

Module - 3

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

- Ans.**
1. Title Tag:
 2. Meta Description:
 3. Meta Keywords:
 4. Meta Robots:

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

2. What tag we will use to add an image to the website? Explain the points we should care about while adding the image to the website.

Ans. To add an image to a website, you use the `` tag in HTML.

``

Key Points to Consider When Adding Images to a Website:

1. File Path (`src` Attribute):

- The `src` attribute specifies the path to the image file. This can be a relative path (if the image is hosted on the same server) or an absolute URL (if the image is hosted externally).
- Ensure the file path is correct to avoid broken images.

2. Image Dimensions:

- Always specify the `width` and `height` attributes to define the dimensions of the image. This helps the browser allocate space for the image while the page is loading, preventing layout shifts.
- You can also use CSS to control the size of the image, which provides more flexibility.
- - ``

3. File Size Optimization:

- Optimize the image file size to ensure fast loading times. Large images can slow down your website, affecting user experience and SEO.
- Use image formats like JPEG for photographs, PNG for images with transparency, and SVG for scalable vector graphics.
- Consider using tools or services like TinyPNG, ImageOptim, or Photoshop to compress images without losing quality.

4. Responsive Images:

- Use the `srcset` attribute and the `<picture>` element to provide different versions of an image for different screen sizes and resolutions. This ensures that the correct image is loaded depending on the user's device, improving load times and appearance on various devices.

5. SEO Considerations:

- Use descriptive filenames for your images (e.g., `full-stack-developer-course.jpg` instead of `image1.jpg`) to help with search engine rankings.
- Ensure that images are relevant to the content on the page and include appropriate `alt` text for better SEO performance.

6. Loading Attribute:

- The `loading` attribute can be set to "lazy" to defer the loading of off-screen images until the user scrolls near them, which can improve page load times.

7. Accessibility Considerations:

- If an image is purely decorative and does not add any meaningful content, you can leave the `alt` attribute empty (`alt=""`) to ensure it is ignored by screen readers.

3. What is the difference between NOFOLLOW and NOINDEX?

Ans. NOFOLLOW and NOINDEX are both directives used in SEO to control how search engines interact with certain pages or links on your website, but they serve different purposes. Here's a breakdown of the differences:

NOFOLLOW

1. Purpose:
 - The `nofollow` directive is used to tell search engines not to follow a specific link on your website. This means that the search engine crawlers will not pass any "link juice" (ranking power) to the linked page.
2. Usage:
 - It is typically used in the `rel` attribute of an `<a>` tag.

```
<a href="https://example.com" rel="nofollow">Example Link</a>
```

- This tells search engines that they should not follow the link to "example.com" or pass any SEO value to it.
- When to Use:
 - When linking to untrusted or paid content.

- When linking to pages that you don't want to pass SEO value to, like user-generated content or external sites that you don't endorse.
- To prevent potential penalties from search engines for linking to low-quality or spammy sites.
- Effect:
 - The page with the **nofollow** link can still be indexed, but the specific link won't influence search engine rankings.

NOINDEX

1. Purpose:
 - The **noindex** directive is used to tell search engines not to index a specific page, meaning that the page should not appear in search engine results at all.
2. Usage:
 - It is typically used in the **<meta>** tag in the HTML **<head>** section.

```
<meta name="robots" content="noindex">
```

This tells search engines not to index the page and not to show it in search results.

1. When to Use:
 - For pages that you don't want to appear in search engine results, such as admin pages, login pages, thank you pages, or duplicate content pages.
 - For temporary pages or pages that are under construction.
 - For pages with thin or low-quality content that you don't want to affect your site's overall SEO performance.
2. Effect:
 - The page with the **noindex** tag won't appear in search engine results, effectively removing it from the index. However, search engines can still follow links from that page unless you combine **noindex** with **nofollow**.

- Differences:

- **NOFOLLOW**: Instructs search engines not to follow a specific link and not to pass SEO value to the linked page, but the page containing the link can still be indexed.
- **NOINDEX**: Instructs search engines not to index a specific page, meaning the page won't appear in search engine results, but links on the page can still be followed unless also marked with **nofollow**.

- Both directives are essential tools in controlling how your website interacts with search engines, allowing you to manage which pages and links contribute to your SEO strategy.

4. Explain the types of queries.

In the context of search engines and SEO, queries refer to the terms or phrases that users enter into a search engine to find information. Queries can be categorized into different types based on the intent behind the search. Understanding these types is crucial for optimizing content to meet user needs and improving search engine rankings. Here are the main types of queries:

1. Navigational Queries

- **Definition:** Navigational queries are used when a user is trying to find a specific website or web page. The user already knows where they want to go and is using the search engine as a navigation tool.
- **Examples:**
 - "Facebook login"
 - "YouTube"
 - "Twitter home"
- **Intent:** The intent behind a navigational query is to reach a particular site or page directly. The user is not looking for general information but rather trying to get to a known destination.

2. Informational Queries

- **Definition:** Informational queries are used when a user is seeking information on a particular topic or question. The user is looking to learn more about something rather than perform a transaction or reach a specific page.
- **Examples:**
 - "How to bake a cake"
 - "Best practices for SEO"
 - "Python programming tutorials"
- **Intent:** The intent behind informational queries is to gather knowledge, research, or learn something. Users may be looking for articles, guides, videos, or other forms of content that can provide detailed information on the topic.

3. Transactional Queries

- **Definition:** Transactional queries are used when a user is looking to perform some type of action, typically involving a purchase, download, sign-up, or another type of conversion.
- **Examples:**
 - "Buy iPhone 14"
 - "Download Microsoft Office"

- "Sign up for Netflix"
- **Intent:** The intent behind transactional queries is to complete a specific action. These queries often indicate a readiness to convert, making them highly valuable for e-commerce and businesses offering online services.

4. Commercial Investigation Queries

- **Definition:** Commercial investigation queries are used when a user is researching products, services, or brands with the intent of making a purchase decision. These queries often involve comparisons, reviews, or other evaluative information.
- **Examples:**
 - "Best laptop under \$1000"
 - "iPhone 14 vs Samsung Galaxy S22"
 - "Top-rated web hosting services"
- **Intent:** The intent behind commercial investigation queries is to evaluate options before making a purchase or decision. Users are likely still in the research phase, trying to gather enough information to make an informed choice.

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

Sitemap and **robots.txt** are crucial elements in SEO that help search engines understand, index, and crawl your website more effectively. Each serves a different purpose, but together they enhance your website's visibility and performance in search engine results. Here's a breakdown of their importance:

Sitemap

What is a Sitemap?

A sitemap is a file (usually in XML format) that lists all the important pages on your website. It serves as a guide for search engines to understand the structure of your site and ensure that all pages are discoverable.

Importance of Sitemap in SEO:

1. **Improved Crawling and Indexing:**
 - A sitemap helps search engines like Google, Bing, and others find and index your site's pages more efficiently. This is particularly useful for larger websites with many pages, or for sites with complex structures that might otherwise be difficult for crawlers to navigate.
2. **Faster Updates to Search Engines:**
 - When you add new content or update existing pages, a sitemap informs search engines about these changes, enabling faster indexing of new or updated pages.
3. **Handling Pages with Few Internal Links:**

- Some pages may not have many internal links pointing to them, making them harder for search engines to discover. A sitemap ensures that these pages are still included in the crawling process.
- 4. **Improved Visibility for Media Content:**
 - Sitemaps can include information about videos, images, and other media files, helping search engines to better index multimedia content, which can be crucial for sites relying on rich media.
- 5. **Supporting Different Types of Content:**
 - Sitemaps can also specify the type of content, such as news articles, blog posts, or product pages, helping search engines understand the context and relevance of your content.

Robots.txt

What is robots.txt?

The robots.txt file is a text file located in the root directory of your website. It tells search engine crawlers which pages or sections of your site they are allowed to access and which ones to avoid.

Importance of robots.txt in SEO:

1. **Controlling Crawler Access:**
 - The primary function of robots.txt is to control the behavior of search engine crawlers. By specifying which pages should not be crawled, you can prevent search engines from wasting crawl budget on pages that are not important or should remain private.
2. **Preventing Duplicate Content Issues:**
 - If your site has multiple pages with similar or identical content (such as printer-friendly versions of pages), you can use robots.txt to block search engines from indexing those duplicate pages, helping to avoid potential penalties for duplicate content.
3. **Protecting Sensitive Information:**
 - If your site has pages that contain sensitive information (like admin pages or login portals), you can use robots.txt to block search engines from crawling and indexing these pages, reducing the risk of them appearing in search results.
4. **Optimizing Crawl Budget:**
 - Search engines have a limited crawl budget for each site, meaning they can only crawl a certain number of pages in a given time. By using robots.txt to block irrelevant or low-priority pages, you can direct the crawl budget toward more important content, improving the efficiency of the indexing process.
5. **Guiding Search Engines:**
 - While sitemaps tell search engines where to go, robots.txt tells them where not to go. Together, they guide search engines through your site in an optimal way, ensuring that the most important pages are crawled and indexed.

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

o Admin pages

o Cart page

o Thank-you page

o Images

How will you achieve this?

Ans. To prevent search engines from crawling specific pages on your e-commerce site, such as admin pages, the cart page, thank-you page, and images, you can use the **robots.txt** file. This file is placed in the root directory of your website and contains directives that tell search engine crawlers which pages or directories they should or should not access.

Here's how you can configure the **robots.txt** file to achieve this:

User-agent: *

Disallow: /admin/

Disallow: /cart/

Disallow: /thank-you/

Disallow: /images/

7. What are on-page and off-page optimization?

Ans. **On-page optimization** and **off-page optimization** are two fundamental aspects of search engine optimization (SEO) that work together to improve a website's visibility and ranking in search engine results pages (SERPs).

On-Page Optimization: Focuses on improving elements on your own website, like content, keywords, meta tags, internal linking, and user experience, to make your site more relevant and accessible to search engines and users.

- **Off-Page Optimization:** Involves actions taken outside your website, such as acquiring high-quality backlinks, engaging in social media marketing, and building your online reputation, to improve your website's authority and credibility in the eyes of search engines.

Both on-page and off-page optimization are essential for a successful SEO strategy, working together to increase your website's visibility, relevance, and authority in search engine rankings.

On-Page Optimization

On-page optimization refers to the strategies and techniques applied directly on your website to improve its search engine rankings. It focuses on optimizing individual web pages to make them more relevant, user-friendly, and accessible to both users and search engines.

Key Elements of On-Page Optimization:

1. **Content Quality:**
 - High-quality, relevant, and informative content is crucial. It should be well-researched, engaging, and provide real value to users. Incorporating targeted keywords naturally within the content is also important.
2. **Keyword Optimization:**
 - Proper use of keywords in strategic places like titles, headings (H1, H2, etc.), meta descriptions, and throughout the content. Keywords should be relevant to the page's topic and reflect what users are searching for.
3. **Title Tags:**
 - The title tag is an HTML element that specifies the title of a web page. It appears in the SERPs as the clickable headline for a given result. An optimized title tag should be concise, descriptive, and include primary keywords.
4. **Meta Descriptions:**
 - The meta description is a brief summary of a page's content that appears below the title tag in SERPs. It should be compelling, include relevant keywords, and encourage users to click through to the site.
5. **URL Structure:**
 - URLs should be clean, descriptive, and include relevant keywords. A well-structured URL helps search engines understand the content of the page and provides a better user experience.
6. **Header Tags (H1, H2, etc.):**
 - Header tags are used to structure content on a page. The H1 tag usually represents the main heading, and H2, H3, etc., are used for subheadings. Proper use of header tags makes content more readable and accessible, and helps search engines understand the hierarchy and importance of information.
7. **Internal Linking:**
 - Linking to other relevant pages within your site helps users navigate and discover more content, while also allowing search engines to crawl your site more effectively. It also distributes page authority across your site.
8. **Image Optimization:**
 - Optimizing images involves using descriptive file names, appropriate alt text, and ensuring images are compressed for faster loading times. This improves accessibility and can also help in ranking through image search.
9. **Page Speed:**

- Faster loading times improve user experience and are a ranking factor in search engines. Optimizing images, leveraging browser caching, and reducing server response times are some ways to improve page speed.

10. **Mobile-Friendliness:**

- With the increasing use of mobile devices, ensuring that your website is mobile-friendly (responsive design, easy navigation, etc.) is crucial. Mobile-friendliness is a significant ranking factor.

11. **User Experience (UX):**

- Providing a positive user experience through intuitive navigation, clear layout, and high-quality content keeps users engaged and reduces bounce rates, indirectly benefiting SEO.

Off-Page Optimization

Off-page optimization refers to the actions taken outside of your own website to improve its ranking. It involves building a website's reputation, authority, and popularity by acquiring backlinks, managing social media presence, and other activities that contribute to the website's credibility in the eyes of search engines.

Key Elements of Off-Page Optimization:

1. **Backlink Building:**

- Backlinks, or inbound links, are links from other websites that point to your site. High-quality backlinks from reputable websites signal to search engines that your site is authoritative and trustworthy, which can improve your rankings.
- Techniques include guest blogging, influencer outreach, creating shareable content, and participating in relevant forums or communities.

2. **Social Media Marketing:**

- A strong social media presence helps increase brand awareness and can drive traffic to your site. While social signals (likes, shares, etc.) may not directly influence rankings, they contribute to off-page SEO by increasing the visibility and reach of your content.

3. **Social Bookmarking:**

- Submitting your content to social bookmarking sites like Reddit, StumbleUpon, or Digg can drive traffic and create potential backlinks. These platforms can help get your content noticed by a broader audience.

4. **Content Marketing:**

- Creating valuable and shareable content, such as blog posts, infographics, videos, and case studies, can naturally attract backlinks and improve your site's authority. Content that provides value is more likely to be shared and linked to.

5. **Influencer Outreach:**

- Collaborating with influencers in your industry can help promote your content or products to a larger audience. Influencers can help generate quality backlinks and social media buzz.

6. **Brand Mentions:**

- Even if a brand mention doesn't include a direct link, it can still positively impact your site's authority. Search engines recognize brand mentions and may factor them into their ranking algorithms.
- 7. Forum Participation:**
 - Engaging in forums and online communities relevant to your industry can help establish your authority and drive traffic to your site. Providing valuable insights and linking back to your content (when appropriate) can generate backlinks and increase your visibility.
- 8. Guest Blogging:**
 - Writing guest posts for reputable blogs in your industry is a great way to earn backlinks and increase your site's authority. It also allows you to reach a new audience and drive traffic back to your site.
- 9. Press Releases:**
 - Distributing press releases through online PR channels can help generate backlinks from news sites and industry-specific publications. This boosts your site's authority and visibility.
- 10. Local SEO (for local businesses):**
 - Building citations in local directories, getting reviews, and ensuring your business is listed in local search results (Google My Business, Yelp, etc.) are key elements of off-page optimization for local SEO.

8. Perform an on-page SEO using available tools for www.designer2developer.com

Ans.

1. Identify target keywords

- Software development services
- IOT application development
- Mobile application development

2. Optimize the title tag

- Top Mobile App and Software Development Company specialising in IoT solutions.

3. Write your headline in an H1 tag

- <h1> Top Mobile App and Software Development Company </h1>

4. Write a meta description that boosts clicks

- We offer expert software development services tailored to your business. From IoT application development to mobile application development, our innovative solutions are designed to boost your efficiency and help your business grow. Get in touch with us today for custom software that fits your needs.

5.Check the URL slug for SEO-friendliness

- <https://www.designer2developer.com/contact-us/>

6.Add target keywords to your body content

- Designer2Developer is a tech service company with a skilled team of 30, balancing IT and software development with expertise in IoT (Internet of Everything). We offer tailored solutions for web and mobile platforms across diverse sectors like Education, Healthcare, Automotive, and more.

We specialise in creating prototypes and MVPs for startups, and providing SaaS and PaaS solutions for large organisations with customizable SDKs and APIs. Our experienced team uses the latest technology to deliver comprehensive **software development services**, including intuitive web and **mobile application development**, **IoT application development**, device-server communication, embedded software, and integrated solutions with data analysis and predictive analytics.

7. Review your content quality

- The page doesn't have an H1 tag and only uses H2 tags. The description also misses the targeted keywords. Additionally, the body content is 43% plagiarism and 57% unique.

Suggest content quality - Header tags should be used correctly from H1 to H6. Make sure the title, description, and URL include the targeted keywords. Also, include links to social media pages. Ensure that all content is completely unique.

8. Mark up subheadings with header tags

<H2> Main Navigation Menu

<H2> INNOVATIVE, RELIABLE, QUALITY, SECURITY

<H3> Everything you want in a mobile & web app development partner.

<H2> WE LOVE AGILE DEVELOPMENT

<H3> A design – orientated approach mixed with technical skill and strategic decision making ensures that we deliver optimum results on every project.

<H2> Learn & Plan

<H2> Design

<H2> Develop & Test

<H2> Go Live!

<H2> Iterate & Maintain

<H2> WE ARE FLEXIBLE

<H3> Depending on the project-specific characteristics, we propose 3 major engagement models:

<H2> OUR SERVICE OFFERINGS

<H3> We bring deep platform expertise to your project, leveraging the mobile & web application development experience.

<H2> RECENT FROM OUR BELTS

<H3> View some of our case studies to see a selection of our clients.

<H4> School Management System, Education App Development

<H4> Tows Through Time, Location based app development

<H4> 24X7Driver - Taxi Cab App Development, GPS Enabled App Development

<H4> New Trans City- Fleet Management App Development, Taxi application development

<H4> Find Talent- Marketplace App Development, App Developers

<H4> FFI – Marketplace App for B2B

<H4> Peaceful Pregnancy- App Development for Health & Fitness

<H4> Snip

<H4> Nouvelle D'Spa- Online Appointment Booking App

<H4> Iserv-u, On-Demand Services App Development, on demand app development

<H2> FIND OUT WHAT OUR CLIENTS HAS TO SAY ABOUT US...

<H3> Our clients come to us because we offer amazing quality at unbeatable prices.

<H2> OUR CLIENTS & PARTNERS

<H3> We bring deep platform expertise to your project, leveraging the mobile & web application development experience.

<H3> Have an Idea?

Suggestion:

<h1>Top Mobile App and Software Development Company</h1>

-H2 to h6 are proper

9. Improve navigation with internal links

-This link text clearly indicates what users will find

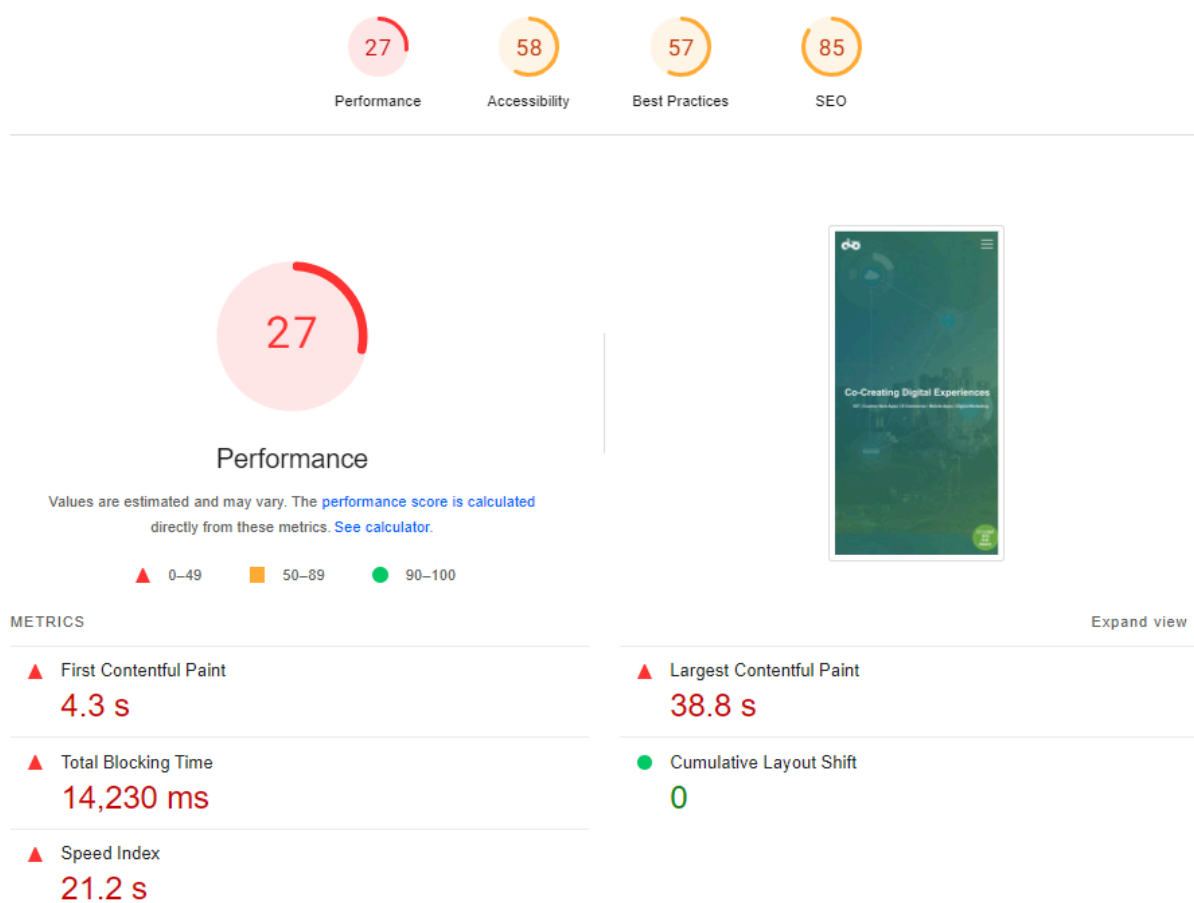
-<ahref="<https://www.designer2developer.com/mobile-and-web-application-development-company/>" >

10. Crawling date : 21 Aug 2024, 12:41:59

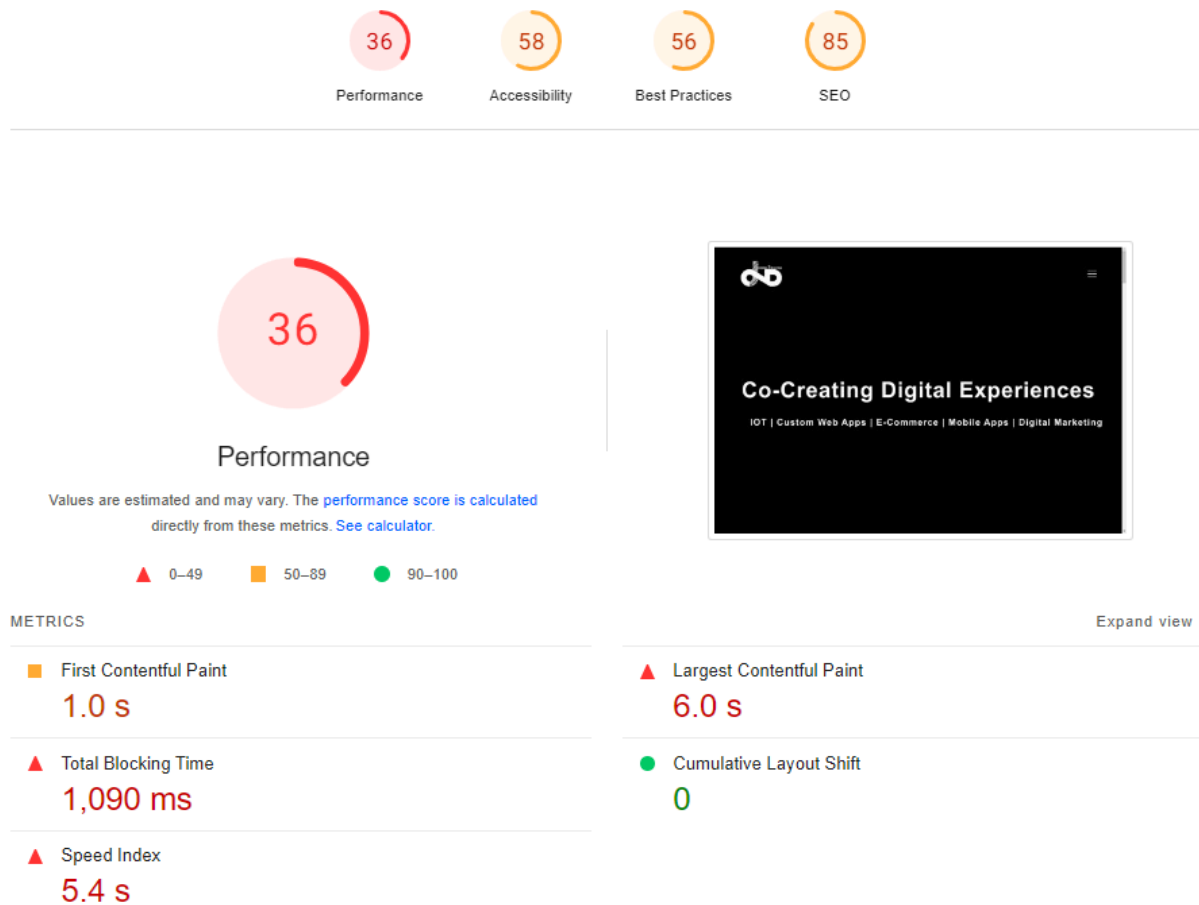
11. Page indexing

- Page is indexed

12. Core web vital



Cumulative layout shift is good but improves in first input delay and largest contentful paint . (mobile)



Cumulative layout shift is good but improves in first input delay and largest contentful paint . (desktop)

9. Prepare complete on-page and off-page SEO audit report for www.esellerhub.com

Ans : 1. Identify target keywords

-E-Commerce Solutions (100 – 1K, low)

2.Optimize the title tag

-Custom E-Commerce Solutions, Designed and Built for Your Business

3. Write your headline in an H1 tag

-<h1>Custom ECommerce Solutions, Designed and Built for Your Business</h1>

4. Write a meta description that boosts clicks

eSellerHub provides premium eCommerce solutions with top inventory management software and custom systems. Optimise order management—request a demo today!

5. Check the URL slug for SEO-friendliness

<https://www.esellerhub.com/blog/>

6. Add target keywords to your body content

Running an online retail business comes with its own set of challenges, especially in today's competitive market. To succeed, using **E-Commerce Solutions** is essential. Multi-channel marketplace management software is a must-have for managing your online store effectively. Whether you run a clothing shop or a grocery store, accurate inventory management and order fulfilment are crucial. Custom ECommerce Solutions, designed specifically for your business needs, can help streamline these tasks and boost your success.

7. Review your content quality

Header tags are correctly used in the website. Social media pages are also properly mentioned in this website and Targeted keywords are properly mentioned in the title, description, and URL.

8. Mark up subheadings with header tags

<H1> Custom ECommerce Solutions, Designed and Built for Your Business

<H2> Inventory Management

<H3> Order Management

<H3> Supplier Management

<H3> Fulfilment

<H3> Reporting and Analytics

<H3> API Integrations

<H4> Marketplace Integrations

<H4> Shipping Integrations

<H4> Amit Mitra

<H4> Bhargav Patel

<H4> Luke Billyard

<H4> Jennifer Shaw

<H4> Amit Mitra

<H4> Bhargav Patel

<H4> Luke Billyard

<H4> Jennifer Shaw

<H4> Amit Mitra

9. Improve navigation with internal links

-This link text clearly indicates what users will find

-<ahref= "<https://www.esellerhub.com/success-stories.html> "

10. Crawling date : 22 Aug 2024, 12:25:12

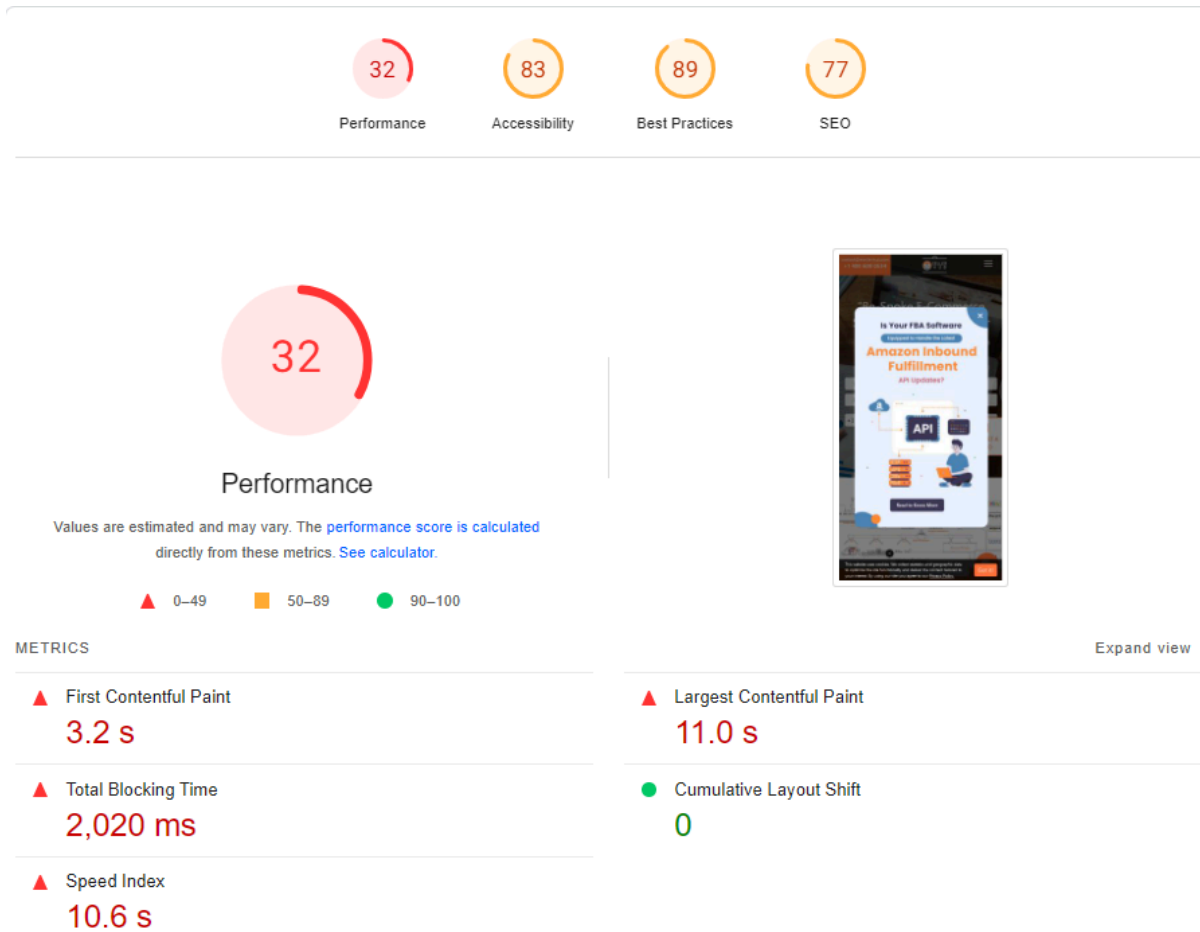
11. Schema use

- Local Businesses schema
- Organisation schema
- Sitelinks search box schema

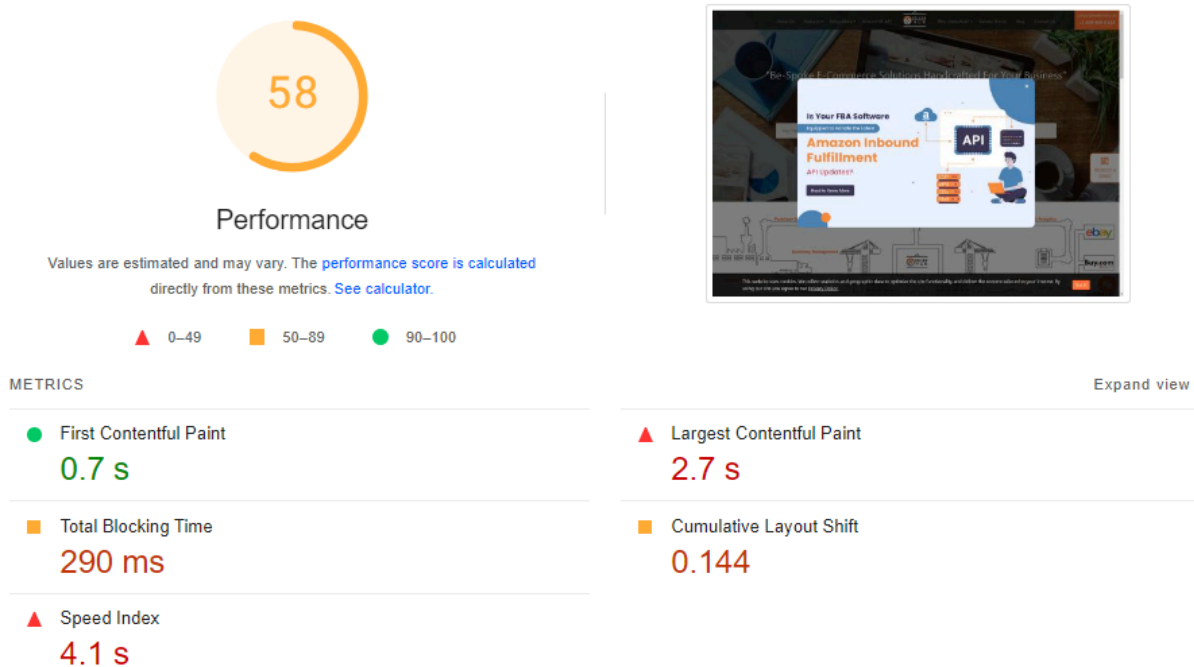
12. Page indexing

- Page is indexed

13. Core web vital



Cumulative layout shift is good but improves in first input delay and largest contentful paint . (mobile)



First input delay is good but improves in Largest contentful paint and cumulative layout shift . (desktop)

Here's the complete off-page SEO checklist:

- Link building
- Social Media Engagement
- Online Reviews
- Social Bookmarking
- Podcast & Webinars
- Blog Commenting

10. What are the characteristics of “bad links”?

Ans. Bad links" are links that can harm your website's SEO rather than improve it. These are often low-quality, unnatural, or spammy links that violate search engine guidelines, particularly Google's. Engaging in practices that generate bad links can lead to penalties, resulting in lower rankings or even complete removal from search engine indexes. Here are the key characteristics of bad links:

1. Irrelevant Links

- **Description:** Links that come from websites or pages that have no relevance to your content or industry.
- **Why It's Bad:** Search engines value relevance. Irrelevant links do not contribute to your site's authority and can appear as an attempt to manipulate rankings.

2. Low-Quality or Spammy Websites

- **Description:** Links from websites with little to no content value, often filled with ads, spam, or plagiarized content.
- **Why It's Bad:** These sites are often penalized by search engines. Links from such sites can harm your reputation and rankings.

3. Paid Links (Without NoFollow Attribute)

- **Description:** Links that are bought for the purpose of manipulating rankings, typically without the "nofollow" attribute.
- **Why It's Bad:** Search engines consider paid links a violation of their guidelines unless they are marked as "nofollow." Using paid links can lead to penalties.

4. Links from Link Farms

- **Description:** Link farms are networks of websites that exist solely to create reciprocal links to manipulate search engine rankings.
- **Why It's Bad:** These links are not natural and are easily recognized by search engines as an attempt to game the system, leading to penalties.

5. Excessive Reciprocal Links

- **Description:** An unnatural exchange of links between two websites with the sole purpose of improving SEO.
- **Why It's Bad:** While some reciprocal linking is normal, excessive or unnatural exchanges can be seen as manipulative.

6. Links from Penalized or De-indexed Sites

- **Description:** Links from sites that have been penalized or removed from search engine indexes due to violations of search engine guidelines.
- **Why It's Bad:** If a site is penalized or de-indexed, its links are toxic and can lead to penalties for your site as well.

7. Anchor Text Over-Optimization

- **Description:** Excessive use of exact match keywords in anchor text (the clickable text in a hyperlink) across many inbound links.
- **Why It's Bad:** Over-optimized anchor text is a red flag for search engines, indicating potential manipulation, which can lead to ranking drops or penalties.

8. Site-Wide Links

- **Description:** Links that appear in the sidebar, footer, or header of every page of a website.
- **Why It's Bad:** While not inherently bad, when overused or when coming from irrelevant or low-quality sites, site-wide links can be seen as spammy or manipulative.

9. Links from Irrelevant Directories

- **Description:** Links from low-quality or unrelated directories that exist solely to provide backlinks.
- **Why It's Bad:** Unlike niche or relevant directories, irrelevant or low-quality directories offer no value and can be seen as an attempt to manipulate rankings.

10. Comment Spam Links

- **Description:** Links left in the comment sections of blogs or forums with no relevance to the discussion, often containing keywords rather than natural language.
- **Why It's Bad:** These links are often flagged as spam and offer no value, potentially leading to penalties for the site being linked to.

11. Hidden Links

- **Description:** Links that are hidden within a webpage's content, either by using the same color as the background, making them invisible to users, or by positioning them off-screen.
- **Why It's Bad:** Hidden links are a clear violation of search engine guidelines and are considered a deceptive practice, leading to severe penalties.

12. Automated Link Building

- **Description:** Links generated through automated tools or software, often resulting in large volumes of low-quality links.
- **Why It's Bad:** Search engines are good at detecting unnatural link patterns, and automated link building can result in large-scale penalties.

13. Negative SEO Attacks

- **Description:** Links created maliciously by competitors or other entities to harm your site's rankings.
- **Why It's Bad:** While you may not have control over these, they can still harm your site's reputation if not addressed.
- Come from irrelevant, low-quality, or spammy websites.
- Are paid or reciprocal without proper disclosure (e.g., nofollow).
- Come from penalized, de-indexed, or link farm sites.
- Involve over-optimized anchor text or site-wide placements in a manipulative way.
- Are hidden, automated, or result from negative SEO tactics.

How to Handle Bad Links:

- **Regular Audits:** Use tools like Google Search Console, Ahrefs, or Moz to regularly audit your backlink profile.
- **Disavow Tool:** If you find bad links, use Google's Disavow Tool to tell search engines to ignore them.
- **Manual Removal:** Contact webmasters to request the removal of bad links when possible.

11. 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

Ans.

<https://medium.com/@keval.topstec22/importafrom-beginner-to-expert-the-importance-of-structured-it-training-programs-40ee80029573>

12. What is the use of Local SEO?

Ans. **Local SEO (Search Engine Optimization)** is a strategy that helps businesses improve their visibility in local search results on platforms like Google. It is particularly useful for businesses that operate in specific geographical areas and want to attract customers nearby. Here are the primary uses of local SEO:

1. Increased Local Visibility

Local SEO helps businesses appear in search results when potential customers search for services or products near them. For example, if someone searches for "coffee shop near me," local SEO ensures that your business appears in the results, increasing foot traffic to your physical location.

2. Targeted Traffic

With local SEO, you can target audiences who are searching for specific products or services in your area. This means the traffic generated through local SEO is more likely to convert into customers since it comes from people who are actively looking for what you offer.

3. Higher Conversion Rates

Local searches often lead to action. Studies show that nearly 78% of local mobile searches result in an offline purchase. This is because local SEO targets people who are looking to visit physical locations, leading to higher chances of conversion.

4. Cost-Effective Marketing

Compared to other forms of digital marketing, local SEO is relatively cost-effective. It helps businesses reach potential customers organically, meaning there is no need to spend on paid ads. With the right optimization, a local business can enjoy long-term visibility without recurring costs.

5. Enhanced Google My Business Listing

Optimizing for local SEO ensures that your Google My Business (GMB) profile is more visible to searchers. A well-optimized GMB listing includes your business's location, hours of operation, contact information, and customer reviews, all of which increase your business's credibility and trustworthiness.

6. Builds Online Reputation

Local SEO encourages businesses to gather and manage reviews from customers, which is an important part of building trust and credibility online. Positive reviews can improve your ranking and influence potential customers to choose your business over competitors.

7. Competition with Larger Brands

Local SEO levels the playing field, allowing small and medium-sized businesses to compete with larger, more established brands. By focusing on a specific local area, smaller businesses can dominate local search results even if they cannot compete on a national or global scale.

8. Mobile and Voice Search Optimization

As mobile usage and voice searches (like through Siri or Google Assistant) increase, local SEO helps businesses capture more traffic. Many voice search queries are local in nature, such as "find a plumber near me." Optimizing for local SEO ensures that your business is included in these results.

9. Better User Experience

Local SEO efforts, such as ensuring your business is listed correctly across directories and optimizing your website for mobile use, improve the overall user experience. This can lead to higher customer satisfaction and stronger business relationships.