

Digital Marketing Assignment

Module-1

Q1. Please break down the URLs listed below. (list-out Protocol, Domain, TLD)

<https://www.flipkart.com/>

<https://www.irctc.co.in/>

<https://www.allegro.pl/>

<https://www.johnlewispartnership.co.uk/>

<https://www.uidai.gov.in/>

Protocol	Subdomain	Domain	TLD
https	www	flipkart	com
https	www	irctc	Co.in
https	www	allegro	pl
https	www	johnwispartnership	Co.uk
https	www	uidai	Gov.in

Q2. What is HTTPS/SSL Update?

HTTPS stands for “Hypertext Transfer Protocol Secure”, most commonly known as HTTP over SSL, or Secure Sockets Layer, which is standard security technology.

You can move your website from HTTP to HTTPS address by installing SSL certificate. Just you need to decide what type of SSL certificate is suited to your business.

When SSL certificate installed on your web server all your communications between web browser and web server are authenticated & encrypted.

When visitors see lock icon and 'https://' instead of http before host-name in the web address, they will ensure that their sensitive data is being protected. The 'S' in https stands for secure.

Google HTTPS/SSL update:

[Google has started to give HTTPS as a ranking signal](#) and HTTPS/SSL enabled secure site provides following benefits:

1) **Identity authentication** : Server verifies the client's authentication by verifying the SSL certificate.

2) **Privacy** : All information during transit between browser and server kept private using 256-bit encryption.

3) **Data integrity** : HTTP/SSL ensures visitors that sending/receive message between web browser and server cannot be altered by others.

Q3. List out 10 famous browsers used worldwide.

- Firefox
- Google chrome
- Microsoft edge
- Apple safari
- Opera
- Brave
- Vivaldi
- Duckduckgo
- Chromium
- Epic