

1. Describe what is SEO and why is important to have a “search engine friendly” website.

SEO – Search Engine Optimization. Its a search engine that ranks sites for a “relevant content”.

Search Engine Optimization helps users to find a web site easy also to check the traffic (visibility) of a website in search engines. Because search engines allows to register pages so those will be added to the resource list. So the users can use keywords and phrases that identify the information they want.

The majority of the traffic is regulated for the bigger search engines (google, yahoo! and bing), but If your site cannot be found by these search engines your company is missing the oportunity the people visiting your site.

Investing in SEO can have an exceptional rate of return to your company.

2. Describe what is a web crawler (web spider or robot) and what is its function in search engines.

The robot is a tool to analysis the pages on a website that is being submitted. Free online robot.txt link is: <http://tools.seobook.com/robots-txt/analyzer/> to scan and verify the contents.

Web crawler it is a software that is used to browse hyperlinks it creates an index of the data, creates a copy of the all visited pages and when we will visit those pages again, it will help in downloading those pages faster which otherwise would be downloaded slowly on your system.

3. What are metatags?

Metadata is data (information).

Metadata define keywords, description for search engines also find the last revision of your page and also refresh document every 30 seconds.

4. Which are the role of the following attributes in SEO:

- Keyword attribute

Having the right keywords is not enough. Once you have the best keywords you have to use keywords properly to get value from them. Once you've selected your keywords you can't just drop them all over your site. You need to know where and how to place the keywords on your site so the search engines will interpret keywords in proper way and take notice of your site and keywords.

No consensus exists whether or not the keywords attribute has any effect on ranking at any of the major search engines today. It is speculated that it does, if the keywords used in the meta can also be found in the page copy itself.

- Descriptions Attribute

The description attribute provides a concise explanation of a Web page's content and is supported by major search engines, like Yahoo! and Bing, while Google. Keywords are very important in description to increase the ranking of site in search engine. The description is often, but not always, displayed on search engine results pages, so it can affect click-through rates. Search engines recommend it 155 characters of plain text.

- Page title

Are one of the most powerful on-site search engine ranking factors that you have control over but website owners often neglect them.

Mistakes with web page titles.

- Not Having a Title
- Page Titles That Are Too Short or Too Long
- Keyword-stuffing
- Using the Company/Site Name in All Web Pages
- Duplicate Web Page Titles

- Domain name

Domain Name System, or DNS, is the most recognized system for an addresses to Internet web servers

A domain name is commonly part of a larger Internet address called a "URL".

Before choosing a domain name you should consider: your brand, what the online competition is around the name, what top level domains are (TLDs) are available, the length of the domain, the domain name linguistics, and if you can get the social media accounts associated with the same name. A domain name is intended to be a friendly and memorable “nickname” only.

If you choose the correct business and domain name in the first place it makes the whole optimization process so much easier.

Websites like AJAXWhois and Domjax make it exceptionally easy to determine availability of a domain name

Domain names are organized right to left. The “top level domains” (TLD, or parent domain), Mid level domains (children and grandchildren) are in the middle. The machine name, often “www”, is to the far left. The levels of domains are separated by periods (“dots”). Sample: www.graphicstoweb.com

5. Describe what is Spamdexing?

It knows as a web spam. The search engines look for repeating unrelated phrases in the meta keywords tag, body text, URL or link of a web page.

Spamdexing also means overstuffing a web page with information that cause search engines to index.

6. What are natural or organic search results?

Organic search is operated by a combination of humans and computers to look up for search query and ensure the search are accurate to the intent of the queries but it can be a delay in receiving the response. Organic search engines are Google, Yahoo, Bing, Ask.

7. Briefly describe the following search engine marketing methods:

- Pay Per Click (PPC) = where advertisers pay the publisher (typically a website owner) when the ad is clicked.
- Paid Inclusion = it is use when you paid a search engine company some fee for include your web site on the results pages.
- Video Search Marketing = Its use when search engines looking for videos on a web sites.
- Sponsored Listings - Paid advertisers on a listing.
- google-adsense = Google AdSense is a free, simple way for websites to earn money by displaying targeted Google ads on their websites.

8. Describe and give an example of white hat SEO and black hat SEO.

White Hat SEO its the usage of SEO strategies, techniques and tactics that focus on a human audience opposed to search engines and completely follows search engine rules and policies. Sample is using keywords to improve link popularity.

Black Hat SEO refers to the use of aggressive SEO strategies, techniques and tactics that focus only on search engines and not a human audience, and usually does not obey search engines rules. sample: Keyword stuffing.

9. Major search engines have Webmaster Guidelines to help search engines find, index, and rank their sites. Please go to the following websites and pick the 5 most important guidelines for Google and BING search engines:

- Google
Design and content, technical and quality guidelines
- Make a site with a clear hierarchy and text links.
- Keep the links on a given page to a reasonable number.
- write pages clearly and accurately describe your content.

- Think about the words users would type to find your pages.
- Try to use text instead of images to display important names, content, or links. (consider using the “ALT” attribute to include a few words of descriptive text.)
- Make sure that advertisements do not affect search engine rankings.
- Test your site in different browsers to see it works and appear correctly.
- Monitor your site’s performance and optimize load times.
- Avoid links to web spammers or “bad neighborhoods” on the web.
- Don’t use unauthorized computer programs to submit pages, check rankings, etc.
- Don’t create multiple pages, subdomains, or domains with substantially duplicate content.

•BING

Crawlability, Site Structure for SEO, On-Page SEO, Content & Links

- Create XML sitemaps and upload them to the root of my site.
- Ensure content is not buried inside rich media (Adobe Flash Player, JavaScript, Ajax)
- Ensure a clean, keyword rich URL structure is in place
- Create a robots.txt file and place at the root of my domain
- Ensure content is well linked to with internal links
- Titles should be unique, relevant, and approximately 60 characters long.
- Descriptions should be unique, relevant, grammatically correct, and 160 or fewer characters
- Should have only one <H1> tag - content held in tag should be keyword rich
- <ALT> tags should be available for all content-related images. They should contain content that explains the image and uses targeted keywords
- Ensure content is built based on keyword research to match content to what users are searching
- Set a schedule and produce new content frequently
- Plan for incoming & outgoing links – plan how to encourage users to link to content
- Create a social media plan to promote content via social spaces
- Avoid buying links in an attempt to influence search rankings

**10. Google's Webmaster Tools is a great resource for web designers.
Write a brief summary the 5 most important tools.**

Google deliver results doing a 3 steps process:

- 1.- Crawling is the process by google to discover new and updated pages.
- 2.- Indexing comes after crawling the pages in order to compile a big index of all the words it sees on each page.
- 3.-Serving Results after searching the index for matching pages and return the results to google with the most relevant (Page Rank importance of a page based on the incoming links from other pages) to the user.

NOTE - In order for your site to rank well in search results pages, it's important to make sure that Google can crawl and index your site correctly.