

DIGITAL MARKETING ASSIGNMENT

Module-1

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Batch name:28 june DM

1. Please break down the URLs listed below.(list out protocol, domain,TLD)

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

Ans: https: protocol

www:sub-domain name

Flipkart:domain

Com:Top level domain

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

Ans: https: protocol

www:sub-domain name

Irctc:domain

Co.in:Top level domain

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

Ans:https: protocol

www:sub-domain name

allegro:domain

Pl:Top level domain

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

Ans:https:protocol

www:sub-domain name

Johnelwispartnership:domain

Co.uk:Top level domain

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

Ans:https:protocol

www:sub-domain name

uidai:domain

gov.in:top level domain

(2)what is HTTPS/SSL Update?

The HTTPS/SSL update refers to the process of transferring websites from the non-secure 'HTTP' protocol to the secure 'HTTPS' protocol. This migration is performed by installing an SSL Certificate on a website server.

The HTTPS/SSL update became a crucial movement thanks to Google's 'HTTPS Everywhere' initiative which started in 2014. Since then, Google encourages website owners to make their sites more secure by installing SSL Certificates and adopting HTTPS.

Therefore, there are 3 main reasons why you should perform an HTTPS/SSL update if you haven't done it yet:

Security – an SSL Certificate ensures web connections' security and protects them from third party interventions, like Man-in-the-Middle attacks.

SEO – HTTPS encryption has become mandatory for all the websites. If your site doesn't use an SSL certificate, it won't appear in SERP (Search Engine Results Pages)

Trust – securing the connection between your website and your visitors' browsers will make the last ones feel safe and trust you more. An Extended Validation SSL Certificate is recommended for assuring the highest level of trust.

If you are looking for how to switch from HTTP to HTTPS, here is a good article on how to do it easily and with no pain.

(3)List out 10 fomous browsers used worldwide.

Firefox.

Google Chrome.

Microsoft Edge.

Apple Safari.

Opera.

Brave.

Vivaldi.

DuckDuckgo.

Seamonkey.

Camino.