**Assignment**

1. What are Web Crawlers and Backlinks in SEO?

A web crawler, spider, or search engine bot downloads and indexes content from all over the Internet. The goal of such a bot is to learn what every webpage on the web is about, so that the information can be retrieved when it's needed. They're called "web crawlers" because crawling is the technical term for automatically accessing a website and obtaining data via a software program.

These bots are almost always operated by search engines. By applying a search algorithm to the data collected by web crawlers, search engines can provide relevant links in response to user search queries, generating the list of webpages that show up after a user types a search into Google or Bing.

Backlinks are links from one website to a page on another website through an anchor text. Google and other major search engines consider backlinks “votes” for a specific page thus indicating relevance, quality, and authority to the web page. Pages with a high number of relevant backlinks tend to have high organic search engine rankings. So the more of these “votes” you have, the higher your site will rank in Google and other search engines.