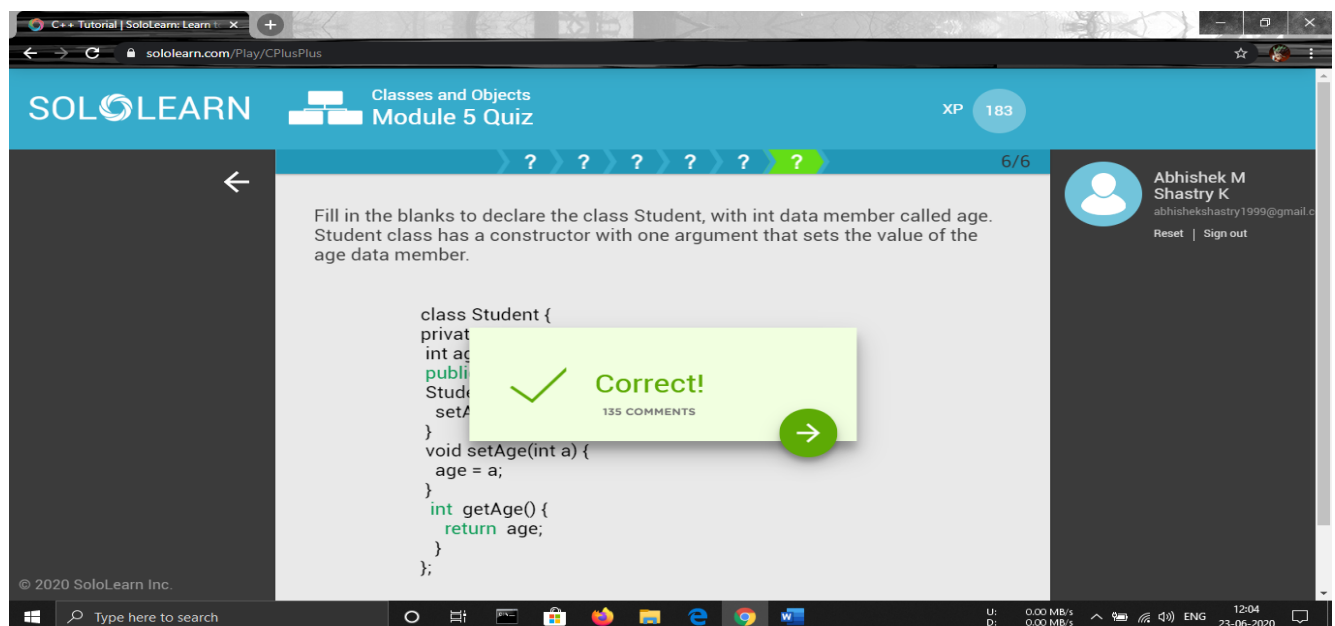
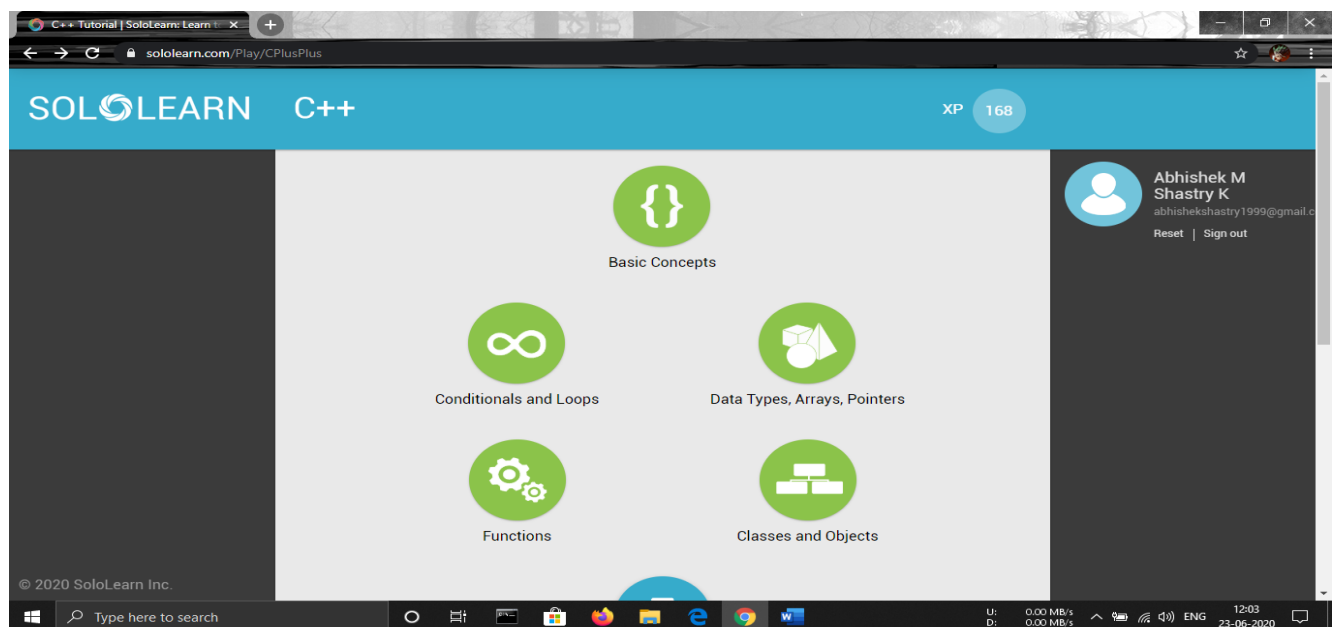


# DAILY ASSESSMENT REPORT

Date:	23/06/2020	Name:	Abhishek M Shastry K
Course:	C++ Tutorial by SOLOLEARN	USN:	4AL17EC002
Topic:	1] Functions 2] Classes and Objects	Semester & Section:	6th 'A'
Github Repository:	AbhishekShastry-Courses		

## FORENOON SESSION DETAILS

### Image of session



## Report

### Functions

- A function is a group of statements that perform a particular task. You may define your own functions in C++.
- Using functions can have many advantages, including the following:
  - ✓ You can reuse the code within a function.
  - ✓ You can easily test individual functions.
  - ✓ If it's necessary to make any code modifications, you can make modifications within a single function, without altering the program structure.
  - ✓ You can use the same function for different inputs.
- For a function to use arguments, it must declare formal parameters, which are variables that accept the argument's values.
- Being able to generate random numbers is helpful in a number of situations, including when creating games, statistical modeling programs, and similar end products.
- In the C++ standard library, you can access a pseudo random number generator function that's called **rand()**. When used, we are required to include the header **<cstdlib>**.
- When defining a function, you can specify a default value for each of the last parameters. If the corresponding argument is missing when you call a function, it uses the default value.
- Function overloading allows to create multiple functions with the same name, so long as they have different parameters.
- A recursive function in C++ is a function that calls itself.
- An array can also be passed to a function as an argument. The parameter should be defined as an array using square brackets, when declaring the function.
- There are two ways to pass arguments to a function as the function is being called.
- **By value:** This method copies the argument's actual value into the function's formal parameter. Here, we can make changes to the parameter within the function without having any effect on the argument.
- **By reference:** This method copies the argument's reference into the formal parameter. Within the function, the reference is used to access the actual argument used in the call. This means that any change made to the parameter affects the argument.

## Classes and Objects

- **Object Oriented Programming** is a programming style that is intended to make thinking about programming closer to thinking about the real world. In programming, objects are independent units, and each has its own identity, just as objects in the real world do.
- In programming, an object is self-contained, with its own identity. It is separate from other objects. Each object has its own attributes, which describe its current state. Each exhibits its own behavior, which demonstrates what they can do.
- Objects are created using classes, which are actually the focal point of OOP.
- The class describes what the object will be, but is separate from the object itself.
- You can use the same class as a blueprint for creating multiple different objects. For example, in preparation to creating a new building, the architect creates a blueprint, which is used as a basis for actually building the structure. That same blueprint can be used to create multiple buildings.
- Programming works in the same fashion. We first define a class, which becomes the blueprint for creating objects. Each class has a name, and describes attributes and behavior. In programming, the term type is used to refer to a class name: We're creating an object of a particular type.
- **Data abstraction** is the concept of providing only essential information to the outside world. It's a process of representing essential features without including implementation details.
- Part of the meaning of the word encapsulation is the idea of "surrounding" an entity, not just to keep what's inside together, but also to protect it. In object orientation, encapsulation means more than simply combining attributes and behavior together within a class; it also means restricting access to the inner workings of that class.
- Class **constructors** are special member functions of a class. They are executed whenever new objects are created within that class. The constructor's name is identical to that of the class. It has no return type, not even void.
- **Constructors** can be very useful for setting initial values for certain member variables. A default constructor has no parameters. However, when needed, parameters can be added to a constructor.

<b>Date:</b>	<b>23/06/2020</b>	<b>Name:</b>	<b>Abhishek M Shastry K</b>
<b>Course:</b>	<b>Google Digital Unlocked: Fundamentals of digital marketing</b>	<b>USN:</b>	<b>4AL17EC002</b>
<b>Topic:</b>	<b>1] Help people nearby find you online</b> <ul style="list-style-type: none"> <li>• Using digital to advertise locally</li> <li>• Reaching locals on their mobiles</li> <li>• SEO for local businesses</li> </ul>	<b>Semester &amp; Section:</b>	<b>6<sup>th</sup> 'A'</b>
<b>Github Repository:</b>	<b>AbhishekShastry-Courses</b>		

## AFTERNOON SESSION DETAILS

### Image of session

The screenshot shows the Google Digital Unlocked interface. The browser address bar displays the URL: [learndigital.withgoogle.com/digitalunlocked/course/digital-marketing/lesson/72#1#%2F](https://learndigital.withgoogle.com/digitalunlocked/course/digital-marketing/lesson/72#1#%2F). The page title is "FUNDAMENTALS OF DIGITAL MARKETING: MODULE 11/26" and the main heading is "Help people nearby find you online". On the left, a "Topic Overview" sidebar lists three lessons, all marked as complete with green checkmarks: "1. Using digital to advertise locally", "2. Reaching locals on their mobiles", and "3. SEO for local businesses". Below the lessons, there are two options: "Watch the lesson" (5 min) and "Check your knowledge" (1 min). The main content area features a video player with a thumbnail showing a hand holding a smartphone displaying a map with a location pin. The video title is "SEO for local businesses" and the lesson number "Lesson 3" is prominently displayed. A "VIEW TRANSCRIPT" link is visible below the video player. The Windows taskbar at the bottom shows the system clock as 16:38 on 23-06-2020.

The screenshot shows the Google Digital Unlocked assessment page. The browser address bar displays the URL: [learndigital.withgoogle.com/digitalunlocked/course/digital-marketing/module/13/assessment](https://learndigital.withgoogle.com/digitalunlocked/course/digital-marketing/module/13/assessment). The page title is "FUNDAMENTALS OF DIGITAL MARKETING: MODULE 11/26" and the main heading is "Help people nearby find you online". The central content area displays a congratulatory message: "TOPIC COMPLETE Congratulations!". Below this, it states: "You've aced every tutorial in the Digital Garage. Ready to graduate? Take the final exam to earn your certificate." and asks "Would you like to take the final exam now?". At the bottom, there are two buttons: "Take Exam" and "See more courses". The Windows taskbar at the bottom shows the system clock as 16:38 on 23-06-2020.

## Report

### Using digital to advertise locally

- Advertising on the web has changed how buyers and sellers meet up: what used to be the phone book has now evolved to almost exclusively search engines, online directories, review sites and social networks. And while all of these digital mediums are available to anyone, anywhere in the world, many of these offer ways to advertise to your local audience.
- On search engines, you can bid to show your ad when people type in certain search terms, and all of the major search engines allow you to limit your ads showing to only people in certain locations and geographies. For example, if you were bidding on a keyword like “bicycle repair,” you could set up your campaign to only bid if the person that typed it in was within, say, 10 miles of your bicycle shop.
- Whether you choose to use search engines, social networks, directories or review sites, limiting your advertising budgets to people near you and taking advantage of the special local advertising features can help boost your business in the neighborhood.

### Reaching locals on their mobiles

- We’ve all used our mobile to find, say, the closest shop to where we happen to be. Say you’re riding your bike around town when suddenly your chain breaks. If you’ve got your mobile on you, you’re probably about to do a search for a bike shop that’s really close.
- So, if you own that bike shop, or any other kind of business, what can you do to improve your chances of showing up when people need you?
- Of course, you’ll want to make sure your business is listed in local directories, review sites and search engines, and you might want to take advantage of some local advertising opportunities, but let’s talk about how you can harness the power of mobile devices for local customers.
- The first thing you need to do is make sure your site looks good on mobile devices and includes contact information.
- Next, you can take advantage of some things that only mobile devices tend to have. For example, many people allow websites and mobile apps to use a GPS function that can detect where they are and direct them to where they want to go (like that bike shop).

- Another common way GPS-enabled device work with mobile is in local advertising. Paid advertising programs help you target the right customer, at the right time, and now, in the right place.
- To get started, make sure your customers can find you online, using any device, and have a good experience whether they're on a laptop, desktop, smartphone or tablet. Then, think about using mobile specific technology like GPS and apps to motivate customers with local features and promotions.
- And finally, if you're advertising locally, you can target people nearby and on the go with your campaigns.

### **SEO for local businesses**

- Content goes a long way in helping customers and prospects connect with your business. For a bike shop, content might include a blog about bike repairs and maintenance, and details about the bike clinics you host at your shop.
- It could include descriptions, photos and videos of local bicycle races or popular biking trails in your area. It might include how-to articles about choosing the correct bike frame size with an offer for local customers to visit the shop for help.
- As you add more local information to your website, and search engines recognize its relevance to local searchers, the chances of appearing in the local results may increase, too.
- Remember the role of a search engine is to provide the right result, at the right time and in the right place for the searcher. In order to do this, search engines may use the proximity of the searcher to your business, or the geographic area they type in as part of their search.
- Add location details to your website, continually add quality content that's relevant to your audience and highlights the location of your business, check your business listings on search engine and local business directories, and Ensure your site is mobile-friendly and easy for both search engines and visitors to understand.
- It may take some work to get found locally, especially for a new business, but if you take the time to add clear business information to your website, build great content, and promote your site in local directories, your customers can start finding you on the other side of their local searches.