**DAILY ASSESSMENT FORMAT**

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| **Date:** | **13-06-2020** | **Name:** | **Varun G Shetty** |
| **Course:** | **Digital marketing** | **USN:** | **4AL17EC093** |
| **Topic:** | **Get discovered with search**   * **The importance of an SEO plan** * **The SEO processes** * **How to choose keywords** * **Setting realistic SEO goals** | **Semester & Section:** | **6th & ‘B’** |
| **GitHub Repository:** | **Varunshetty4** |  |  |

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| **Report:**  **The importance of an SEO plan:**  In this step-by-step process to create an SEO plan for your website, you'll learn how to:   * develop * prioritise * adjust the plan to best suit your goals.   **The SEO processes:**  In this step-by-step process to create an SEO plan for your website, you'll learn how to:   * develop * priorities * adjust the plan to best suit your goals.   **How to choose keywords:**  Choosing keywords is the cornerstone of successful search engine optimization. In this video, we'll discuss:   * why you need to do keyword research * the difference between short tail and long tail keywords   what to consider when selecting keywords  **Setting realistic SEO goals:**  Setting realistic goals for organic traffic and assessing them with measurements that matter will help you strengthen your SEO strategy. In this video, you'll learn:   * how to define success * how to select measurements that matter * what tools can help. |