**DAILY ASSESSMENT FORMAT**

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| Date: | **17-06-2020** | Name: | **Varun G Shetty** |
| Course: | **Digital marketing** | USN: | **4AL17EC093** |
| Topic: | Get discovered with search   * intro to search engine optimization (SEO) * 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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| **FORENOON SESSION DETAILS** |
| **Image of session:** |
| **Report:**  **Intro to search engine optimization (SEO):**  Understanding how search engines work can help your business improve its online presence. This video explains:   * what search engine optimisation is * how search engines understand your website * what they value most.   **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. |