

# DIGITAL MARKETING - ASSIGNMENT

## MODULE - 3

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

- **Title Tags:-** The title tag is your main and most important anchor.

The <title> element typically appears as a clickable headline in search engine results pages (SERPs) and also shows up on social networks and in browsers.

- **Meta Description Tags:-** The meta description is what people see in the search snippet together with the title, so it is one of the aspects that makes them decide if your page is worth clicking.

### 2. What tag will we use to add an image to the website?

**Explain the points we should care about while adding the image to the website.**

- To add an image in HTML, you can use the `img` tag. You will need to specify the source file path of the image in the `src` attribute.

Here's an example code snippet:-

```

```

In the code snippet above, replace `image-file-path.jpg` with the file path and name of the image you want to include. You can also add a brief description of the image in the `alt` attribute in case the image cannot be displayed.

Note that the `img` tag is a self-closing tag, so you don't need to include a closing tag.

### 3. What is the difference between NOFOLLOW and NOINDEX?

- **No index:** Search robots will look at the page and any links it contains, but won't add the page to search results.
- **No follow:** Search robots will add the page to results, but will ignore the links within the page for ranking purposes.

### 4. Explain the types of queries.

- **Informational:-** Informational search queries are words and phrases used by people to find information covering a wide array of topics online. For instance, if people search for "who is an SEO professional," then they perform an informational search because the primary purpose is to find the meaning of the term "SEO professional."
- **Navigational:-** Navigational search queries are search terms used by people to find specific web pages or websites. Let's say someone wants to sign up to Facebook. Instead of directly typing the website URL into the browser address bar, many people will search Google for "Facebook" or even use the search queries "Facebook signup."
- **Transactional:-** A transactional search query is primarily used by people to complete any of the transactions mentioned earlier, such as complete a purchase. Generally, they may comprise product and brand names like "Apple iPhone 11 Pro." On the other hand, these queries can also be generic in cases like "silent air fryer" or "order pizza near me."
- **Commercial:-** Simply put, commercial search queries are search terms used in paid advertising strategies. If an online business will consider any given query to be commercial depends mainly on the niche the site or brand occurs. For instance, if your site sells hotel reservations, the search query "request a ride" isn't a keyword to include in your paid ad campaign. =For eg:- local, near me.
- **Geo Targeted:-** Geotargeting is a location-based marketing strategy that uses a person's geographical location to deliver personalised ads or other forms of content that are relevant based on where they are. The tactic obtains user locations via GPS signals, cellular data, and / or IP addresses.

- **LSI:-** LSI (latent semantic indexing) keywords are words or phrases that are conceptually related to a target keyword. So if you wanted your page to rank for “credit cards,” then LSI keywords would be “money,” “credit score,” and “interest rate.”

## 5. What is the importance of SiteMap and Robot.txt in SEO?

- **ROBOTS.TXT:-** Robots txt is a file that helps you guide search engine crawlers or web bots on which pages to crawl and should not crawl. If created properly, it can direct the crawlers to index the significant parts of the website and dismiss the unnecessary ones.
- **SITEMAP:-** Speaking of an XML sitemap, this is a file that serves as a list of all the pages of the website. Since its primary goal is to help web bots crawl those web pages better, it will be a good road map for your website. If done right, the XML sitemap can guide the search engines to visit all your significant pages.

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

- **Admin Pages:-** user-agent: \*  
Disallow: /wp-admin/
- **Cart Page:-** user agent: \*  
Disallow: /cart page/
- **Thank you Page:-** user agent: \*  
Disallow: /thank you page/
- **Images:-** user agent: \*  
Disallow: /images/

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

- **On-page** SEO refers to SEO factors and techniques focused on optimising aspects of your website that are under your control. For eg:- Keyword research, Visual Content, Page titles, Headers, Meta Description, Image alt text, Page speed, Page urls, Internal linking, Mobile friendly, Core Web Vitals.

- **Off-page** SEO refers to SEO factors and strategies focused on promoting your site or brand around the web. For eg:- Backlinks, Social media, Mentions, Google my business, Social bookmarking, Guest post.

## **8. What are the characteristics of “bad links”?**

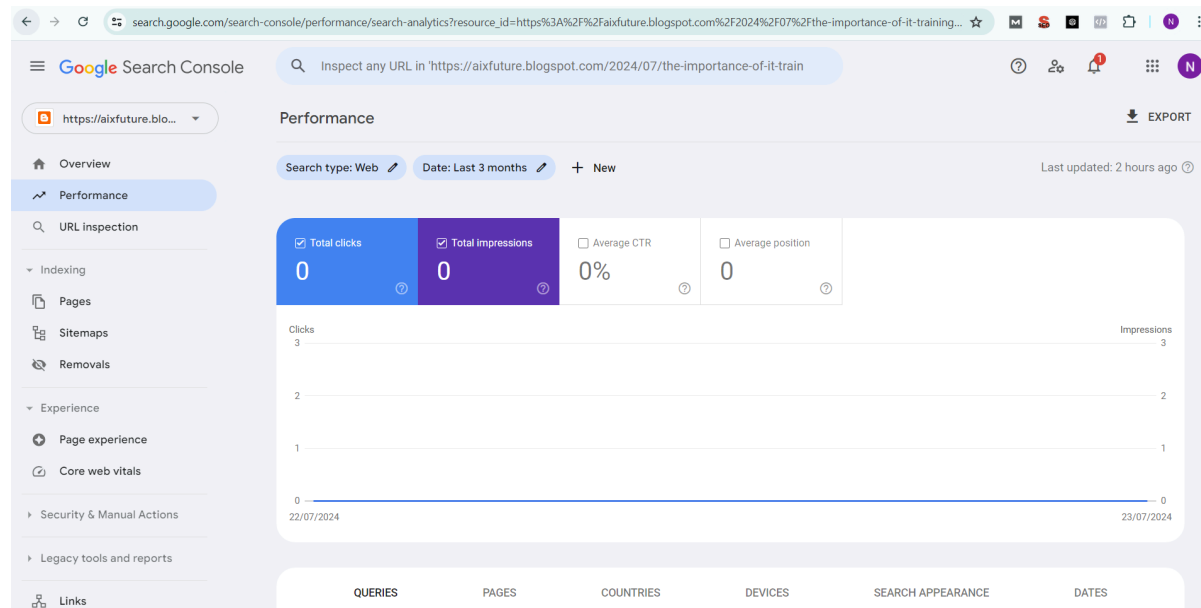
- *A bad link can come from untrusted websites. Using bad links on your site can bring about a penalty from Google.*

THE FOLLOWING ARE THE CHARACTERISTICS OF BAD LINKS:-

1. Link is irrelevant to its content.
2. Originates from a low authority domain.
3. Reciprocal links
4. Comes from a link scheme.

**9. 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://aixfuture.blogspot.com/2024/07/the-importance-of-it-training-elevate.html>



## 10. What is the use of Local SEO?

- Local SEO is a search engine optimization (SEO) strategy that helps your business be more visible in local search results on Google. Any business that has a physical location or serves a geographic area can benefit from local SEO.



