**DAILY ASSESSMENT FORMAT**

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| Date: | **15-06-2020** | Name: | **Varun G Shetty** |
| Course: | **Digital Marketing** | USN: | **4AL17EC093** |
| Topic: | Make search work for you   * Making your web pages search friendly * how other websites can work for you * cross borders with SEO | Semester & Section: | **6th & ‘B’** |
| GitHub Repository: | **Varunshetty4** |  |  |

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| **FORENOON SESSION DETAILS** |
| **Image of session** |
| **Report:**  **Making your web pages search friendly:**  Get started in search engine optimisation by improving the pages on your website. This video explains the elements that you can tweak to make your website easier for search engines to understand. We'll cover:   * Title and description meta tags * Heading elements * Page copy.   The title and meta description are important because they both are used by the search engine to generate the actual search result for the specific page. The title is used to generate the first line shown; the meta description is used to generate the few short sentences that follow.  For a page about fruits and vegetables, you’ll want to make sure that the phrase “fruits and vegetables” is in both the title and meta description. A good title would be: “Blake Produce - Fresh Fruits and Vegetables.” This describes what the page is about and also highlights your company name.  **How other websites can work for you:**  You can improve your search visibility across the web by thinking about off-site optimization; that is, using what happens on other websites to promote yours. This video will show you some ways to start, including:   * Encouraging links to your website * Engaging with your audience through good content * Promoting your site with social media.   Search engines might see these links as a sign that you have a high-quality site, and are perhaps a good option to show searchers.  So, we’ve established that links to your site are important—but how do you get them?  The key is to think quality, not quantity.  **Cross borders with SEO:**  You can improve your search visibility across the web by thinking about off-site optimization; that is, using what happens on other websites to promote yours. This video will show you some ways to start, including:   * Encouraging links to your website * Engaging with your audience through good content * Promoting your site with social media. * Country targeting.   Let’s imagine you are a farmer who ships delicious fruits and vegetables across borders. You have created some great content for your U.K. clientele, but you have also had the same content carefully translated into German for your market in Germany. One such page is about your avocados.  As a farmer, you’d expect your German avocado page to show up on a search results page for your prospects in Germany, and your U.K. page for customers in the U.K. To help search engines discover this alternate content, in this case you’d be able to add an annotation to each English and German page.  These tags will mark your pages so search engines can serve up the right version of your content to viewers in their respective countries.  When you explore annotations a bit further, you’ll see that they can be great tools for more advanced multilingual and multinational setups. That covers some of the structural considerations for adding different languages to your website. But even if you don’t add multiple languages, there are other considerations for customers in different countries and markets. |

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