Module 3 Assignment

Que.1 What are the four important tags we use in SEO?

Ans. 1.Meta Title

2.Meta Description

3.Meta Keywords

4.Meta Robot

This is the four important tags we use in SEO.

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

Ans.

Que.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. We will use **<img>** tag for adding an image in website.

- The points we should care about while adding the image to the website is under:
    1. Alt text
    2. File Size

3. Responsive Design
4. SEO Optimization
5. Copyright

Que.4 What is the difference between NOFOLLOW and NOINDEX?

Ans. "NOFOLLOW" and "NOINDEX" are both directives used in the context of search engine optimization (SEO), but they serve different purposes:

➢ NOFOLLOW:
➢ When you add a "nofollow" attribute to a link on a webpage, you're telling search engines not to follow that specific link when crawling the page.
➢ This means search engine bots won't pass link authority (PageRank) from the source page to the destination page through that link.

➢ NOINDEX:
➢ When you add a "noindex" directive to a webpage's meta tags or header, you're instructing search engines not to index that specific page.
➢ This means the page won't appear in search engine results pages (SERPs), effectively keeping it out of search engine indexes.

Que.5 Explain the types of queries.

Ans. Here, in this we have 3 types of queries:

1. Transactional Queries
2. Informational Queries
3. Nevigation Queries

The deep information about types of queries is under:

1. Transactional Queries:

Transactional Queries 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:

Informational Queries 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. Nevigation Queries:

 Search of a certain Product/ Service – When a user is specifically looking for a product by brand – example would be you searching for Facebook.com on Google and clicking on the results.

Que.6 What is the importance of Site Map and Robot.txt in SEO?

Ans. Both the site map (sitemap.xml) and the robots.txt file are critical components of a website's SEO strategy, albeit serving different purposes:

1.Sitemap (sitemap.xml):

- **Improved crawling:** By providing a sitemap, you make it easier for search engine bots to discover and index all the pages on your website. This is particularly beneficial for large websites with complex structures, as it ensures that no pages are overlooked during the crawling process.

- **Indexation control:** You can prioritize certain pages within your sitemap, signalling to search engines which pages are the most important or should be crawled more frequently.

2.Robot.txt:

- **Crawler Instruction:** The robots.txt file is a text file that provides instructions to search engine crawlers about which pages or sections of your website they are allowed to crawl and index.

- **Content Exclusion:** You can use the robots.txt file to block search engines from accessing certain parts of your site, such as sensitive information, duplicate content, or pages that you don't want indexed in search results.

Que.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 prevent these pages from being crawled by search engine bots, you can use a combination of the robots.txt file and meta tags. Here's how you can achieve this:

1.Robot.txt:

Create or modify your robots.txt file to disallow crawling of specific directories or pages. You can add the following lines to your robots.txt file:

User-agent: *

Disallow: /admin/

Disallow: /cart/

Disallow: /thank-you/

Disallow: /images/

2.Meta Tegs:

For individual pages like the cart page and thank-you page, you can include meta tags in the HTML **<head>** section to instruct search engine crawlers not to index these pages. You can use the "noindex" meta tag as follows:

<meta name="robots" content="noindex, nofollow">

Place this meta tag in the **<head>** section of the HTML code for the cart page and thank-you page.

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

Ans. On-page and off-page optimization are two fundamental components of search engine optimization (SEO) strategies aimed at improving a website's visibility and ranking on search engine results pages (SERPs).

1.On-Page Optimization:

➢ On-page optimization refers to all the measures that can be taken directly within the website to improve its search engine visibility. This includes optimizing content, HTML code, and website structure.

➢ Key elements of on-page optimization include:

- Keyword research and optimization: Identifying relevant keywords and strategically placing them in titles, headings, meta descriptions, and throughout the content.

- Content optimization: Creating high-quality, relevant, and engaging content that satisfies user intent and incorporates targeted keywords naturally.

- Meta tags optimization: Writing compelling meta titles and descriptions that accurately describe the content and encourage clicks from search engine users.

- URL structure optimization: Using descriptive and keyword-rich URLs that are easy for both search engines and users to understand.

- Internal linking: Linking relevant pages within the website to improve navigation and distribute link equity.

- Image optimization: Optimizing images by using descriptive file names, alt tags, and appropriate sizes to enhance user experience and accessibility.

2.Off-Page Optimization:

➢ Off-page optimization refers to all the activities that take place outside the website to improve its visibility and authority. This primarily involves building high-quality backlinks from other reputable websites.

➢ Key elements of off-page optimization include:

- Link building: Acquiring backlinks from authoritative and relevant websites through methods such as guest blogging, influencer outreach, and content promotion.

- Social media marketing: Leveraging social media platforms to promote content, engage with audiences, and attract traffic to the website.

- Online reputation management: Monitoring and managing online reviews, mentions, and discussions to maintain a positive brand image and reputation.

- Brand mentions: Getting mentioned and referenced by other websites, even without a direct link, to increase brand visibility and credibility.

- Local SEO: Optimizing the website for local search by claiming and optimizing local business listings, obtaining local citations, and encouraging customer reviews and testimonials.

Que.9 Perform an on-page SEO using available tools for
www.designer2developer.com
Ans. This answer in excel file.

Q-Ass.2 Create a blog for the latest SEO trends in the market using any blogging site.

Ans. This answer in notepad file.