**DAILY ASSESSMENT FORMAT**

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| **Date:** | **12-06-2020** | **Name:** | **Varun G Shetty** |
| **Course:** | **Digital marketing** | **USN:** | **4AL17EC093** |
| **Topic:** | * **Paid search explained** * **google search console** | **Semester & Section:** | **6th &’B’** |
| **GitHub Repository:** | **Varunshetty4** |  |  |

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| **FORENOON SESSION DETAILS** |
| **Image of session** |
| **Report:**  **Paid search explained:**  **Key learnings**  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 results page is organised into different sections; this video covers the adverts. You'll learn:   * a bit about advertising on search engines * why advertising on search engines is so effective * how advertisers compete for an opportunity to show ads on the search results page.   Imagine you live in the Cotswolds; you’re out running errands and are desperate for a coffee. You pull out your mobile and search for 'coffee shop Cotswolds'.  Now you have a page full of options to consider. Every section on the page —the map, the ads, and the search results — presents options. Who knew there would be so many?  Some of these results are selected by the search engine’s organic formula. These pages are considered the most relevant web pages the search engine can find for this search. The other sections are ads.  If you take a moment to compare the ads you see to those in a print magazine, you might notice one big difference - every ad is for a coffee shop.  You don’t see ads for unrelated things, and interestingly enough, the adverts seem quite similar to the organic results.  This is by design, and it’s what makes paid search advertising so effective. A search engine’s most important job is to show people the results they are looking for, and this extends to the ads. The ads you see complement the search results page, with the ultimate goal of helping a searcher find what they’re looking for. So how exactly does search engine advertising work?  There are several models. Let’s take a look at one popular option, the text ads you see on search engine results pages.  Every time someone searches advertisers compete for the opportunity to display ads. It happens in milliseconds and the searcher won’t see the details, only the winners: the ads that appear on the page.  So, how do search engines decide who wins? The primary components are the bid and the quality.  The bid is the maximum amount an advertiser is willing to pay for a click on an ad. If someone clicks the ad, the advertiser is charged an amount equal to—or sometimes less than—the bid.  So, if an advertiser bids £2 for a keyword, that’s the most they would pay for a single ad click. If an ad shows on the page but no one clicks, it doesn’t cost the advertiser anything at all.  Ideally, bids correspond to the value of the keywords to the business but the amount is up to each advertiser. Some advertisers may be willing to bid 50p for a keyword; others may be willing to bid £10.  **google search console:**  **Key learnings**  When it comes to your website, the more information you have, the better. In this video you'll learn:   * what Search Console is, and how it can help * some of its useful features * how to set it up.   It has two primary functions. It monitors your performance in Google Search results. And it also shows you how Google “sees” your site.  Say you own a coffee shop, and your website needs some updating. Let’s take a closer look at a few ways Search Console might be able to help you out. One way is through its “Search Analytics” reports. This can help you answer a few important questions like which searches bring people to your site. Or tell you when searchers click on your links. They can even let you know which other sites link to yours.  The “Links to your site” report shows websites that link to your site. Think of these as “referrals.” The list should include websites relevant to coffee. More and more people use mobile devices to access the Internet, so while you’re in Google Search Console you should also check out the “Mobile Usability Report”. This’ll point out pages on your site that don’t work well on mobile phones, which you can then fix to improve your website performance when people search on mobile. There are two more really handy features within Search Console to know about: “Crawl” reports, and “Google Index” reports.  Now Search Console can generate reports for your site—for free! It might take a few days before you see useful information because it must first gather and process the data. If you see a "No data yet" message, check back later. Now that your site’s set up in Google Search Console, you can use the reports to figure out how to improve your presence on Google. Using the reports, you can make changes to help Google better understand your web pages and as a result make your website perform better. |

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