AIP

[Mod-1]

* Html5 and css 3

→ 1) HTML5 (Hyper Text Markup Language version 5) is the latest version of the HTML standard.
2) It is a markup language used to structure and present content on the World Wide Web.
3) HTML5 provides a set of new features and tags to make it easier to create dynamic and interactive web pages.
4) Some of its new features include native support for video and audio, improved accessibility features, and the ability to create complex animations without the use of external plugins.

CSS 3

1) CSS 3 (Cascading Style Sheets version 3) is the latest version of the CSS standard. It is a style sheet language used to describe the presentation of HTML and XML documents.
2) CSS3 provides new styling features and properties that allow web developers to create more sophisticated and responsive layouts.
3) Some of its new features include support for transitions and animations, advanced typography, and the ability to create responsive designs that adapt to different screen sizes.

HTML5 and CSS3 are two essential technologies used for creating web pages and web applications. Together, HTML5 and CSS3 provide the foundation for modern web development, allowing developers to create engaging, interactive, and visually appealing web pages and applications.

* Search engine basics

→ Search engines are software programs that help users find information on the internet. They work by indexing the content of web pages and using complex algorithms to match user queries with relevant pages.

Some basic concepts related to search engines:

1. Crawling: Search engines use automated programs called "spiders" or "bots" to crawl the web and collect information about web pages. These bots follow links from page to page, collecting information about each page they visit.
2. Indexing: Once the bots collect information about web pages, the search engine adds that information to its index. The index is like a huge library catalog that contains information about all the pages the search engine has crawled.
3. Ranking: When a user enters a search query, the search engine uses its algorithm to analyze the indexed pages and rank them in order of relevance. The search engine considers many factors when determining the relevance of a page, including keywords, content quality, user engagement, and backlinks.
4. SERP: The search engine results page (SERP) is the page that displays the results of a search query. The SERP usually displays a list of pages ranked in order of relevance along with snippets of information from each page and links to the full pages.

5. SEO : Search engine optimization (SEO) is the process of optimizing web pages to improve their ranking in search engine results pages. SEO involves various techniques, such as keyword research, on-page optimization, content creation, link building and social media marketing.

* Organic and paid search

→ 1) Organic search refers to the process of ranking in search engine results pages (SERPs) based on the relevance and quality of the content on a website, without paying for placement.

2) Organic search results refer to the natural, non-paid search results that are displayed by search engines when a user types in a query.

3) On the other hand, paid search results refer to 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 web pages on a website to improve their rankings in search engine results.

2) On-page optimization can also include improving site speed, mobile responsiveness, and user experience.

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

optimizing Google My Business profiles and other directory listings.

Mod - 5

* Explain Web 1.0 and Web 2.0

→ 1) Web 1.0 and Web 2.0 are two phases of the World Wide Web that are distinguished by their technological capabilities, user experiences, and overall purposes.

2) Web 1.0, also known as the "read-only web" refers to the first generation of the World Wide Web, which emerged in the late 1990s and early 1990s.

3) Web 1.0 was 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 emerged in the early 2000s. Web 2.0 is characterized by its focus on user-generated content, social interaction and collaboration.

* Explain advantages of Clickstream Analysis

→ Clickstream analysis is the process of analyzing the pattern of user clicks and interactions on a website or application ~~users~~.

Adv:-

1) Understanding user Behavior
2) Improving User Experience
3) Optimizing Website or Application Performance
4) Personalization
5) Marketing Insights

* List and Explain any two web analytics tools

→ Web analytics tools are software applications that are used to collect, measure, and analyze data related to website or app^n usage

Web analytics tools :-

1) Google Analytics
2) Adobe Analytics

* Distinguish bet^n web 1.0 and web 2.0

Web 1.0	Web 2.0
1) Mostly Read-only	1) Widly Read-Write
2) Company focus	2) Community focus
3) Home pages	3) Blogs / wikis
4) Owning content	4) Sharing content
5) Web forms	5) Web Applications
6) Page views	6) Cost Per click
7) Information sharing is the goal.	7) Interaction is the goal

* Identify the use of Clickstream Analysis (NOT SURE)

→ 1) Traffic analytics
2) E-commerce analytics