

Module- 2

1. Give the name of the traditional and digital platform where we can promote TOPS technologies pvt.ltd, and suggest which platform will be better for their marketing activity with a reason?

- Traditional marketing refers to any type of marketing that isn't online. this means print, broadcast ,phone, direct mail, and outdoor advertising like billboards. From newspapers to radio, this method of marketing helps reach targeted audiences.
- Digital marketing is any marketing a company conducts online, such as paid social media ads, email marketing, and ppc advertising. Digital marketing has become wildly popular due to the cultural, technological, and societal shifts around us.
- We can promote on digital way because off those reasons
 - Global reach
 - Local reach
 - Lower cost
 - Easy to learn
 - Effective targeting
 - Multiple strategies
 - Multiple content types
 - Increased engagement
 - Analytics and optimization

2. What are the marketing activities and their uses?

Marketing automation solutions are designed to help organizations to more effectively market on multiple channels online (such as email, social media, websites, etc.) and automate repetitive marketing tasks.

Nowadays there are many companies that offer marketing automation software platforms and technologies. Some of the most popular choices are Hubspot, Salesforce, Marketo, Zoho, Eloqua and IBM.

By automating repetitive marketing activities, you will be able to reduce the time and money you spend doing the same thing over and over again. Therefore, you will be able to use your time smarter focusing on converting leads into customers and customer into passionate customers.

Here are 10 activities marketers should automate:

1) Data collections

Each one of your customer segments expect a different experience with your brand. If you are treating loyal customers, one time customers and prospects all the same way, you are probably not serving any of these groups with the exclusivity they deserve.

Upon collect and analyzing data from multiple marketing channels and aggregating it in one place you will be able to understand each one of your customers segments in deep and then treat them accordingly

Some popular data collection points that can help you to understand your customers are: Website forms, online searches, mobile use, social media, etc.

2) Content creation

Upon classifying each of your customers segments by demographics and behaviors, you will be able to create content that is relevant for each one of them.

As an example, many companies have [“We miss you” email campaigns](#) focused on reactivate customers that become inactive after opening a new account.

3) Target users that abandoned your shopping cart or online form.

If someone has already been into your website, added products into their shopping cart or started filling out a form on your website but then left for some reason, there are good chances this person is interested in your product or service. Use an automatic re-marketing campaign to reacquire these customers before they go to a competitor.

4) Welcome or activation programs

Make a strong first impression. Automating welcome or activation campaigns will allow you to introduce your company better, explain how your customer can get the most out of your product or service and collect additional customer information.

5) Collect reviews

Collecting and analyzing your customers` feedback is essential to provide a great service. By the way, the only way to know if your customers are happy with your company is by asking them.

6) Birthdays messages

Buyers are people. Even companies are made of people. Interact with your customer in a personal way and let them know you care about them. A simple birthday greeting can help you to differentiate your company from your competitors.

7) Sales emails

Automated sales emails are a great opportunity to educate your customers about your products and policies, offer upsells and finish transactions in the event the customer missed any steps.

8) Post sales email

Remember to ask if your customers are happy with your product and if they can tell their friends about you. Don` t miss the opportunity to retain your customers and find new ones through word of mouth and social media referral.

9) Events

Use automated event tools to send invitations, confirm if your guests are coming and remind them about dates and times of upcoming promotions or events.

10) Customer lifecycle

People change in many ways. They get married, change interests, make new friends and have new priorities. Use automated tools to understand how your customers are changing, and adjust your offer to satisfy this changes. For example, if you have a B2B business, you shouldn` t use your marketing money on people that went out of business.

I hope this article will give you some ideas for improving your marketing efforts, reduce the time you spend in repetitive marketing work and help you do marketing more effectively.

Would you like a free assessment of your online presence done by our consultants? Enter your personal information and your business website below. We will get back to you in a couple of days with our insights and recommendations for improving your business digital strategy.

3. What is traffic?

The term “traffic” refers to the number of visitors to a website in a specific period of time. A website's traffic can be accurately logged and is divided into regular visitors and one-time visitors. Regular visitors are loyal customers who provide steady traffic, while one-time visitors are looking for information on a specific topic and are usually directed to the website via search engine queries. A website's number of visitors is an important indicator of how interesting it is for your target group.

The purpose of a website is usually to attract as many visitors as possible. Higher traffic often results in higher advertising revenues or sales, which is why a website's number of visitors and its financial success are often closely related. The quality of your site plays a decisive role in ensuring regular traffic. Both the content and the design must be of high quality and provide value to visitors. The popularity of a website is often measured by the number of unique visitors i.e. individual users who visit a website, whereby several visits of the same person are only counted once.

4. Things we should see while choosing a domain name for a company.

Choose a domain name that reflects your brand and what you do

You want a domain name that describes your website. Your domain name should also match your brand name (ie. company or business name). You don't want to confuse your visitors by using a domain name that is irrelevant or has no association whatsoever with what you do.

Easy to read, say and remember

You want a domain name that is simple to read, say and remember. It also helps if it's easy to type. If you use slang or words with multiple spellings, it makes it harder for your customers to remember your domain name and find you.

For example, take a look at these domain names: *DomainsForYou.com*, *DomainsForU.com*, *Domains4You.com* and *DomainzForU*. We are pretty sure you can come up with many more variations – so could your customers!

Be careful how words run together

When you think you've found the best domain name, write it down and say it out loud. Look at how the words run together.

For example, say you are part of a parent group and you are looking for a domain name for your group forum. What about *momstalking.org* or perhaps *MomsExchange.com*? You certainly don't want any surprises you haven't thought of, because chances are your visitors will and you don't want to be known as the parent *stalking* group.

Shorter is always better

You always want people to know what you're about in the shortest amount of time. Same goes for your domain name – you don't want a URL that isn't easily understood or doesn't accurately describe what you do. Your domain name should be like your business card: sharp and to the point; it should be a starting point so visitors can follow through on your website for more information.

Besides, if your domain name is long and complex, you risk customers mistyping or misspelling it. Short and simple is the way to go.

Use keywords

Try using keywords that describe your business. For example, if you are a guitar repair business, you might want to include “guitar repair” in your domain name. Not only does it improve your rank on search engines, it makes more sense to your customers.

But how do you find your keywords? We have an [article](#) to help you with that.

Avoid numbers and hyphens

Numbers and hyphens are often misunderstood. People don't know if you are using a numeral or if it's spelled out, and they often misplace or forget the dash.

Think long term and don't limit yourself

Say you are looking for a domain name for your guitar repair shop and you find that *JustGuitarRepairs.com* is available. This may be a good match for you right now, but what if later on down the road you want to add piano tuning and private guitar lessons to your lineup of services? When picking a domain name, don't limit yourself – leave a little room for growth, you just never know if you will need it later on.

Target your area

If your business is local, consider using your city in your domain name. It makes it easy for local customers to find and remember you. For example, say your guitar repair shop is in Montreal, you can try *MontrealGuitarRepairs.com*.

You can also consider using a country-specific domain extension, like *BobsGuitarRepairs.ca*.

Use an appropriate domain name extension

The .com domain extension is by far the most popular, [up to 75% of websites](#) on the Internet are .com domains. It is the preferred extension and the easiest to remember – people automatically think *.com* when you say *domain name*. If your first domain name choice isn't available, you might want to try your second choice before settling for other domain extensions.

There are other extensions that you can consider, like .net, .info, .biz.

Be unique and memorable

Having a domain name that's catchy and memorable is essential. If you are marketing yourself, you can consider using your first and last name as your domain name (ie. *johnsmith.com*). If you are marketing your business, you should try to see if your business name is available.

In the event that your business name is unavailable, try a different name or perhaps add a keyword or two.

Research it for copyright and trademark

Obviously, it is going to cost you a lot of time, money and headache if you're sued for infringement. So make sure the name you've selected isn't trademarked, copyrighted, or being used by another company.

5. What is the difference between a landing page and home page?

Landing Page: What is the reason for having multiple pages on a website? Why can't I just have one page where all the content I have be put up. The reason is simple you want to ensure that the users intent or question is answered in the shortest possible time. Hence the importance of a perfect landing page. The best customer experience ensures that the landing page offers an engaging experience where he feels the user got what he wanted. am not telling you that the user should leave your site in 15 seconds once he finds what he was looking for. mean the landing page should be designed in such a way that the user is engaged, once he is engaged get him to roam around your website. So the team at Lyft which offers drivers and ability to drive their own cars as taxis, let us assume somehow you clicked on their link and have landed on this page. Its a simple page with only 3 basic messages. 1) make \$35/ hr 2) A Call to action to fill the form for further information and 3rd to see how much the driver can make by joining in.

For a Web user, the home page is the first Web [page](#) that is displayed after starting a Web [browser](#) like Netscape's Navigator or Microsoft's Internet Explorer. The browser is usually preset so that the home page is the first page of the browser manufacturer. However, you can set it to open to any [Web site](#). For example, you can specify that "http://www.yahoo.com" or "https://www.techtarget.com/whatis/" be your home page. You can also specify that there be no home page (a blank space will be displayed) in which case you choose the first page from your bookmark list or enter a Web address.

For a Web site developer, a home page is the first page presented when a user selects a [site](#) or presence on the World Wide Web. The usual address for a Web site is the home page address, although you can enter the address (Uniform Resource Locator) of any page and have that page sent to you.

6. List out some call-to-actions we use, on e-commerce website.

Now that you understand what is required for your website lets understand how you will convert the ever elusive customers. The industry term is called Call to Action. Call to action basically means calling or requesting you to do some action, which in our case will be to fill an inquiry form or buy a product or like our page, or subscribe to a newsletter. The biggest fear most users

have in buying things online is it will be a pain to cancel the subscription or return the product. Netflix offered their customers Join for free but right above the statement it says Cancel Anytime, making the Call to action more effective. Prezi made its website so simple with a white background that the blue call to action draws your attention and you are compelled to take action. Lastly Office vibe floats a small request to subscribe to their newsletter – interestingly they could easily just add a line Sign up for the newsletter but it tells the user Get tips on how to become a better manager. By informing the user what to expect if they do sign up relieves the fear of email spam.



7. What is the meaning, of keywords and what add-ons we can use with them?

Keywords can be defined as words and phrases which are in your websites content that the user will use to search in different search engines. Knowing the different keywords that your potential customers will search with will result in increasing the traffic multifold. Having your main page with certain keywords and the allied blogs/ articles/ supporting pages with other keywords which link to the main keyword page. Let me give you an example of a keyword let us assume you are looking to buy a mobile phone – so on your page that you have to sell Mobile phones you might have keywords like mobile phones Android Mobile phone so Android Phone can be your keyword or Mobile Phone can be another keyword. Phrase/ Long Tail Keywords – In highly competitive keywords SEO Professionals use long tail keywords or phrases. For example if you are doing seo for an company that sell android phones now every company in your city would be trying to compete for those keywords. Instead you would get good traction if you start including Long tail Keywords in your content. For create content for Android phones with Camera, Review of Samsung Android Phone, and Best Android Phones in India. There are a lot of users who search Google with long tail keywords and you will get good traction.

Keyword Add-ons: Price Quality – Best, TOP, New, Popular• Time Date – Month or Year or Date• Intent - Buy Sell• Location – City, State, Online• Keyword Add-ons are words that you add to the basic keyword to make it simpler for you to rank. Example of how add-ons work. if I am selling IPL (Indian Premier League) Cricket Memorabilia and want to rank for it. It will be difficult for me to rank for IPL Jerseys but slightly easier to rank for IPL 2015 jerseys or IPL Pune

Jerseys or Cheap IPL jerseys. As you can see from the example by adding a few relevant add-ons I might make my target keywords easier to rank for. There are a lot of keyword tools that are available that can help you find add ons to your keywords. Some are paid and some are free you can select whatever you are comfortable with. Ubersuggest.com is a favourite and common among a lot of professionals it gives you results based on Google Autocomplete.

8. Please write some of the major algorithm updates and their effect on google rankings.

1. Panda

Date: February 24, 2011

Hazards: Duplicate, plagiarized or thin content; user-generated spam; keyword stuffing.

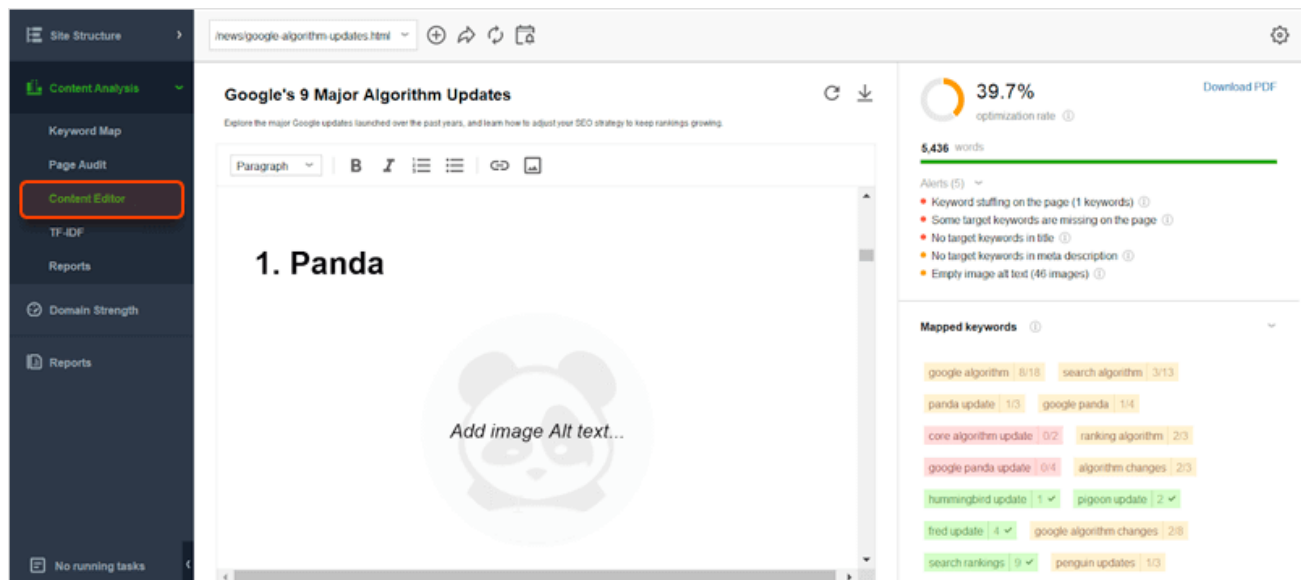
How it works: The [Panda algorithm update](#) assigns a so-called “quality score” to web pages. This score is then used as a ranking factor. Initially, the effects of Panda were mild, but in January 2016 it was permanently incorporated into Google’s core algorithm. Since then, update rollouts have become more frequent, so both Panda penalties and recoveries now happen faster.

How to adjust: Run regular site checks for content duplication, thin content, and keyword stuffing. To do that, you’ll need a site crawler, like SEO PowerSuite’s [Website Auditor](#).

The screenshot displays the Website Auditor interface. At the top, it shows overall statistics: 5,995 Errors, 8,793 Warnings, and 58,510 Info items. The left sidebar contains navigation options like Site Structure, Site Audit, Visualization, Pages, All Resources, Content Analysis, Domain Strength, and Reports. The main content area is divided into 'On-page' and 'Localization' sections. Under 'On-page', 'Duplicate titles' and 'Duplicate meta descriptions' are both marked with red 'X' icons and a count of 70. The 'Duplicate meta descriptions' item is highlighted with a red box. To the right, a table titled 'Duplicate meta descriptions' provides a detailed list of these issues, showing page numbers, URLs, titles, and meta descriptions.

#	Page	Title	Meta Descrip...
1	www.nomadicmatt.com/travel-blog/pa...	Travel Blog	The travel bl...
2	www.nomadicmatt.com/travel-blog/pa...	Travel Blog	The travel bl...
3	www.nomadicmatt.com/travel-blog/pa...	Travel Blog	The travel bl...
4	www.nomadicmatt.com/travel-blog/pa...	Travel Blog	The travel bl...
5	www.nomadicmatt.com/travel-blog/pa...	Travel Blog	The travel bl...
6	www.nomadicmatt.com/travel-blog/pa...	Travel Blog	The travel bl...
7	www.nomadicmatt.com/travel-blog/pa...	Travel Blog	The travel bl...

With the WebSite Auditor’s new Content Editor module, you can also avoid a potential penalty and create pages without the risk of accidental keyword stuffing. Content Editor analyzes the pages of your top competitors and provides SEO recommendations based on the content that’s already successful in Google search.



And if you want to check whether your content is duplicated elsewhere on the web, use a plagiarism checker like [Copyscape](#).

2. Penguin

Date: April 24, 2012

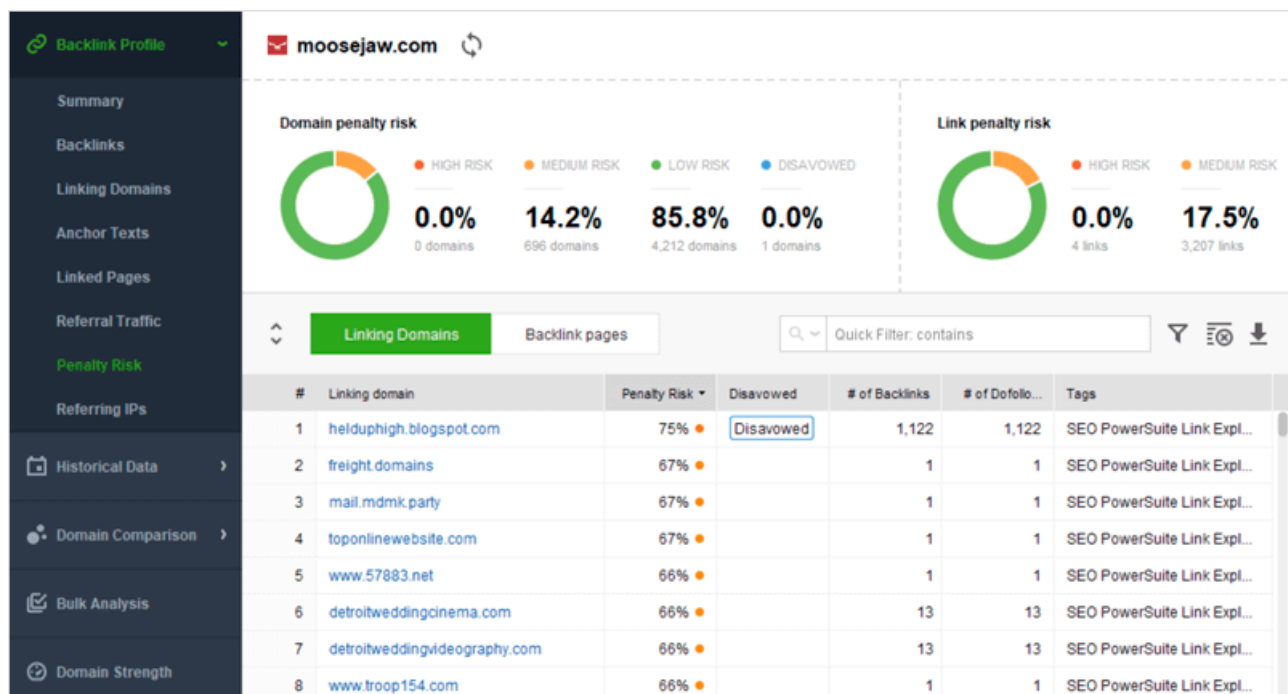
Hazards: Spammy or irrelevant links; links with over-optimized anchor text.

How it works: Google Penguin's objective is to down-rank sites whose backlinks look unnatural. This update put an end to low-effort link building, like buying links from link farms and PBNs.

How to adjust: To stay safe from the effects of the Google Penguin update, monitor your link profile's growth and run regular audits with a backlink checker like [SEO SpyGlass](#). In the tool's Summary dashboard, you'll find a progress graph for your link profile's growth. Look out for any unusual spikes: those might be the result of a negative SEO attack by your competitors.



The stats that we know Penguin takes into account are incorporated into SEO SpyGlass's Penalty Risk formula. Navigate to the *Penalty Risk* tab and sort your backlink list from highest risk to lowest. Links with a risk above 50% should be investigated. If they turn out to be malicious, add them to the disavow file, download it, and submit it to Google's [Disavow Links Tool](#).



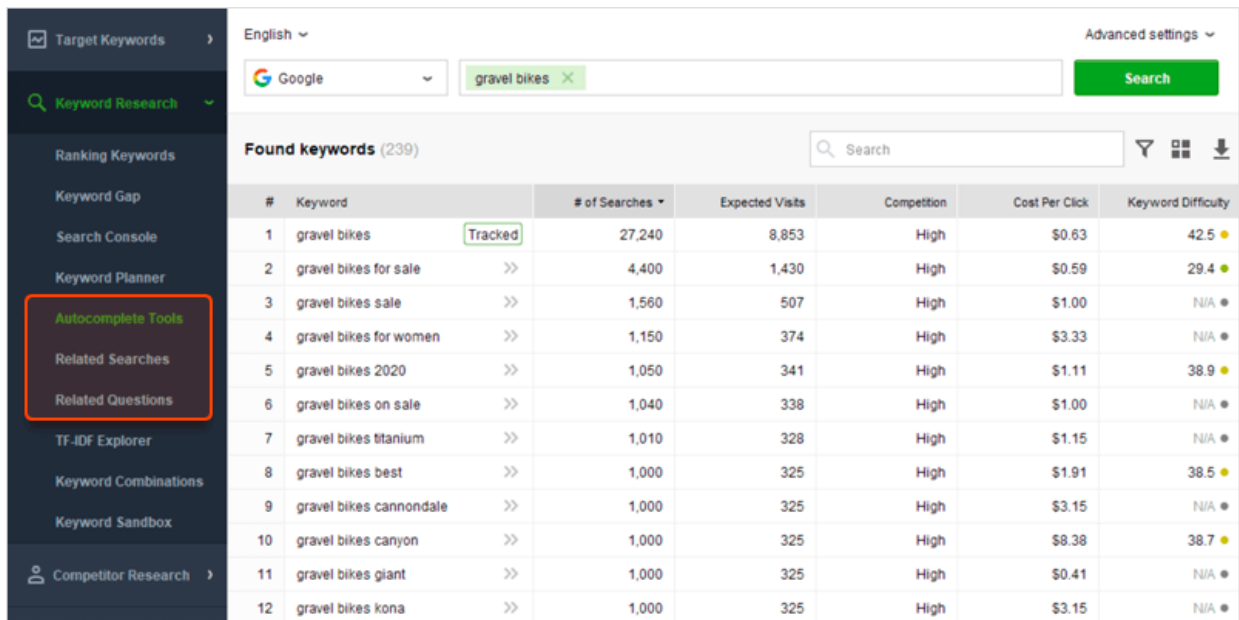
3. Hummingbird

Date: August 22, 2013

Hazards: Keyword stuffing; low-quality content.

How it works: The Hummingbird algorithm helps Google better interpret search queries and provide results that match searcher intent (as opposed to the individual terms within the query). While keywords continue to be important, the Hummingbird algorithm makes it possible for a page to rank for a query even if it doesn't contain the exact words the searcher entered. This is achieved with the help of natural language processing that relies on latent semantic indexing, co-occurring terms and synonyms.

How to adjust: Expand your keyword research and focus on concepts behind the keywords. Carefully analyze related searches, synonyms and co-occurring terms. Great sources of such ideas are Google Related Searches and Google Related Questions, as well as Google Autocomplete suggestions. You'll find all of them incorporated into [Rank Tracker](#)'s Keyword Research module.



The screenshot displays the Rank Tracker Keyword Research interface. On the left is a sidebar with navigation options: Target Keywords, Keyword Research (selected), Ranking Keywords, Keyword Gap, Search Console, Keyword Planner, Autocomplete Tools (highlighted with an orange box), Related Searches, Related Questions, TF-IDF Explorer, Keyword Combinations, Keyword Sandbox, and Competitor Research. The main area shows the search for 'gravel bikes' in English on Google. It lists 239 found keywords. The table below shows the first 12 results.

#	Keyword	# of Searches	Expected Visits	Competition	Cost Per Click	Keyword Difficulty
1	gravel bikes	27,240	8,853	High	\$0.63	42.5
2	gravel bikes for sale	4,400	1,430	High	\$0.59	29.4
3	gravel bikes sale	1,560	507	High	\$1.00	N/A
4	gravel bikes for women	1,150	374	High	\$3.33	N/A
5	gravel bikes 2020	1,050	341	High	\$1.11	38.9
6	gravel bikes on sale	1,040	338	High	\$1.00	N/A
7	gravel bikes titanium	1,010	328	High	\$1.15	N/A
8	gravel bikes best	1,000	325	High	\$1.91	38.5
9	gravel bikes cannondale	1,000	325	High	\$3.15	N/A
10	gravel bikes canyon	1,000	325	High	\$8.38	38.7
11	gravel bikes giant	1,000	325	High	\$0.41	N/A
12	gravel bikes kona	1,000	325	High	\$3.15	N/A

Use these insights to better understand your audience's language and diversify your content. By creating comprehensive content that satisfies searcher intent, you'll win both in terms of engagement and SEO.

4. Mobile

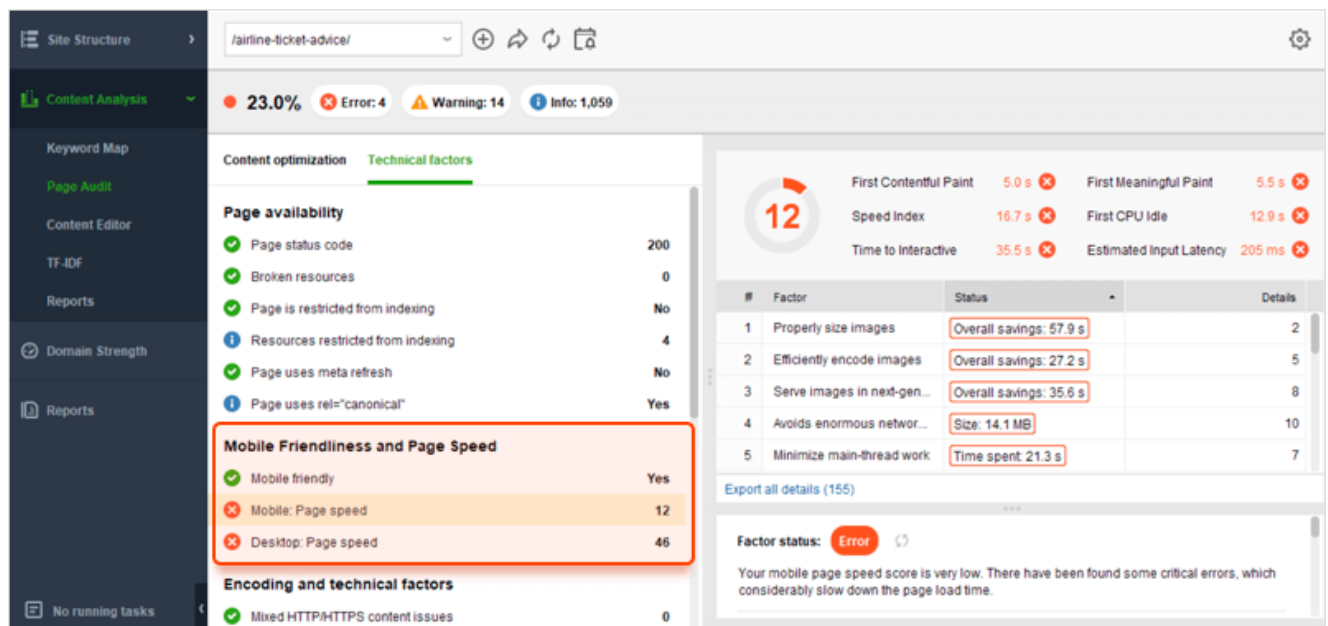
Date: April 21, 2015

Hazards: Lack of a mobile version of the page; poor mobile usability.

How it works: This, and subsequent mobile search updates (2018, 2020) have shifted

the focus from a desktop to a mobile version of your website. Today, Google ranks all websites based on how fast and user-friendly their mobile versions are.

How to adjust: Optimize your pages for mobile search and focus on speed and usability. Google's mobile-friendly and page speed tests will help you see which aspects of your page need to be improved. The tests are integrated into [WebSite Auditor](#) so you can check your pages' mobile optimization as a part of your overall website audit. You'll find it in Content Analysis > Page Audit:



5. RankBrain

Date: October 26, 2015















Hazards: Lack of query-specific relevance; shallow content; poor UX.

How it works: RankBrain is a part of Google's Hummingbird algorithm. It is a machine learning system that helps Google understand the meaning behind queries and serve best-matching search results in response to those queries. Google calls RankBrain the [third most important ranking factor](#).

While we don't know the exact formula behind this major update, the consensus is that RankBrain is responsible for customizing a user's Google search results. Basically, Google goes beyond a person's search query and takes into account the larger context, like synonyms, implied words, and personal search history.

How to adjust: Optimize your pages for relevance and comprehensiveness with the

help of competitive analysis. With the [WebSite Auditor](#)'s TF-IDF tool, you can discover entire lists of relevant terms and concepts used by a large number of your top-ranking competitors. Find a way to add these terms to your content and you will see your search relevance increase dramatically.

Site Structure	/travel-blogs/best-hostels-in-san-fr...    			
Content Analysis	Multi-word Keywords Single-word Keywords			
Keyword Map	#	Keyword	Recommendation	# of Competitors
Page Audit	1	san francisco	Recommended  Use more	10 (100%)
Content Editor	2	union square	Recommended  Ok	9 (90%)
TF-IDF	3	hostels in san	Recommended  Ok	8 (80%)
Reports	4	hostels in san francisco	Recommended  Ok	8 (80%)
Domain Strength	5	francisco hostels	Recommended  Add	8 (80%)
	6	san francisco hostels	Mapped  Add	8 (80%)
Reports	7	fisherman's wharf	Recommended  Add	8 (80%)
	8	private rooms	Recommended  Use more	8 (80%)
	9	downtown san	Recommended  Add	7 (70%)
	10	downtown san francisco	Recommended  Add	7 (70%)

6. Medic

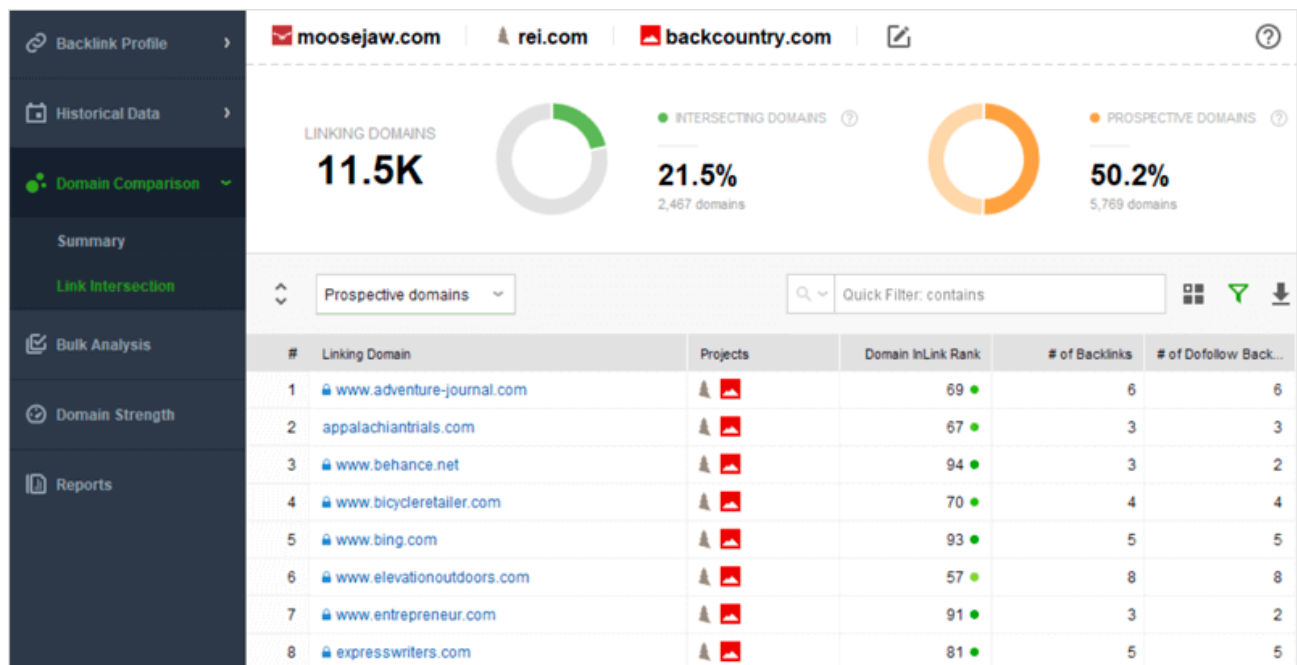
Date: May 4, 2018

Hazards: Lack of authority on YMYL websites; weak [E-A-T signals](#).

How it works: The Google Medic update seemed to disproportionately affect medical websites as well as other websites that have to do with potentially life-altering decisions (finance, law, education). Although not explicitly confirmed, Google representatives have hinted that the update implemented some of the E-A-T (expertise, authority, trust) signals from the Quality Rater Guidelines document.

How to adjust: To date, there is no proven recovery strategy for the Medic update. Some SEOs suggest hiring expert writers to lend credibility to your website, others claim the solution is in building entities for your brand. But, if we were to stick to the facts, the only reliable way to increase the authority of your website is by growing your backlink

profile. An efficient approach would be to use a backlink research tool, like [SEO SpyGlass](#), and borrow backlink ideas from your competitors.



SEO SpyGlass allows you to find the backlink gap between your website and your competitors' websites. The best prospects are the high-authority websites that link to two or more of your competitors. This indicates that the websites are interested in your niche, but do not have an exclusive relationship with any one company.

For more tips, explore [this SEO guide based on the Quality Rater Guidelines](#).

7. Bert

Date: October 22, 2019

Hazards: Poorly written content; lack of focus; lack of context.

How it works: This Google algorithm update uses natural language processing technology to better understand search queries, interpret text, identify entities and relationships between entities. We've seen Panda, Hummingbird and RankBrain updates move away from keywords, and the BERT update is the culmination of this effort — it allows Google to understand much more nuance in both queries and search results.

How to adjust: We've finally lived to see the day when Google is actually rewarding

good writing. Like never before, it is important to strive for meaningful copy. It means you should go easy on fluff words and adopt an expository style of writing. It is also a good idea to do entity research when creating copy — including relevant entities helps create context for your content.

For more tips, check out [this guide on using entities in SEO](#).

8. Core Updates

Date: 2017-present

How it works: As far back as 2017, Google has started to refer to bigger updates as Google core updates. Since then, there is even less transparency about what those updates are and which parts of search they are intended to improve. SEOs would often track post-update ranking shifts and try to figure out what exactly has changed, but there is rarely a conclusive observation. It is likely that Google core updates are just improvements on previous Google updates or perhaps bundles of smaller updates tied together.

How to adjust: Since the effects of Google core updates are often unknown, one thing you can do is track SERP history for the keywords you are targeting. Once the update happens, you can check which of your competitors have moved up or down in rankings and make an educated guess about the contributing factors.

To start tracking your SERP history, launch Rank Tracker, go to Target Keywords > Rank Tracking > SERP Analysis, and click Record SERP data. The tool will start tracking the top 30 SERP positions for each of your keywords.

The screenshot shows the Rank Tracker interface for the keyword "servicio tecnico junkers sant feliu guixols" in Google.es (Spain). The table displays the top 13 search results over a six-day period. The SERP fluctuation for the keyword is 0%, and for the project, it is 5%.

Rank	Sat, Sep 26, 2020	Sun, Sep 27, 2020	Mon, Sep 28, 2020	Tue, Sep 29, 2020	Wed, Sep 30, 2020	Thu, Oct 1, 2020
1	www.abetohogar.com	www.abetohogar.com	www.abetohogar.com	www.abetohogar.com	www.serviciotecnicojunker.com	www.serviciotecnicojunker.com
2	www.junkersbarcelona.com.es	www.junkersbarcelona.com.es	www.junkersbarcelona.com.es	www.junkersbarcelona.com.es	www.abetohogar.com	www.abetohogar.com
3	www.servitecnic.com.es	www.servitecnic.com.es	www.servitecnic.com.es	www.servitecnic.com.es	www.junkersserviciotecnicovalle...	www.junkersserviciotecnicovalle...
4	www.serviciotecnicovalle.com	www.serviciotecnicovalle.com	www.serviciotecnicovalle.com	www.serviciotecnicovalle.com	www.serviciotecnicovalle.com	www.serviciotecnicovalle.com
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6	guitecnicos.com	guitecnicos.com	guitecnicos.com	guitecnicos.com	www.reparacion-calderas-barc...	www.reparacion-calderas-barc...
7	www.serviciotecnicovalle.com	www.serviciotecnicovalle.com	www.serviciotecnicovalle.com	www.serviciotecnicovalle.com	www.serviciotecnicojunker.es	www.serviciotecnicojunker.es
8	satecnicos.es	www.serviciotecnicovalle.com	satecnicos.es	satecnicos.es	serviciotecnicojunkersgirona.w...	serviciotecnicojunkersgirona.w...
9	www.reparacion-calderas-barc...	satecnicos.es	www.reparacion-calderas-barc...	www.reparacion-calderas-barc...	reparacalderas.esy.com.es	reparacalderas.esy.com.es
10	www.serviciotecnicojunker.es	www.reparacioncalentadoresd...	www.serviciotecnicojunker.es	www.serviciotecnicojunker.es	usat.es	usat.es
11	serviciotecnicojunkersgirona.w...	www.reparacion-de-calderas.c...	serviciotecnicojunkersgirona.w...	serviciotecnicojunkersgirona.w...	www.reparacioncalentadoresd...	www.reparacioncalentadoresd...
12	reparacalderas.esy.com.es	www.repararapid.com	reparacalderas.esy.com.es	reparacalderas.esy.com.es	www.miltecnicos.com	www.miltecnicos.com
13	usat.es	www.repararapid.com	usat.es	usat.es	www.reparacion-de-calderas.c...	www.reparacion-de-calderas.c...

9. What is the crawling and indexing process and who performs it?

Crawling

Crawling is the process by which search engines discover updated content on the web, such as new sites or pages, changes to existing sites, and dead links.

To do this, a search engine uses a program that can be referred to as a 'crawler', 'bot' or 'spider' (each search engine has its own type) which follows an algorithmic process to determine which sites to crawl and how often.

As a search engine's crawler moves through your site it will also detect and record any links it finds on these pages and add them to a list that will be crawled later. This is how new content is discovered.

Indexing

Once a search engine processes each of the pages it crawls, it compiles a massive index of all the words it sees and their location on each page. It is essentially a database of billions of web pages.

This extracted content is then stored, with the information then organised and interpreted by the search engine's algorithm to measure its importance compared to similar pages.

Servers based all around the world allow users to access these pages almost instantaneously. Storing and sorting this information requires significant space and both Microsoft and Google have over a million servers each.