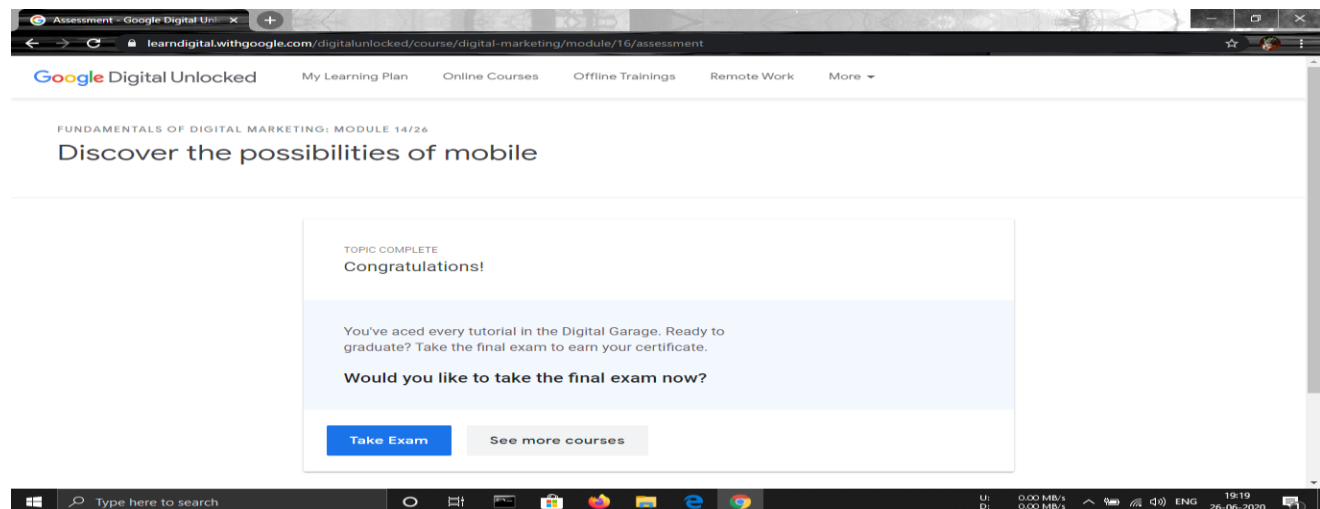
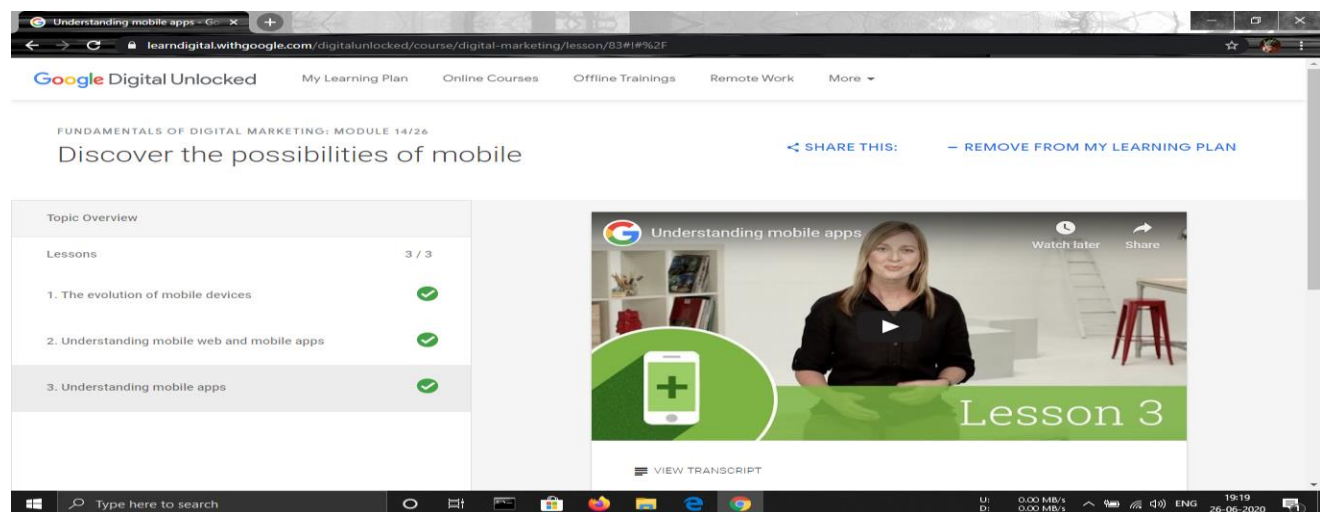


DAILY ASSESSMENT REPORT

Date:	26/06/2020	Name:	Abhishek M Shastry K
Course:	Google Digital Unlocked: Fundamentals of digital marketing	USN:	4AL17EC002
Topic:	1] Discover the possibilities of mobile <ul style="list-style-type: none"> • The evolution of mobile devices • Understanding mobile web and mobile apps • Understanding mobile apps 	Semester & Section:	6th 'A'
Github Repository:	AbhishekShastry-Courses		

SESSION DETAILS

Image of session



Report

The evolution of mobile devices

- Mobiles have radically changed the world we live in. And, it seems like mobile devices continue to evolve at lightning speed.
- And, how the rapid growth of mobile is changing how you can market your business online. Did you know that the first ever mobile phone call happened way back in 1973? It took another 11 years before the world's first truly portable commercial mobile phone went on sale in 1984. A Motorola, that cost a whopping 2,500 GBP!
- Since then, mobile phones have evolved dramatically, shrinking in size while expanding in features. Now they're an essential part of our everyday lives. No longer just a way to make phone calls, mobiles have become powerful multimedia devices. We can browse the Internet, check email, take pictures, navigate with GPS, post on social media, and much, much more.
- Mobiles have changed so much in the last few decades; it seems that anything is possible in the future.
- Links can be shortened, so they can be easily shared on social media. And that's just a few examples of the many, many ways your business can use mobile to grow.

Understanding mobile web and mobile apps

- This scenario is a perfect example of how many of your potential customers are using mobiles. They're often on the go, pressed for time, and using search engines to look for quick answers. Search engines offer people results that match their search terms, and location. They can also tell if a site is mobile-friendly. So, what does mobile-friendly mean, exactly? Let's start with the technology used to build your site. There are many options available, but most search engines prefer something called "responsive design."
- A responsive website adapts itself depending on the size of a viewer's screen. When you have a responsive site, you don't have to create separate sites for computers and mobiles. So, you save yourself a lot of effort.
- A well-designed mobile site is usable on the smallest mobile screen.

- Fonts and buttons should be easy to read and click on. And the navigation should be clear and simple to use. Visitors should immediately understand their next possible steps, and how to take action. For example, in our plumber scenario, there was a clickable phone number.
- Despite the smaller screen size, website visitors should be able to complete common, important tasks. Once you've created a mobile-friendly site, you'll want to help search engines find it, understand it, and hopefully show it in the results. That's search engine optimization, with a focus on mobile.
- Mobile SEO includes the same factors you'd consider for standard websites, like relevant content. But what's crucial for mobile site optimization, is performance and usability. Performance is how quickly a site loads, and this can be impacted by many things, such as overly large images and file sizes.
- Usability refers to a visitor's experience using your site. Generally speaking, if your site has a good mobile user experience, it will be more likely to appear in mobile search results.

Understanding mobile apps

- The apps typically provide a specific function that's not as easily accomplished on a web browser. They are often integrated with common smartphone features, like the camera or GPS.
- There are so many ways that apps can directly benefit your business. Let's look at some examples. Ok. Imagine you own an independent movie theatre. And you've decided to create an app to help drive ticket sales.
- One of the main benefits of apps is that they can send messages to a person's mobile, even when they're not using the app. These are called "push notifications". You could use them to send your customers reminders when the latest films are released, or announce special discounted showtimes.
- Your app could also power a new loyalty program. Your customers could use the app to earn points for every movie they see in your theatre, and for popcorn purchased at the shop.
- Simplified checkout on your app could allow customers to purchase movie tickets in just a few clicks. And then, your app can use their mobile's GPS to share directions to the theatre.
- An app for your business can help increase customer loyalty. You can actively communicate with customers and help them make purchases easily on their mobile devices.