**WEEK 2 REPORT**

1. **INTRODUCTION**

**Completed tasks and milestones achieved:**

This week I got to know more details about SEO Search Engine Optimization and how important it is in the marketing field. Other contents like SEO types, on page SEO and Off-page SEO. Also, details about Google algorithms and their functioning was taught. It includes Google Panda, Google Penguin, Google Hummingbird, Google Pigeon, Google Possum, Google Mobile, Google Fred, Google BERT, Google Rank Brain. They are helpful for SEO process. 80% capture Google Search engines.

**Significant contributions made to the project: Provide specific details and examples to illustrate your progress.**

The project progress is going well and I got to learn many things in digital marketing and how important digital marketing is in today’s world career wise prospects. Earlier on, I had no idea about Google algorithms background functioning and its divisions. Currently, I feel I had gained some knowledge in this field. The weekly duties and projects given earlier are quite competitive and it helped me to widen my horizon on digital marketing applications in different sectors of today’s world.

**CHALLENGES AND HURDLES**

To do the earlier projects, apart from a few ones, I faced some issues that were related to creating web crawls in the e-commerce website. But, I tried to research and gain knowledge and skill about the same. I need to understand it in more detail to have proper hands on experience.

**LESSONS LEARNT**

I have definitely acquired more details regarding digital marketing. The weekly projects and study materials help us to understand digital marketing in a wider perspective. The quiz also helps test us the content matter we studied during the week.