

ASSIGNMENT – 1

1. Give the answers:

- a. Dominant Search engine is in the world _____
- b. Market share is based on _____
- c. In China, Popular search engine is _____
- d. In India which search engine is popular _____
- e. In Russia, Popular search engine is _____
- f. PPC used in _____
- g. PPC full form _____
- h. Free search also known as _____
- i. Full form of SEM is _____
- j. If you want to purchase online watch then you must type _____

2. What is SEO? Explain mission or requirements of search engines.
3. Explain about Human Goals of Searching in detail.
4. Explain about Determining Searcher Intent.
5. Explain How People Search in search engines.
6. How Search Engines Drive Commerce on the Web? Explain Google Search Engine Stats and Local SEO Statistics:-
7. What is Eye Tracking? How Users Scan Results Pages?
8. Explain Natural versus Paid Search.
9. Explain major elements of planning.