

# Technical SEO Basics Lecture #1

## No1:-Leverage digital PR

### What is leverage PR?

At its core, PR in the context of entrepreneurship is about leveraging digital tools and platforms to tell a compelling story about your business, engage with your audience, and foster trust in an online environment.

### What is the concept of digital PR?

Digital PR aims to get the word out about what your brand stands for and what makes it unique. It aims to increase brand visibility and authority to generate positive brand awareness. It's necessary to build relationships and reputation before marketing can be effective.

### How do you leverage digital PR?

How to Run a Digital PR Campaign

- Set Clear Objectives. It's essential to define clear, measurable goals for your digital PR campaign. ...
- Understand Your Audience. ...
- Analyze the Competition. ...
- Create Newsworthy Content. ...
- Develop a Distribution Strategy. ...
- Monitor and Measure Results.


### What is digital strategy in PR?

Digital PR strategy is an overarching plan, which any online PR campaigns or digital PR activity undertaken will contribute to, in order to achieve the strategy objectives, such as brand building and improving SEO performance.

### What are the three types of leverage?

With various types of leverage available – financial, operating, and combined – businesses can adopt different strategies to achieve their goals.

### Why work in digital PR?


$$\text{Operating leverage} = \frac{\text{Fixed costs}}{\text{Total costs}}$$

Working in digital PR is **dynamic and intellectually stimulating**. From crafting compelling press releases, media outreach, link-building, and creative campaigns to managing high-profile accounts – you are constantly challenged to be innovative.

## **Why PR is very important nowadays?**

Good PR will give your brand visibility in a way that no other method of marketing can achieve. With PR, you gain credibility, trust and an affinity with your audience that will last long after the ads stop running and the posts stop being shared.

## **No2:-Tweak Robots.txt file**

### **What is robots.txt file used for?**

A robots.txt file **tells search engine crawlers which URLs the crawler can access on your site**. This is used mainly to avoid overloading your site with requests; it is not a mechanism for keeping a web page out of Google. To keep a web page out of Google, block indexing with noindex or password-protect the page.

### **How do I change a robot txt file?**

Update your robots. txt file

- Download your robots. txt file. You can download your robots. ...
- Edit your robots. txt file. Open the robots. ...
- Upload your robots. txt file. Upload your new robots. ...
- Refresh Google's robots. txt cache. During the automatic crawling process, Google's crawlers notice changes you made to your robots.

### **Is robots.txt file bad for SEO?**

The robots. txt file is a code that tells web crawlers which pages on your website they can and cannot crawl. This might not seem like a big deal, but **if your robots. txt file is not configured correctly, it can have a serious negative effect on your website's SEO**.

### **How do I open a robot txt file?**

Finding your robots. txt file **on the front-end** **Crawlers will always look for your robots. txt file in the root of your website**, so for example

<https://www.contentkingapp.com/robots.txt>. Navigate to your domain, and just add "/robots. txt ".

## Search on Google (i.e)

<https://sgeats.org/robots.txt>



User-agent: \*

Allow: /

Sitemap: https://sgeats.org/sitemap.xml

Sitemap: https://sgeats.org/sitemap.xml.gz

Sitemap: https://sgeats.org/?sitemap.xml

Sitemap: https://sgeats.org/sitemap.xml.gz

## How do I use robots.txt on my website?

Creating a robots.txt file and making it generally accessible and useful involves four steps:

- Create a file named robots.txt.
- Add rules to the robots.txt file.
- Upload the robots.txt file to the root of your site.
- Test the robots.txt file.

## What is crawling in SEO?

In the context of SEO, crawling is the process in which search engine bots (also known as web crawlers or spiders) systematically discover content on a website.

This may be text, images, videos, or other file types that are accessible to bots. Regardless of the format, content is exclusively found through links

## Why is robots.txt file important in SEO?

A robot. txt file tells web robots, also known as crawlers, which pages or files the domain owner doesn't want them to 'crawl'. Bots visit your website and then index (save) your web pages and files before listing them on search engine result pages.



## What is robots.txt validation?

A robots.txt file is used to prevent search engines from crawling your site. Use noindex if you want to prevent content from appearing in search results. This report is available only for properties at the domain level.

## What is robots.txt code?

In practice, robots.txt files indicate whether certain user agents (web-crawling software) can or cannot crawl parts of a website. These crawl instructions are specified by “disallowing” or “allowing” the behavior of certain (or all) user agents.

## Where do I put robots.txt files?

You may add as many Disallow lines as you need. Once complete, save and upload your robots.txt file to the root directory of your site. For example, if your domain is www.mydomain.com, you will place the file at www.mydomain.com/robots.txt.

## Why is robots.txt file used?

A robots.txt file tells search engine crawlers which URLs the crawler can access on your site. This is used mainly to avoid overloading your site with requests; it is not a mechanism for keeping a web page out of Google. To keep a web page out of Google, block indexing with noindex or password-protect the page.

## What is robot txt optimization?

The goal of optimizing your robots.txt file is to prevent search engines from crawling pages that are not publicly available. For example, pages in your wp-plugins folder or pages in your WordPress admin folder.



## How to create a robots.txt file?

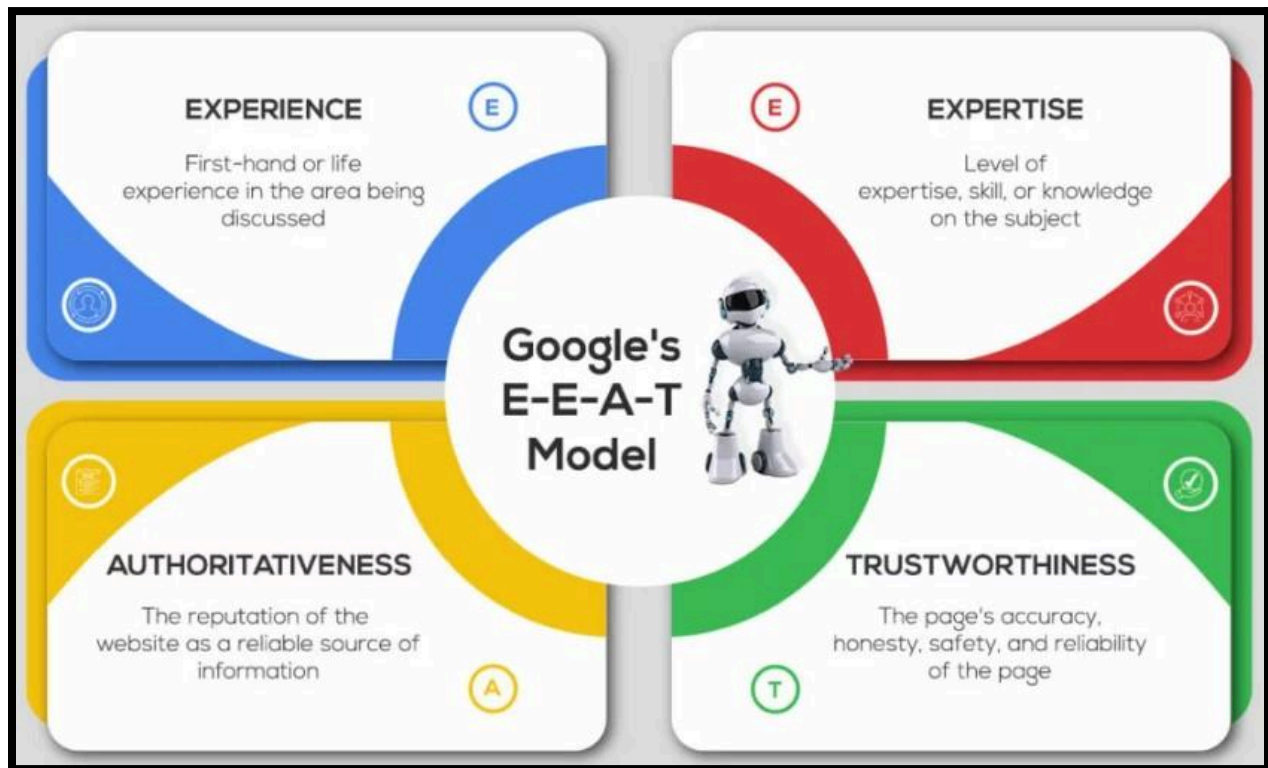
Basic guidelines for creating a robots.txt file

- Create a file named robots.txt.
- Add rules to the robots.txt file.
- Upload the robots.txt file to the root of your site.
- Test the robots.txt file.

### No3:-Optimize for E-E-A-T

#### What is E-E-A-T in SEO?

What does E-E-A-T mean in SEO? E-E-A-T is an acronym created by Google which stands for **Experience, Expertise, Authoritativeness, and Trustworthiness**.



#### How to use E-E-A-T in SEO?

Let's uncover six practical steps to improve your site's E-E-A-T SEO:

- Create High-Quality Content. Your site should provide people-first content. ...
- Provide Author Info and Transparency. ...
- Use Credible Sources. ...
- Create a Positive Brand Reputation. ...
- Monitor and Leverage User-Generated Content. ...
- Build Authoritative Backlinks.

#### What is E-E-A-T and how does it affect your website?

In short, Google's E-E-A-T guidelines aim to provide search engine users with the best possible quality content. When it comes to determining the ranking, Google will then take the respective expertise, experience, authoritativeness, and trustworthiness of a given site into account.

## What are the benefits of E-E-A-T?

It helps to differentiate between high and low-quality websites. Essentially, a high level of E-E-A-T means that your website meets the standards of Google's search quality evaluator guidelines (QEG). Therefore, it shows high quality and assures Quality Raters that users can rely on the information you share.

## What is the Google E-E-A-T ranking factor?

E-E-A-T is an acronym for Experience, Expertise, Authority, and Trust. It is mentioned in Google's Search Quality Rater Guidelines (SQRG) for raters to evaluate while rating quality and purpose. It is used by the Search Quality Raters but not by the Google algorithm.

## What is an example of E-E-A-T?

Here are some examples: The content creator lacks adequate experience (e.g., a restaurant review written by someone who has never eaten at the restaurant). The content creator lacks adequate expertise (e.g., an article about how to skydive written by someone with no expertise in the subject)



## Why is E-E-A-T important for SEO?

While E-E-A-T or E-A-T is not a direct Google ranking factor, it is a critical part of SEO. Google aims to serve web pages with higher E-E-A-T signals. Beyond search engines, high E-E-A-T will improve user trust and will lead to more conversions and user experience on a site.

## How do you write E-E-A-T content?

Quality Over Quantity: Focus on creating high-quality, valuable content rather than producing a large volume of content. Prioritize accuracy, relevance, and depth in your writing. E-A-T in Your Biographical Information: If applicable, showcase your expertise, authoritativeness, and trustworthiness in your author bio.



## How do I improve Google E-E-A-T?

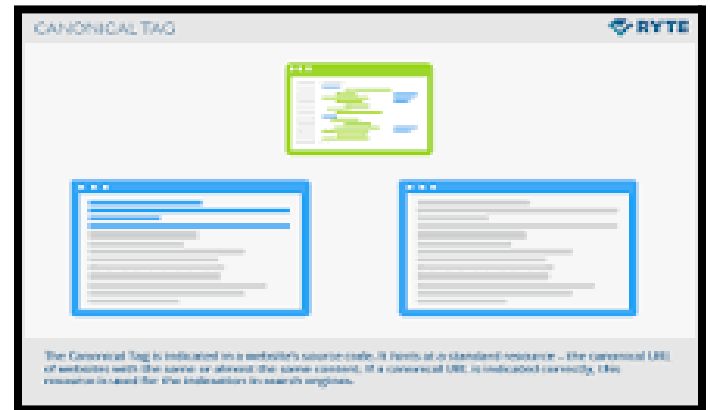
Google E-E-A-T Best Practices

- Provide Proof of Your Experience in the Topic. ...
- Add Information About the Content Creator to the Website. ...
- Earn Authoritative Backlinks. ...
- Capture Positive and Honest Online Reviews. ...
- Repurpose Outdated and Inaccurate Content. ...
- Create Original Content. ...
- Build Topical Authority.

## No4:-- Check canonical tags

### What is a canonical tag?

A canonical tag, also known as a canonical link or "rel canonical," is a tag in the source code of a page that indicates to search engines that a master copy of the page exists. Canonical tags are used in SEO to help search engines index the correct URL and avoid duplicate content.



### What is canonical tag in SEO?

What is a canonical tag? A canonical tag (aka "rel canonical") is a way of telling search engines that a specific URL represents the master copy of a page. Using the canonical tag prevents problems caused by identical or "duplicate" content appearing on multiple URLs.

### What is an example of a canonical tag?

URLs with and without a trailing slash are treated as two separate URLs, so this situation requires resolving. A canonical tag is one solution here. If you want the trailing slash version to be the canonical version then add a canonical tag onto <https://www.example.com> that points to <https://www.example.com/>.

### What is canonical use for?

A rel="canonical" link element (also known as a canonical element) is an element used in the head section of HTML to indicate that another page is representative of the <sup>1</sup>content on the page. Add any hreflang or other elements that are appropriate for the page.

### Why is it called canonical?

The word canonical is from the root canon, with both evolving from the Latin cononicus, or "according to rule," a meaning applied to religion during the Middle Ages. However, the definition of "rules" also applies in other areas as well.

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<sup>1</sup> Ali Hamza Khan



## What is canonical in website?

A canonical URL is the URL of the best representative page from a group of duplicate pages, according to Google. For example, if you have two URLs for the same page (such as example.com? dress=1234 and example.com/dresses/1234 ), Google chooses one as canonical.

## How do I verify a canonical tag?

How to check canonical tag implementation

- To view page source - right click on your webpage.
- Control F and search for 'canonical'
- Check that the url part of href= is the URL of the page you would prefer to be indexed.

## What tool is used to check canonical tags?

SEOptimer's Canonical Checker tool looks for the presence of the Canonical Tag in your site's HTML. Google recommends having this tag present on every page.

## How do you audit canonical tags?

Navigate to the “Canonical Audit” tab on the left-hand side to filter down to the canonical issues (instead of all technical SEO issues). Title/URL, as its header suggests, displays the URL and Title of the page. This way, you can see if pages with self-referencing canonical tags have unique title tags.

## Who uses canonical?

Sample Records of the Companies that use Canonical Ubuntu :

Company Name	Industry	Country
GitHub	Software	United States
Grammarly	Software	Ukraine
HashiCorp	Software	United States
Indeed	Software	United States

## Why is canonical important in SEO?

Canonical tags are a powerful way to tell Google and other search engines which URLs you want them to index. They can prevent duplicate content issues if you have different versions of



the same page: for example, an original and print version of the same page, session IDs or color variations of the same product.

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