Class :-12th Sci   **Information Technology**   **Teacher : Mrs. Shilpa Kate**

Exercise solution : Lesson No.2 Introduction to SEO

Q1. Fill in the blanks.

1. The full form of SEO is **Search Engine Optimization**
2. **Backlinks** are links on one website that, when clicked, take the user to another site.
3. One of the optimization factor to improve images is by using <u>alt</u> attribute
4. An **SEO Audit** helps to find out what you can be done to improve ranking on search engines, so that consumers can find the website with greater ease.
5. The **Robots.txt** files tells search engine which pages you want to exclude from indexing

Q.2. Match the following.

A	B
1. Image optimization	a) meta tag
2.Links to Twittter, facebook	b).SEO Techniques
3.description about author	c).Alt attribute
4.White hat Strategy	d.Social media optimization

ANS : 1 →c   2→d   3 →a   4→b

Q3. Multiple Choice Question. (2 correct answer)

1. The page content optimization can be done by using keywords in
   a)<font> **b) <title>** c) <hr> **d> <meta>** e) <input>
2. Other factors to rank the website higher are
   a) Desktop friendly
   b) Speed of the website
   c) Creating robots. txt
   d) No backlinks
   e) No external links.

Q4. **Answer in brief.**

1. Define SEO. State types of SEO.

Ans :SEO is a technique used for: designing and developing a website be to rank high in search engine results.

There are 2 types of SEO

1. **On-Page SEO** is concerned with information that is displayed to the end user, such as text, images and website navigation.

2. **Off-Page SEO** is concerned with Website-Website relationship

- Do other websites refer to you

- do you refer to others?

- How good is your network

2. Which are the different SEO techniques?

Ans : There are following 2 techniques of SEO

1.White Hat SEO : It uses *Search engine- approved website optimization strategies*, techniques, and tactics.

1. Optimize for humans not search engines;

2. Create quality content that people actively want to read and share 3.

Create a website for the right reasons!

2. Black Hat SEO : Uses techniques that search engines do not approve.

1. Break or Bend search engine rules

   2. Focus on search engines over users;

   3. Hack into peoples' websites.

3. Explain in short White Hat technique.

1.White Hat SEO : It uses *Search engine- approved website optimization strategies*, techniques, and tactics.

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White Hat strategies :

1. Prioritize Quality Content :- content on your website is one of the most significant ranking factors within search engines.

2.Well Labeled Images: refers to use informative alt text to tell Web site viewers the nature or contents of an image.

3.Relevent text & references - The intention here Linking to relevant websites will increase your credibility.

4.Complelete sentence with good grammar :- Content must be meaningful understandable to user.

5. Standard compliant HTML :- Use CSS define the layout, colors, and fonts of a web page.

6.Unique & relevant HTML title: Search engine believes in originally created content .

4. Explain in short Blackhat technique.

Ans Black Hat SEO : Uses techniques that search engines do not approve.

 1. Break or Bend search engine rules
 2. Focus on search engines over users;

 3. Hack into peoples' websites.
    Black Hat strategies:-

 1. Duplicate Content: This is one of the techniques where content from one page is simply copied by the website owner onto his own website. Google is strictly against this practice and believes in originally created content.

 2. Keyword stuffing:- refers to the practice of filling your content with irrelevant keywords in an attempt to manipulate where the page ranks on search results pages.

 3. Invisible Text:- The intention here is to match the text color to the color of the background. By doing so, website owners hide their keywords from users but make it visible to the Google search engine.

 4. Clocking or Incorrect Re-directs :- Content viewed by user is different from that search engines.

 5. Links from sites with non relevant Contents:- Linking to non-relevant websites will decrease your credibility, then your page might be incorrectly categorized.

5. Explain in short SEO Keyword search.

Ans: SEO keywords are the important words and phrases related to the developed website content.

➢ A list of keywords. Need to be carefully choosen to optimize the search.

➢ Keyword Research and Analysis is an important part of the Search Engine Optimization (SEO) as well as " Search Engine Marketing".

➢ For" Search Engine Marketing", one can pay for certain keywords. Ex. Google AdWords Keyword Planner

6. Explain any two Page content optimization points.

   Ans: The process of optimizing content should include making sure associated keywords are present, adding meta and title tags, and relevant links.

   1. <TITLE> : Title is the first thing that user notices in search result list while using Google for searching. Contents should be up to 60 characters (spaces included).

   2.Meta-description Tag : While creating a web page, Meta description should be used to boost your On-Page SEO. Meta Description should be between 70 and 160 characters (spaces included).

   3.Heading Tags : The page should include proper heading tags from <h1> to <h6>

7. Explain how could you optimize images.

Ans: Image Tags with ALT attribute : The alt attribute gives information about the image, so even if image the does not download, it can make the viewers understand the image related information.