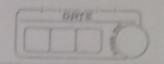
[Mad - 1]



* html 5 and ess 3

I Atest version of the HTML standard,

2) It is a markup language used to summer and present content on the world wine web.

to make it easier to create agraroric and tage interactive web pages.

for video and audio, improved occassivity features, and the ability to create compare animations without the use of external plugins.

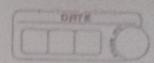
latest version of the ess standard. It is a style sheet language used to describe the presentation of HTML and XML documents.

Sophisticated and responsive layouts.

Some of its new features include support for transitions and animations, advanced typography and the ability to weate responsive designs that adapt to different screen sizes.

HTMLE and CSS3 are two essential teennologies used for weating web pages and web applications.
Together, HTMLE and CSS3 provide the foundation for modern web development, allowing developers to weater engaging, interactive, and wishary appealing web pages and applications.

Search engine basics Search engines are software programs that help users find information on the interest They work by indoxing the content of were pages and using complex agoustimes to match was queries with relevant pages. Some basic concepts related to search orgines 1. Crawling: Search engines use automoted progreems "carred "spiders" or "bots" to wars the web and collect information about wer pages. These bots follow links from page to page, collecting information about our page they visit. 2. Indexing: Once the both collect information that information to its index. The index is a huge library catalog that contains informat about all the pages the search engine has 3. Ranking: When a user entery a search query the seven engine uses its algorithm to analyze the indexed pages and seark them in order of relevance. The search engine considers many factors when determining the relevance of a page, including keywords, content queling user engagement, and backlinks. 4. SERP: The Dearch engine results page (SEX) is the page that displays the results of a search query, the SERP usually displays a lest of pages sanked in order or relevene along with snippets of information from cach page and sinks to the full pages



5. SEO: Search engine optimization (SEO) is the process of optimizing men pages to improve their tranking in search engine measures pages.

SEO involves various techniques, sure as regiment of sessauch, on page optimization, content creation, enk building and social media.

Marketing.

organic and paid search

in search engine results pages (SERP) based on the relevance and quality of the consent on a website, without paying for plannert 2) organic search results neper to the natures, non-paid search results that are air played by search engines when a user types in a query of the sponsored listings that appear at the top and bottom of the search engine results payed of the sponsored listings that appear at the top and bottom of the search engine results page (SERP) when a user types in a query.

On Page and off page SEO

1) On - page SEO refers to the optimization of individual cueb pages on a nebsite to improve their rankings in search engine results.

2) on page optimization can also include improving site speed, mobile her possiveness, and user

experience.

DOJ - page SEO, on the other hand, sugers to activities outside of a mediste that can improve its rankings in search engine results. Off-page SEO, can also, include local SEO efforts, such as

accenting eistings.

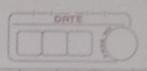
Mbd -5 Explain Web 1.0 and Web 2.0 1) Web 1.0 and web 2.0 are two prover que would wide web that are disploques and by their technological capabilities, user experiences, and overall purposes. 2) web 1.0, and known as the "ready-only erefers to the first generation of the would Wide Web, which emerged in the late 1980. and early 1990s. 3) web 1.0 year primarily a static and one way medium that allowed users to consume information but didn't provide much interaction or collaboration. 4) web 2.0 on the other hand, refers to the second generation of the world wide web which energed in the early 20005. Web 2 is characterized by its focus on user-general content, social interaction and collaboration. Explain advantages of clickstream Analysis clickstream analysis is the process of analyzing the pattern of user clicks and intracted on a website or application word.

) Understanding user Behavior

4) improving wer Experience

3) Optimizing website ou Application Performance 4) Personalization

5) Marketing Insights



*	List and Explain any two web analytics tooks web analytics tools are software apprications that are used to collect, measure, and aralyze alata related to website or appr wage web analytics tools:- 1) Google Analytics 2) Adobe Analytics	
*	Distinguish bet web 1.0 and web 2.0	
	web 1.0	Web 2.0
(Mostly Read-only 2) Company focus	1) Widly Read - Write 2) Community town
· · · · · · · · · · · · · · · · · · ·	Dwning Content) wepforms) Page Views	3) Blogs I wikis 4) Shaving content 5) web Applications 6) Cost Per click
-	the goal.	7) Inturaction is the goal
7	respic analytics (Not sure)	
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