

MODULE 3

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

The four important <meta> tags used in SEO:

1.Meta Title Tag:The meta title tag specifies the title of a web page, which appears as the clickable headline in search engine results.

2.Meta Description Tag:The meta description tag provides a brief summary of a web page's content. It influences click-through rates from search engine results but does not directly impact rankings.

3.Meta Keywords Tag: Historically used to specify keywords relevant to the page's content. its significance has diminished over time, and many search engines no longer consider it for rankings.

4. Meta Robots Tag: Provides search engine crawlers with instructions on how to index and follow links on the page. Common values include index, follow, noindex, nofollow.

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

Open Graph tags are a set of meta tags that allow websites to control how their content is displayed when shared on social media platforms like Facebook, LinkedIn, or Twitter. These tags help ensure that shared links display relevant and visually appealing information, increasing engagement.

Open Graph tags optimize how your website's content looks when shared, which can lead to more visibility, better user engagement, and enhanced user experience across social platforms.

Use of open-graph tags:

1.Enhanced Link Previews: Open Graph tags control the image, title, and description shown when a page is shared, making the content more attractive to users.

2.Consistent Branding: You can ensure your brand identity is maintained across platforms by customizing how your content appears.

3.Increased Click-Through Rates (CTR): By showing a well-designed image, compelling title, and engaging description, you can improve the likelihood of users clicking the link.

4.Control over Shared Content: Without Open Graph tags, social platforms may pull random or undesirable content from your site to display, which can negatively affect your message.

5.Improved SEO for Social Platforms: Though Open Graph tags don't directly affect SEO rankings, they do influence social media visibility and engagement, which can contribute to indirect SEO benefits through increased traffic and shares.

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.

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Important Points to Remember:

1.Image Format: Use formats like JPEG, PNG, or GIF. Each format has different strengths. JPEG is good for photos, PNG for graphics with transparency, and GIF for simple animations.

2.Image Size: Make sure the image size is appropriate for your website. Large images can slow down your page loading time.

3.Image Optimization: Use tools to compress your images without losing too much quality. This helps with page speed.

4.Image Placement: Decide where you want the image on your page. You can use HTML to position it accurately.

5.Accessibility: Always use the alt attribute to describe the image for people who can't see it. This makes your website more inclusive.

6.Copyright: Make sure you have the right to use the image. Using images without permission is illegal.

4.What is the difference between NOFOLLOW and NOINDEX?

Nofollow:Meaning: When the Nofollow directive is applied to a link, it instructs search engines not to crawl the linked page. This means the search engine will see the link but

won't follow it to the destination page. Consequently, the linked page won't be added to the search engine's crawling queue from that link.

Purpose: Applied to links.

Noindex: Noindex is an instruction that you apply to a whole webpage. When a page is set to Noindex, it tells search engines not to include that page in their search results. Essentially, the page is invisible in search engines.

Purpose: Applied to web pages.

NOFOLLOW affects how search engines treat links on a page, preventing them from following and passing SEO value.

NOINDEX affects entire web pages, preventing them from appearing in search engine results.

5.Explain the types of queries.

There are four main types of queries.

1. Navigational Queries

Definition: These are queries where the user is trying to find a specific website or webpage. The user typically already knows where they want to go but uses a search engine to navigate there instead of typing the URL directly.

Example: "YouTube" or "Google"

2. Informational Queries

Definition: These queries are made by users seeking information or answers to specific questions. The intent here is to learn more about a topic, find an answer, or gain knowledge.

Example: "How to bake a cake" or "Benefits of meditation"

3.Transaction Queries

Definition: These queries indicate an intent to perform a transaction, such as making a purchase, signing up for a service, or taking some form of online action.

Example: "Order pizza" or "Buy iPhone 14"

4.Commercial Queries

Definition: These queries are made by users who are considering a purchase or other action but are still researching their options. They want to compare products, read reviews, or find the best option before making a decision.

Example:"Best smartphones 2024" or "Find a good dentist"

6.What is the importance of Sitemap and Robots.txt in SEO?

Sitemap: A sitemap tells search engines which pages and files you think are important in your site, and also provides valuable information about these files. For example, when the page was last updated and any alternate language versions of the page.

Robots.txt: Robots.txt is a regular text file that through its name has special meaning to the majority of "honorable " robots on the web. By defining a few rules in this text file, you can instruct robots to not crawl and index certain files, directories within your site,or at all.

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?

To prevent search engines from crawling specific pages and directories on your e-commerce site, you can use the **robots.txt** file.

Add Directives to Block Specific Pages and Directories:

A sample configuration for the robots.txt file to block the specified pages and directories:

User-agent: *
Disallow: /admin/
Disallow: /cart
Disallow: /thank-you
Disallow: /images/

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

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

On-Page Optimization:

On-page optimization refers to the practices and strategies implemented directly within the website to improve its search engine rankings and user experience. It involves optimizing individual web pages to make them more relevant and accessible to both users and search engines.

Key Elements of on page optimization:

- 1.Content Quality:
- 2.Keyword Optimization:
- 3.URL Structure:
- 4.Internal Linking:
- 5.Image Optimization:
- 6.Mobile Friendliness:
- 7.Page Speed:
- 8.Schema Markup:

Off-Page Optimization:

Off-page optimization involves strategies and activities that occur outside of your website to improve its search engine rankings and overall online presence. It focuses on building authority, credibility, and trust for your website through external factors.

Key Elements of off- page optimization:

- 1.Backlink Building:
- 2.Social Media Engagement:
- 3.Influencer Marketing:
- 4.Online Reputation Management:
- 5.Content Marketing:
- 6.Local SEO:
- 7.Social Bookmarking:

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

ON PAGE SEO CHECKLIST

Website:- www.designer2developer.com

1. Identify target keywords:

Software development services,
Intuitive web development,
Mobile application development,
IOT application development

2.Optimize the title tag:

Software Development Services & Intuitive Web Solutions
IoT & Mobile App Development | Software Services

3.Write your headline in an H1 tag:

<h1>Innovative IoT Application Development for Smart Solutions
</h1>

4. Write a meta description that boosts clicks:

"Expert software development services tailored to your business needs. Innovative solutions for efficiency and growth. Contact us for custom software today."

5. Check the URL slug for SEO-friendliness:

Incorrect: <https://www.designer2developer.com/#About>

Correct: <https://www.designer2developer.com/mobile-and-web-application-development-company/>
<https://www.designer2developer.com/contact-us/>

6. Add target keywords to your body content:

Designer2Developer is a core technology service company having team of 30 in house resources maintaining that fine balance between IT & **software development services** and IOE (Internet of Everything) with in-house capability to deliver the complete solution. We have experience delivering tailor-made solutions for our clients on web & mobile platform in various domains like Education, E-Learning, Healthcare, Automotive, Food & Restaurants, Travel & Tourism, Connected Car, IOT, Retail & E-commerce, Marketplaces, Smart Cities & Smart Home, Social Networking, Manufacturing & Business Automation software solution.

We have experience in working with start-ups for building Prototype, MVP development and defining road map for the product as well as we have expertise to work with giant organizations for their solutions in SaaS Development & PaaS

Development with SDK's & open APIs available for users under license, by understanding of the process , standards & architecture.

We have experienced & competent team with latest technology stack which enable us to provide end to end **software development services** such as intuitive web development, **mobile application development**, Device server communication development, **IOT Application Development**, embedded software development & integrated solutions with data analysis & predictive analytics supported by an intuitive backend system & user interface.

7. Review your content quality:

H1 tag is not given only H2 tags are used & the targeted keywords are not mention in the description. Body content is 57% plagiarism and 43% unique.

Suggest content quality - Header tags should be used properly from H1 to H6. Targeted keywords should be properly included in the title, description, and URL. social media pages should also be mentioned properly. Content should be 100% unique.

8. Mark up subheadings with header tags:

As website have:

<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>Innovative IOT Application Development for Smart Solutions

</h1>

-H2 to h6 are proper

9. Improve navigation with internal links

-This link text clearly indicates what users will find

-<a href= " <https://www.designer2developer.com/> ">

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

ON PAGE SEO CHECKLIST

Website: www.esellerhub.com

1. Optimize the title tag:

Custom Inventory Management Software | Online Inventory Systems

2. Write your headline in an H1 tag:

<h1> Online Inventory Management Software </h1>

3. Write a meta description that boosts clicks:

esellerHub offers the best inventory management software & custom online inventory systems with high-end services for order management. Request a demo today!

4. h1 to h6:

<H1> Online Inventory Management Software </H1>

<H2> Inventory Management </H2>

<H3> Order Management </H3>

<H3> Supplier Management </H3>

<H3> Fulfillment </H3>

<H3> Reporting and Analytics </H3>

<H3> API Integrations </H3>

<H4> Marketplace Integrations </H4>

<H4> Shipping Integrations </H4>

<H2> Worked with Over 50+ eCommerce Businesses and Retailers </H2>

<H3> Amit Mitra </H3>

<H3> Bhargav Patel </H3>

<H3> Luke Billyard </H3>

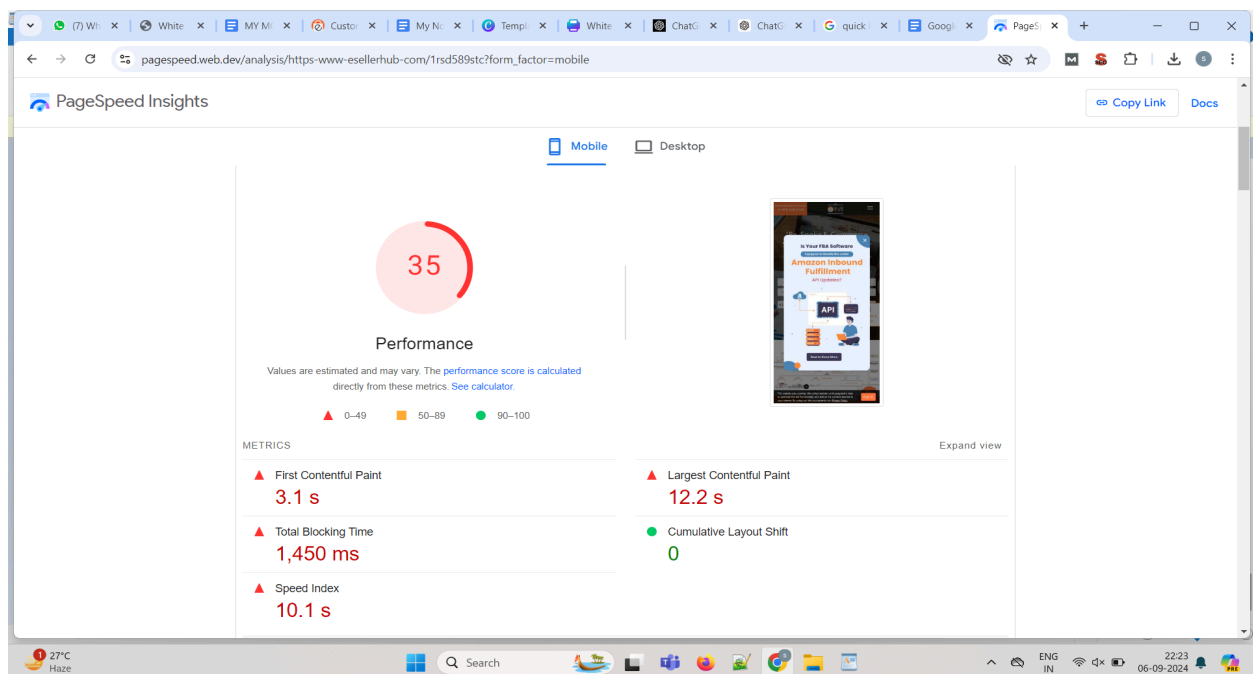
<H3> Jennifer Shaw </H3>

5.URL Optimization:

<https://www.esellerhub.com/about-us.html>

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

6.Core Web Vitals:



Improve Largest Contentfull Paint

Improve first contentfull paint

Improve page speed

7.Crawling date: Sep 6, 2024

8.Use Schema:

Product Schema

FAQ Schema

Review Schema

Local business Schema

Breadcrumb Schema

Off-page SEO:

Link building,

Social Media Engagement,

Online Reviews,

Social Bookmarking,

Podcast & Webinars,

Blog posting.

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

"Bad links," also known as toxic or harmful backlinks, can negatively impact a website's search engine ranking and overall SEO health. Identifying and avoiding these types of links is crucial to maintaining a strong online presence.

key characteristics of bad links:

1. Low-Quality or Spammy Websites

-Link Farms: Websites created solely for the purpose of linking out to other sites to manipulate search engine rankings. These sites often have poor content quality and no real value.

-Automated or Bot-Generated Sites: Websites with content generated by bots, which are often incoherent and provide no real value to users.

2. Irrelevant Content

-Unrelated Niches: Links from sites that are completely unrelated to your industry or niche. For example, a tech blog getting links from a fashion site with no logical connection.

-Off-Topic Anchor Text: Anchor text that has no relevance to the content of the page it links to, signaling to search engines that the link may be manipulative.

3. Over-Optimized Anchor Text

-Exact Match Anchor Text: Overuse of exact-match keywords in anchor text can signal to search engines that the link is unnatural or part of a link scheme.

-Keyword Stuffing in Anchor Text: Excessive use of keywords in anchor text in a way that seems forced or unnatural.

4. Paid Links

-Purchased Links: Links bought from websites or link brokers violate Google's guidelines and can lead to penalties. These often come from low-quality sites and are easily identified by search engines.

-Sponsored Content without Disclosure: Links placed in paid content without proper disclosure, which violates transparency guidelines.

5. Links from Penalized or Deindexed Sites

-Deindexed Sites: Links from sites that have been removed from Google's index due to violations of guidelines. These links provide no value and can harm your site's credibility.

-Penalized Sites: Links from sites that have been penalized by search engines due to poor practices, such as spamming or using black-hat SEO techniques.

7. Links from Hacked Websites

-Malicious Links: Links originating from sites that have been hacked, where attackers have injected harmful or spammy links. These can be damaging both to the linked site and the source site.

8. Overuse of Exact-Match Domain Links

-Exact-Match Domain Links: Excessive linking from domains that exactly match a specific keyword phrase can be seen as manipulative, especially if the links lack contextual relevance.

9. High Link Velocity

-Sudden Spike in Links: An unnatural spike in the number of backlinks in a short period can raise red flags for search engines, suggesting the use of artificial link-building tactics.

10. Links from Sites with Low Domain Authority

-Poor Domain Authority: Links from sites with very low domain authority or low trustworthiness can dilute the quality of your backlink profile, even if they are not overtly spammy.

11. Hidden or Cloaked Links

-Hidden Links: Links that are not visible to users (e.g., using CSS to hide them) but are intended to manipulate search engine rankings.

-Cloaked Links: Links that show different content to users and search engines, which is a violation of search engine guidelines.

Conclusion

Bad links can significantly harm a website's SEO efforts, potentially leading to penalties or a drop in search engine rankings. It's essential to regularly audit your backlink profile and disavow any toxic links that could negatively impact your site's performance. Prioritize building high-quality, relevant links that add value to your website and align with search engine guidelines.

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.

<https://importance-of-it-training.blogspot.com/2024/09/httpsimportance-of-it-training.blogspot.com.html>

13.What is the use of Local SEO?

Local SEO is the process of optimizing your online presence to attract more business from relevant local searches. These searches take place on Google and other search engines and typically include phrases like "near me" or "in (city/area)."

1.Increases Local Visibility: Local SEO helps your business appear in local search results, especially in Google's "Local Pack". This improves visibility for nearby customers actively looking for products or services.

2.Attracts Nearby Customers: With Local SEO, businesses can target customers in a specific geographic area, making it easier for them to find businesses close to them. This is especially important for brick-and-mortar stores, restaurants, and service-based businesses.

3.Improves Credibility: Local SEO includes reviews, ratings, and Google My Business profiles, which show up in search results. Positive reviews and detailed business information increase the credibility and trustworthiness of your business.

4.Mobile Search Optimization: Local SEO is especially beneficial for mobile searches, as many people use smartphones to find local services while on the go. Optimizing for mobile search increases the chances of users finding and contacting your business.

5.Helps with Map Listings: Local SEO helps businesses appear in map searches, which is critical for businesses like restaurants, hotels, or shops that rely on physical foot traffic.

Local SEO is essential for businesses that want to target local customers, increase foot traffic, and establish a strong presence in their community.

