**DAILY ASSESSMENT FORMAT**

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| **Date:** | **17-06-2020** | **Name:** | **Rohan Shetty** |
| **Course:** | **Digital marketing** | **USN:** | **4al17ec079** |
| **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:** | **rohan-shetty-online-courses** |  |  |

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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. |

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