**DAILY ASSESSMENT FORMAT**

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| **Date:** | **11-06-2020** | **Name:** | **Varun G Shetty** |
| **Course:** | **Digital marketing** | **USN:** | **4AL17EC093** |
| **Topic:** | **Get started with search**   * **Search engine basics** * **how search engines work** * **how search engines see the web** * **organic search explained** | **Semester & Section:** | **6th & ‘B’** |
| **GitHub Repository:** | **Varunshetty4** |  |  |

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| **FORENOON SESSION DETAILS** |
| **Report:**  **Search engine basics:**  Search engines catalogue the Internet to help connect searchers with exactly what they're looking for. That makes them a great marketing tool. This video covers:   * a brief history of search engines * how search engines changed business * why search is a good place to start.   **how search engines work:**  Search engines examine all the pages on the World Wide Web, categories them and put them into a logical order when you search for something. Understanding how this works can help your business. This video will cover:   * how search engines find web pages * what they do with the web pages they find * how they decide what to show on search results pages.   **how search engines see the web:**  if you want to make sure your website turns up in more search engine results, stay tuned for this video, which includes:   * how search engines understand what's on a web page * which parts of a web page help search engines do this * how to make your web pages more visible to search engines.   **organic search explained:**  When a person types in a word or phrase on a search engine, a list of results appears with links to web pages and other content related to the search. This video covers the content found in the organic results. You'll learn:   * what organic results are * what search engine optimization (SEO) is * how good website content affects the organic search results. |

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