

Name: Muhammad Furqan Nasir
Roll Number: 20I-0413
Section: A

Digital Marketing Assignment 2

Link: <https://github.com/>

Ans 1:

- Keywords:
 - AI-powered
 - Developer Platform
 - Leading
 - Trusted
 - World-leading
- SEO Techniques:
 - META Tags: They have Meta tags for description and keywords
 - Alt Text: Images have descriptive words
 - Internal Page Linking: Different pages are linked in the website
 - External Links: Blog articles
 - SiteMap: To improve speed.
 - Mobile Responsiveness: To provide seamless experience.

Ans 2:

Blog Link: <https://github.blog/2024-02-29-game-bytes-february-2024/>

Link in Blog: <https://github.blog/category/open-source/>

These links are usually used in the context of blogs to categorize content into subjects or categories, which facilitates readers' search for information on particular themes. These kinds of descriptive URLs help with search engine optimization (SEO) by giving readers a clear idea of the topic matter of the material. When users click on these links, they should anticipate seeing blog entries or articles on the GitHub blog that are especially on open-source subjects.