

MODUAL – 3 ASSIGNMENT

Q – 01 : What are the four important <meta> tags we use in SEO?

Ans : 1-Meta title tag, 2-Meta description tag, 3-Meta keywords tag , 4-Meta Robots tag

Q – 2 : What is the use of open-graph tags in a website?

Ans : Open Graph tags are meta tags that provide structured data about a webpage's content when shared on social media platforms like Facebook, Twitter, LinkedIn, and others. These tags help control how the webpage's content appears when shared on social media, ensuring that it is displayed accurately and attractively

Q – 3 : 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 would typically use the tag in HTML. Here's how you would use it:

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Explanation of the attributes:

src: This attribute specifies the URL of the image file. It can be a relative or absolute path to the image file.

alt: This attribute provides alternative text for the image. It is displayed if the image fails to load or if the user is using a screen reader. It's crucial for accessibility and SEO purposes.

Q – 4 : What is the difference between NOFOLLOW and NOINDEX?

Ans :

NOFOLLOW	NOINDEX
1- This directive tells search engine crawlers not to follow the links on the page. It instructs search engines not to pass any link equity (Page Rank) from the current page to the linked pages. This is typically used when you don't want to endorse or pass authority to certain external links.	1- This directive tells search engines not to index the content of the page. It prevents the page from appearing in search engine results pages (SERPs). This is used when you don't want the content of the page to be discoverable through search engines.
2- It affects the flow of Page Rank through the links on the page but doesn't impact whether the page itself is indexed or not. The page can still be crawled and indexed by search engines unless explicitly blocked by other directives like NOINDEX	2- It prevents the page from being indexed by search engines, meaning the content of the page won't appear in search results. However, search engines can still crawl the page and follow the links on it unless NOFOLLOW is also specified.

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Q – 5 : Explain the types of queries.

Ans : 3 types of queries

1-Transactional Queries : These are queries where the user wants to do something like buy a phone. If you are selling phone and you have pricing of phones with reviews then the user can look at the prices, user reviews and then he can buy the phone

2-Informational Queries : These are queries where the user is looking for information. How is a truck made or how do I lose weight. How can you effectively service these queries say you have a hotel in Switzerland your site has month wise weather in Switzerland it would enable the user to visit your page get an answer from there he can also look at your hotel property and potentially book it for his next vacation

3-Navigation Queries : These are the queries where user is searching for a certain Product/Service When a user is specifically looking for a product by brand

Q – 6 : What is the importance of Site Map and Robot.txt in SEO?

Ans :

1. Site map Importance:

Site maps play a critical role in SEO by facilitating the indexing process for search engines. They provide a structured overview of a website's content, ensuring that all pages are discoverable and accessible to search engine crawlers. This improves the chances of pages being indexed and ranked in search engine results pages (SERPs). Site maps also help search engines understand the hierarchy and relationships between different pages, which can influence how they prioritize and display search results. Additionally, site maps can alert search engines to new or updated content, speeding up the indexing process and ensuring that changes are reflected in search results promptly. Overall, site maps are essential for optimizing website visibility, increasing organic traffic, and improving overall SEO performance.

2. Robot.txt Importance:

The robots.txt file plays a crucial role in SEO by instructing search engine crawlers on how to navigate and index a website's content. By specifying which pages or directories should be crawled and which should be ignored, robots.txt helps optimize crawl budget and directs search engine attention to the most important pages. This file also allows webmasters to prevent sensitive or duplicate content from being indexed, avoiding potential penalties or dilution of search engine rankings. Additionally, robots.txt can be used to guide crawlers to sitemaps, further enhancing the discoverability and indexing of a website's content. Overall, a well-configured robots.txt file is essential for controlling search engine access to a website's content, improving crawl efficiency, and optimizing SEO performance.

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Q:7 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 achieve this, you can create a robots.txt file and specify the pages or directories that you don't want search engine crawlers to access. Here's a simplified example of how to do this:

1-Create a robots.txt file:

Open a text editor and create a new file named "robots.txt".

2-Specify disallowed pages or directories:

Add the following lines to your robots.txt file:

User-agent: *

Disallow: /admin/

Disallow: /cart/

Disallow: /thank-you/

Disallow: /images/

3-Save and upload the file to your website's root directory:

Save the robots.txt file and upload it to the root directory of your website using an FTP client or file manager provided by your web hosting service.

4-Verify the robots.txt file:

Once uploaded, you can verify the robots.txt file by accessing "<http://yourdomain.com/robots.txt>" in a web browser. Replace "yourdomain.com" with your actual domain name.

By adding these disallow directives to the robots.txt file, you are instructing search engine crawlers not to access the specified pages or directories. This helps prevent them from indexing sensitive or irrelevant content, such as admin pages, cart pages, thank-you pages, and image directories, while allowing them to crawl and index other important pages on your e-commerce site.

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Q:8 What are on-page and off-page optimization?

Ans:

1-On-Page Optimization:

On-page optimization refers to the actions taken directly within the website to improve its search engine visibility. This includes optimizing individual web pages and their content to make them more relevant to specific keywords or topics

- **Keyword research and optimization:** Identifying relevant keywords and strategically incorporating them into page titles, headings, meta descriptions, and content.
- **Content optimization:** Creating high-quality, informative, and engaging content that satisfies user intent and addresses the needs of the target audience.
- **HTML tags optimization:** Optimizing HTML tags such as title tags, meta tags, heading tags, and image alt attributes to improve search engine crawling and indexing.
- **Website structure and navigation:** Ensuring a clear and user-friendly website structure with logical navigation that helps both users and search engines find and understand content.
- **Page speed and mobile-friendliness:** Optimizing page load times and ensuring mobile responsiveness to provide a seamless user experience across devices.
- **Internal linking:** Strategically linking related pages within the website to improve navigation, distribute link equity, and enhance the crawlability of the site.

2-Off-Page Optimization:

Off-page optimization refers to activities conducted outside of the website to improve its authority, credibility, and relevance in the eyes of search engines.

- **Link building:** Acquiring high-quality backlinks from authoritative and relevant websites through strategies such as guest blogging, content outreach, social media promotion, and directory submissions.
- **Social signals:** Increasing brand visibility and engagement on social media platforms to attract traffic, build brand authority, and generate social signals that indicate popularity and relevance to search engines.
- **Online reputation management:** Monitoring and managing online reviews, mentions, and references to the website to maintain a positive online reputation and credibility.
- **Brand mentions and citations:** Securing mentions and citations of the website or brand name on other websites, forums, and online directories to establish authority and relevance within the industry.
- **Influencer marketing:** Collaborating with influencers and industry experts to promote the website, attract followers, and gain exposure to new audiences.

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Q:9 Perform an on-page SEO using available tools for

www.designer2developer.com

Ans:

Since I can't directly access external websites or tools, I can guide you through the process of performing on-page SEO for www.designer2developer.com using available tools like Google's PageSpeed Insights and Google Search Console.

1.Google PageSpeed Insights:

Visit PageSpeed Insights (<https://developers.google.com/speed/pagespeed/insights/>).

Enter www.designer2developer.com into the search bar and click "Analyze".

Follow the recommendations provided to improve page speed and user experience. This may include optimizing images, leveraging browser caching, and minimizing render-blocking resources.

2.Google Search Console:

If you haven't already, sign up for Google Search Console (<https://search.google.com/search-console/>).

Add and verify www.designer2developer.com as a property.

Use the "Coverage" report to identify any indexing issues with your site's pages.

Utilize the "Mobile Usability" report to ensure your site is mobile-friendly.

Check the "Performance" report to analyze search traffic and identify opportunities for improvement.

Submit your sitemap to ensure Google can crawl and index your site effectively.

3.Keyword Optimization:

Research relevant keywords related to your content and target audience.

Ensure your target keywords are strategically placed in your page titles, meta descriptions, headings, and throughout your content.

Avoid keyword stuffing and aim for natural, user-friendly language.

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4.Optimize Meta Tags:

Ensure each page has a unique and descriptive title tag (around 50-60 characters) and meta description (around 150-160 characters).

Include relevant keywords in your meta tags to improve visibility in search engine results.

5.Content Quality and Structure:

Ensure your content is valuable, informative, and well-structured.

Use clear headings and subheadings (H1, H2, H3, etc.) to organize your content and improve readability.

Include relevant images and multimedia elements to enhance user engagement.

6.Internal Linking:

Link to other relevant pages within your website to improve navigation and distribute link equity.

Use descriptive anchor text that includes relevant keywords.

Q:10 Prepare complete on-page and off-page SEO audit report for www.esellerhub.com

Ans:

Q:11 What are the characteristics of “bad links”?

Q:12 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:

Short Tail Keywords	Long Tail Keywords
IT Skills	Maximizing Career Potential through IT Training

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Training Programs	Unlocking Professional Success: IT Training Essentials
Career Development	Empowering Individuals for Success: The Vitality of IT Training
Job Market	Transforming Careers: The Critical Role of IT Training
IT Industry Trends	Boosting Career Growth: Vital IT Training
Information Technology	Securing Future Success: IT Training Insights
Technology Education	Advancing Skills: Importance of IT Training

Q:13 What is the use of Local SEO?

Ans: