fill users needs directly on Google, so they don't need to click any links. These changes, and Google's popularity, might make it hard for you to capture the website traffic you want.

1. **Bing :**

Bing, Google's biggest contender, rakes in [**33% of U.S. searches**](https://arstechnica.com/gadgets/2017/08/bing-is-bigger-than-you-think-microsoft-boasts-at-33-of-us-searches/) and also powers Yahoo, the U.S.'s third biggest search engine. Bing's search pages look remarkably similar to Google's, with the same categories and a similar white background, with blue links and green URLs. However, Bing additionally offers "Rewards", a program that gives you points when you search or shop on the engine, and then allows you to redeem those points for gift cards, non profit donations, and more.

1. **Baidu :**

Baidu is China's largest search engine, capturing over [**75% of China's search market**](https://expandedramblings.com/index.php/baidu-stats/). The search engine looks similar to Google (besides being in Mandarin), with a white background, blue links, and green URLs. Like Google, Baidu aims to incorporate more [**rich features in the SERPs**](https://www.dragonmetrics.com/how-to-get-organic-traffic-on-baidu-in-a-crowded-world-of-rich-snippets/).

If you have an interest in appealing to the Asian market, Baidu is a good option to consider. However, the search engine censors certain images and blocks pro-democracy websites, so if you're comparing search results, you'll find a more comprehensive results list on Google.

1. **Yahoo! :**

Admittedly not the sleekest search engine interface, Yahoo still manages to capture fourth place in our list, with a little over [**3% of the worldwide market share**](https://www.statista.com/statistics/216573/worldwide-market-share-of-search-engines/). Yahoo is [**powered by Bing**](https://getstat.com/blog/are-yahoo-bing-now-the-same/), so search results are incredibly similar between the two search engines. However, it's still an important search engine in its own right, with over [**600 million monthly users on mobile**](https://www.businessinsider.com/yahoo-mobile-developers-conference-2016-2) and [**one billion total users**](https://www.businessinsider.com/yahoo-mobile-developers-conference-2016-2).

1. **DuckDuckGo :**

If you're uneasy about targeted ads or don't want your search data stored, you might want to try DuckDuckGo, which touts itself as "The search engine that doesn't track you". It doesn't track, collect, or store any information, so you're safe to search for shoes without feeling bombarded by subsequent Macy's Shoes ads. It's worth noting there are still ads on DuckDuckGo -- just not personalized ones.

Additionally, DuckDuckGo has a clean interface and only one search page, making it easier to navigate than other search engines. With an average [**26,754,932 daily direct searches**](https://duckduckgo.com/traffic) as of September 2018, it's slowly gaining steam in the search market.

1. **Show the Paid Advertisement Result and Natural Search Result in Google.**

**Paid Results**

**Organic Results**

**Filter**

**From Unit 2**

1. **Show the layout (different parts) of any major Search engine.**

In this part we can use **Google** search engine for show the layout of different parts.

1. **Google All Link :**

**All Links**

1. **Google Image Search :**

**Image search**

1. **Google Shopping :**

**Shopping Search**

1. **Google Videos :**

**Videos Search**

1. **Google News :**

**News Search**

1. **Google Books :**

**Books Search**

1. **Google Map :**

**Map Search**

1. **Perform and show the use of following Advance Search operators in Google.**
2. **AND :**

Search for X and Y. This will return only results related to both X and Y. **Note:** It doesn’t really make much difference for regular searches, as Google defaults to “AND” anyway. But it’s very useful when paired with other operators.

1. **OR** :

Search for X or Y. This will return results related to X or Y, or both. **Note:**The pipe (|) operator can also be used in place of “OR.”

1. “ ” :

Force an exact-match search. Use this to refine results for ambiguous searches, or to exclude synonyms when searching for single words.

Allows us to search whole phrase like “seo companies”

1. **(+) Operator** :

Force an exact-match search on a single word or phrase.

1. **(-) Operator** :

Exclude a term or phrase. In our example, any pages returned will be related to jobs but not Apple (the company).

1. **(Site:) Operator** :

Limit results to those from a specific website.

1. **(cache:) Operator** :

Returns the most recent cached version of a web page (providing the page is indexed, of course).

1. **(info:) Operator** :

Find information about a specific page, including the most recent cache, similar pages, etc. **Note:** The id: operator can also be used—the results are identical.

1. **(related:) Operator** :

Find sites related to a given domain.

1. **(\*) Operator** :

Acts as a wildcard and will match any word or phrase.

1. **ext (filetype:) Operator** :

Restrict results to those of a certain filetype. E.g., PDF, DOCX, TXT, PPT, etc. **Note:** The “ext:” operator can also be used—the results are identical.

1. **(**~**) Operator** :

Include synonyms. Doesn’t work, because Google now includes synonyms by default. (Hint: Use double quotes to exclude synonyms.)

1. **(intext:) Operator** :

Find pages containing a certain word (or words) somewhere in the content. For this example, any results containing the word “apple” in the page content will be returned.

1. **(inanchor:) Operator** :

Find pages that are being linked to with specific anchor text. For this example, any results with inbound links containing either “apple” or “iphone” in the anchor text will be returned.

1. **(allinanchor:) Operator** :

Similar to “inanchor,” but only results containing all of the specified words in the inbound anchor text will be returned.

1. **(intitle:) Operator** :

Find pages with a certain word (or words) in the title. In our example, any results containing the word “apple” in the title tag will be returned.

1. **(allintitle:) Operator** :

Similar to “intitle,” but only results containing all of the specified words in the title tag will be returned.

1. **(inurl:) Operator** :

Find pages with a certain word (or words) in the URL. For this example, any results containing the word “apple” in the URL will be returned.

1. **(allinurl:) Operator** :

Similar to “inurl,” but only results containing all of the specified words in the URL will be returned.

**From Unit 3**

1. **As an SEO analyst, audit the elements listed below for the website of Saurashtra University.**

**(Hint: Use any online free tool for study these elements)**

1. **Usability (pages viewed, bounce rate) :**

For check usability of any website we can use [**https://www.similarweb.com/**](https://www.similarweb.com/)website.

1. **Accessibility / spiderability :**

For check accessibility of any website we can use [**https://wave.webaim.org/**](https://wave.webaim.org/)website.

1. **Duplicate content checks :**

For check duplicate content of website we can use <https://www.siteliner.com> website.

1. **Title tag review (unique and descriptive, < 70 char. long) :**

For check title tag review we can use <https://www.seoptimer.com/title-tag-checker> website.

1. **Meta tag review :**

For check meta tag review we can use <https://seositecheckup.com/analysis> website.

1. **Sitemap file and robots.txt file varification :**

For check sitemap and robots.txt file exist or not we can use <https://seositecheckup.com/analysis> website.

1. **Example of robots.txt :**

Robots.txt file always set in root folder.

1. **Example of sitemap.xml :**

All URLs listed in the sitemap must reside on the same host as the sitemap. For instance, if the sitemap is located at **http://www.yourwebsite.com/sitemap.xml**, it can't include URLs from **http://subdomain.yourwebsite.com**

1. **Page Load Time :**

For check page load time of any website we can use <https://www.browserstack.com/speedlab> tool.

1. **Image alt tags :**

For check image alt tags exist or not we can use <https://www.seoptimer.com/alt-tag-checker/> tool.

1. **Perform a Web Analytics of Saurashtra University website for the following.**
   1. **How many unique visitors? (in given duration) :**
   2. **Traffic up or down? (Compare with previous date/month/year) :**

For check traffic up or down we can use [**https://www.similarweb.com/**](https://www.similarweb.com/)website.

* 1. **Popular search terms which people find? (list any 5-10 keywords) :**

For check popular search terms which people find use this <https://keywordtool.io/> website.

**From Unit 4**

1. **Gujarat Tourism Department of Government of Gujarat wants to develop a website from you. As a SEO analyst list the Keyword which you will research for such a site for getting most page view.**

For analysing of keyword about Gujarat tourism department we can

Use this <https://app.kparser.com/> website.

1. **Compare the current tends of various technologies like (PHP, Android, J2ME) using Google trends and list conclusions.**