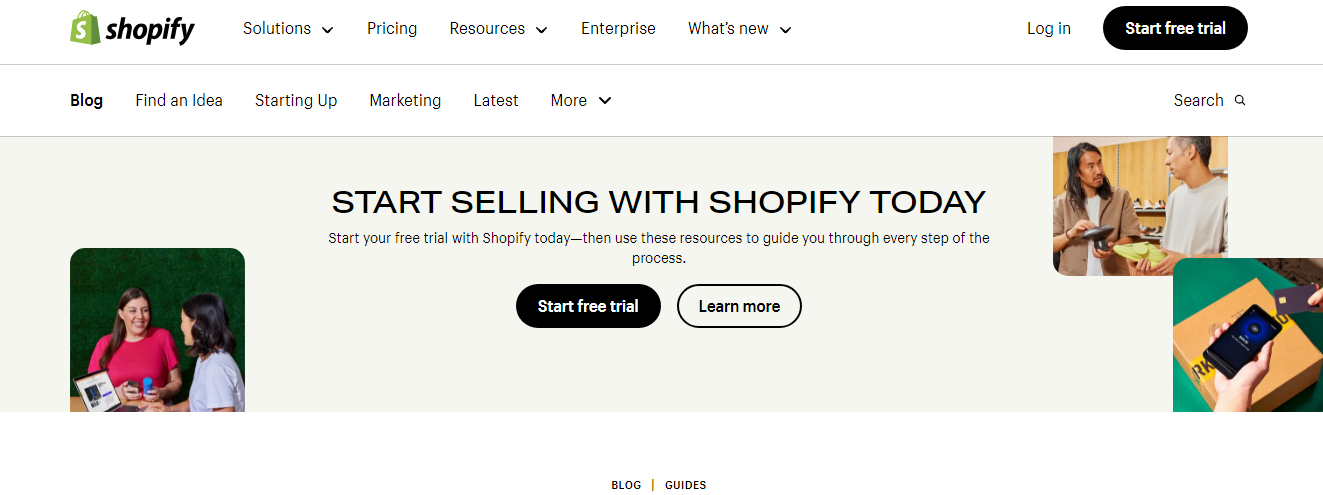
**HOW DOES GOOGLE WORK**

**ASSIGNMENT**

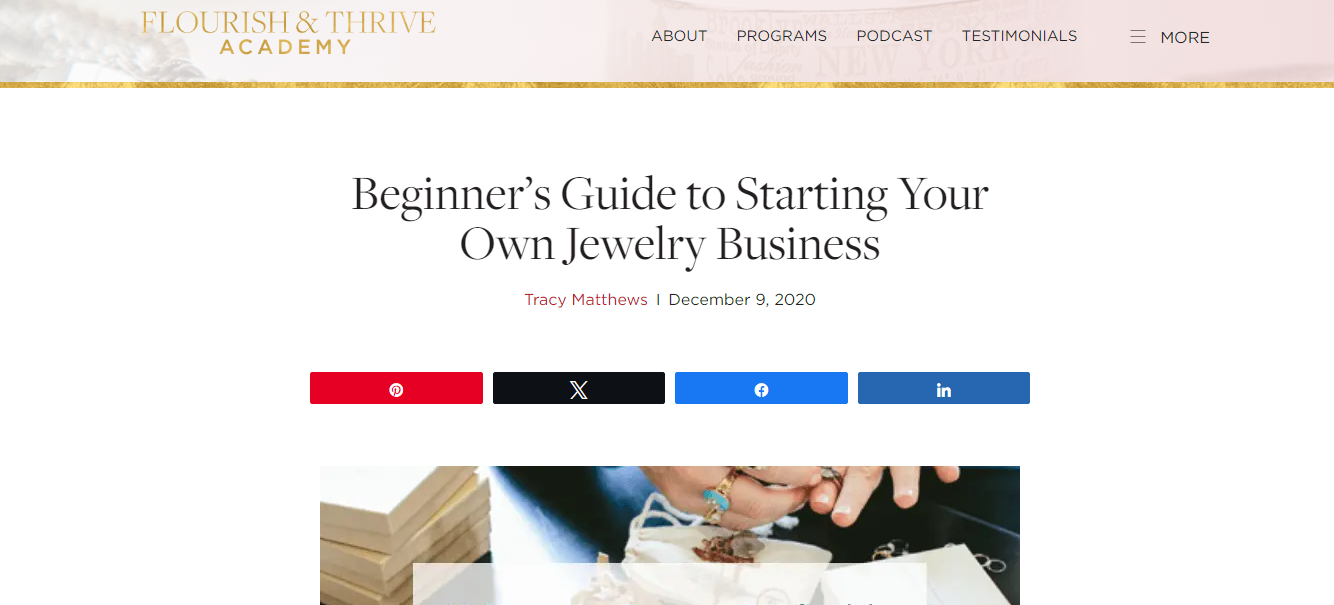
**1.Conduct a Google search on a topic of your choice. Analyse the search results page, identifying and explaining the different elements present, such as organic results, paid ads, featured snippets, knowledge panels, and related searches. Discuss how these elements influence user behaviour and the overall search experience.**

I conducting a Google search in 5 sites on **"how to start your own jewellery business,"** the search results page includes various elements designed to enhance the user experience and influence behaviour.

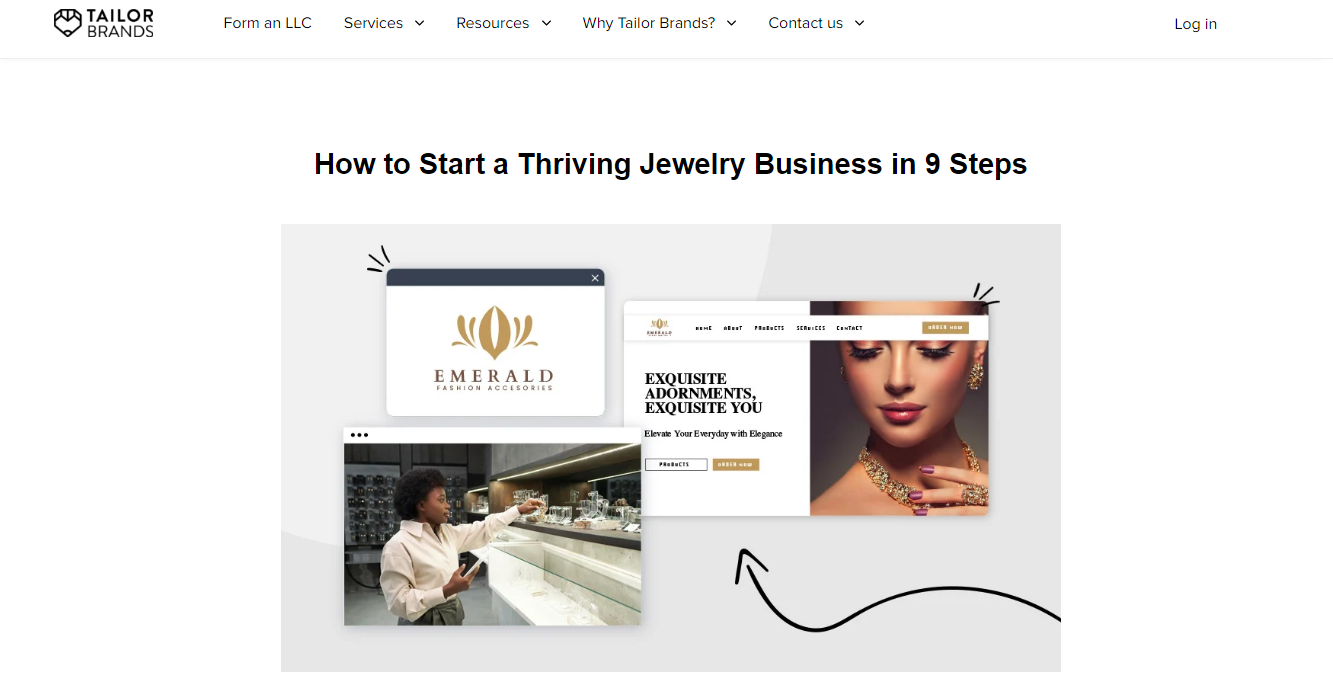
[How To Start a Jewellery Business: A 9-Step Guide (2024) - Shopify](https://www.shopify.com/blog/203365449-start-a-jewellery-making-business)



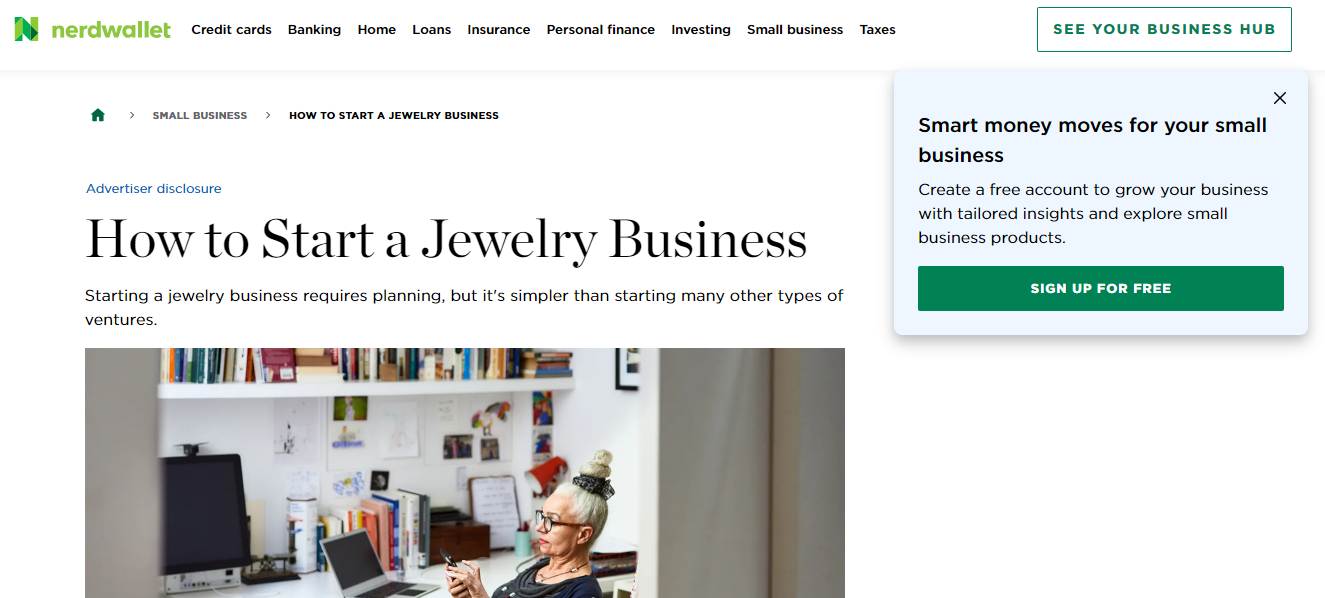
[Beginner’s Guide to Starting Your Own Jewellery Business](https://www.flourishthriveacademy.com/start-jewelry-business/)



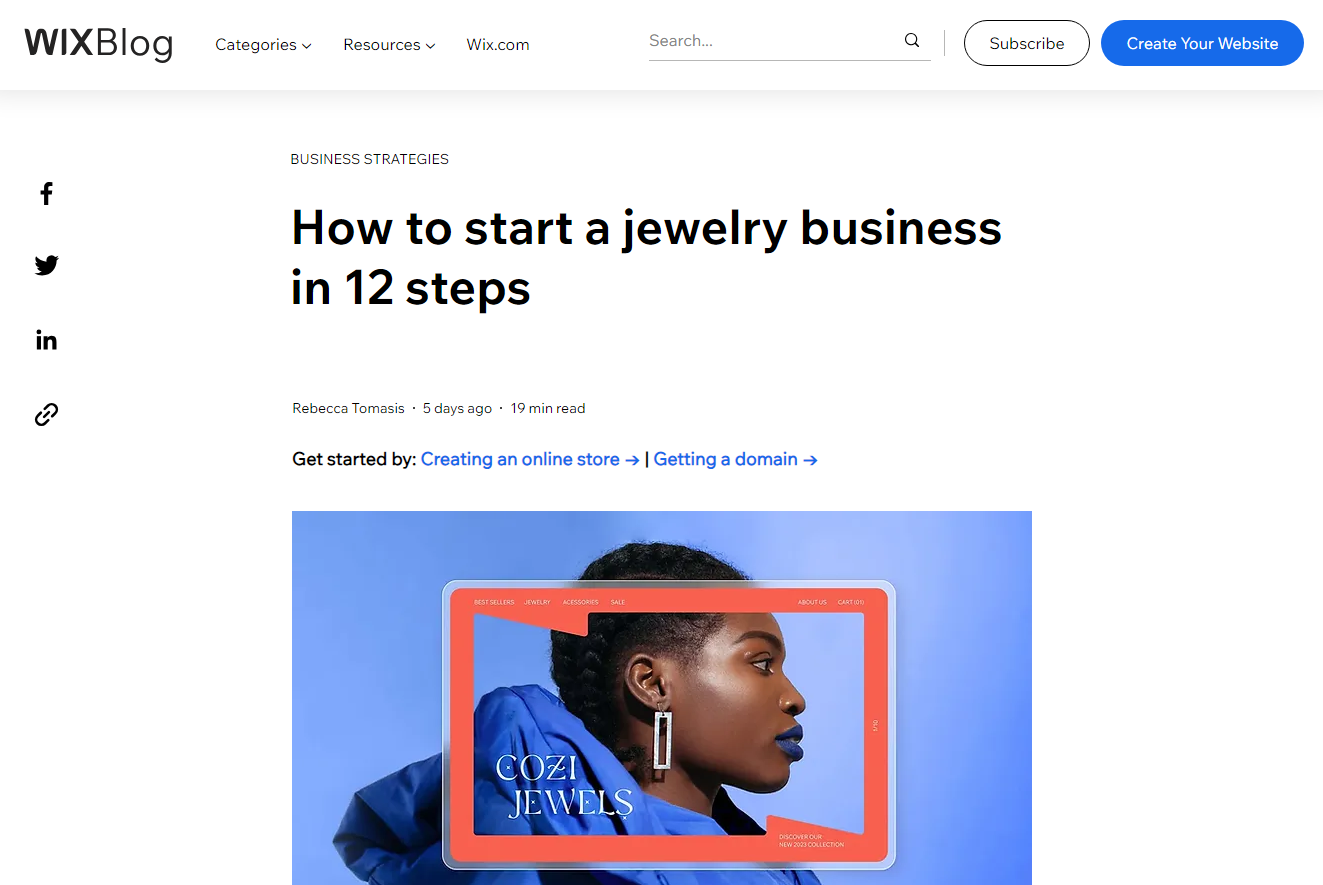
[How to Start a Thriving Jewellery Business in 9 Steps | Tailor Brands](https://www.tailorbrands.com/blog/start-a-jewelry-business)



[How to Start a Jewellery Business in 7 Steps - NerdWallet](https://www.nerdwallet.com/article/small-business/how-to-start-a-jewelry-business)



[How to start a jewellery business in 12 steps](https://www.wix.com/blog/how-to-start-a-jewelry-business)



* **Key Search Results Page Elements:**

1. **Paid Ads**: Sponsored links appear at the top of the page, often promoting services like website builders (e.g., Wix) or jewellery supplies. These ads target users ready to invest in tools or platforms to start their businesses. Paid ads can draw attention with engaging headlines but may lead users to skip organic results.
2. **Featured Snippets**: A box summarizing steps to start a jewellery business often appears at the top, providing a quick overview. For example, snippets from NerdWallet([How to Start a Jewellery Business in 7 Steps - NerdWallet](https://www.nerdwallet.com/article/small-business/how-to-start-a-jewelry-business)) or Tailor Brands might list steps like market research, budgeting, and legal setup. This element answers user queries directly, reducing the need to click further.
3. **Organic Results**: Websites such as NerdWallet ([How to Start a Jewellery Business in 7 Steps - NerdWallet](https://www.nerdwallet.com/article/small-business/how-to-start-a-jewelry-business)), Flourish & Thrive Academy, and Tailor Brands rank high, offering in-depth guides on creating business plans, choosing a niche, setting prices, and marketing strategies. These results emphasize practical advice and are highly trusted by users seeking comprehensive guidance.
4. **Related Searches**: At the bottom, terms like "how to market a jewellery business" or "best jewellery-making tools" are suggested. These help users refine or expand their search to find more specific or tangentially related information.
5. **Knowledge Panels**: If the query triggers a knowledge panel (like for a business-related term), it might summarize legal or financial concepts, which are crucial for starting a business.
6. **Videos**: Tutorials from platforms like YouTube, often featured mid-page, provide step-by-step visual guides for beginners, appealing to users who prefer multimedia content.

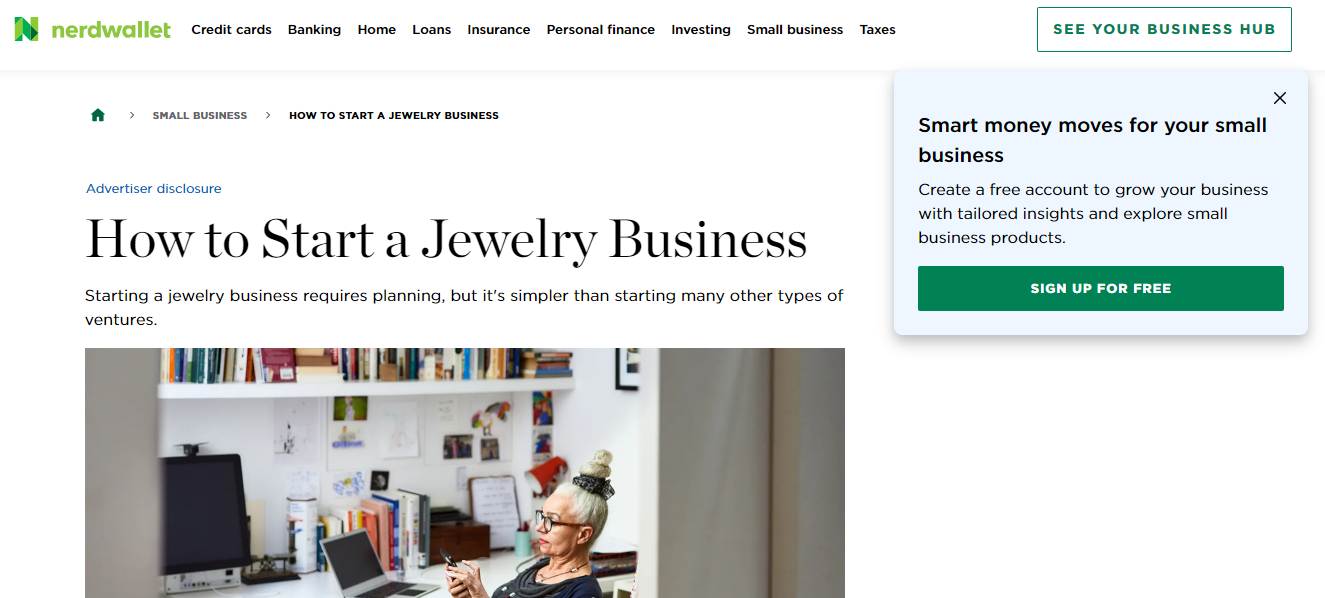
* **Influence on User Behaviour:**
* **Immediate Gratification**: Featured snippets and ads often provide quick answers, satisfying users who want concise guidance without extensive reading.
* **Trust and Authority**: Organic results and detailed guides from established websites like NerdWallet build trust and influence users to follow professional advice.
* **Exploration**: Related searches and video results encourage users to delve deeper into niche topics, such as pricing jewellery or sourcing materials.
* **Commercial Intent**: Paid ads and some organic results may redirect users to platforms selling relevant services or tools, catering to those ready to take actionable steps.
* **Search Experience Analysis:**

The page effectively balances informational content with commercial opportunities. Beginners benefit from step-by-step instructions provided in snippets and detailed articles, while business-focused ads and tools support users with high intent to start their ventures. This structure ensures that users at different stages—research, planning, or execution—find valuable resources tailored to their needs. For more details, you can explore resources like [NerdWallet](https://www.nerdwallet.com), [Flourish & Thrive Academy](https://www.flourishthriveacademy.com), or [Tailor Brands](https://www.tailorbrands.com)​.

**2. Using the Google search operators covered in the lecture (e.g., "", +, site: intitle: etc.), create five different search queries to find specific information online. For each query, explain the operator used, the purpose of the search, and the results obtained.**

**1. Exact Match Search**

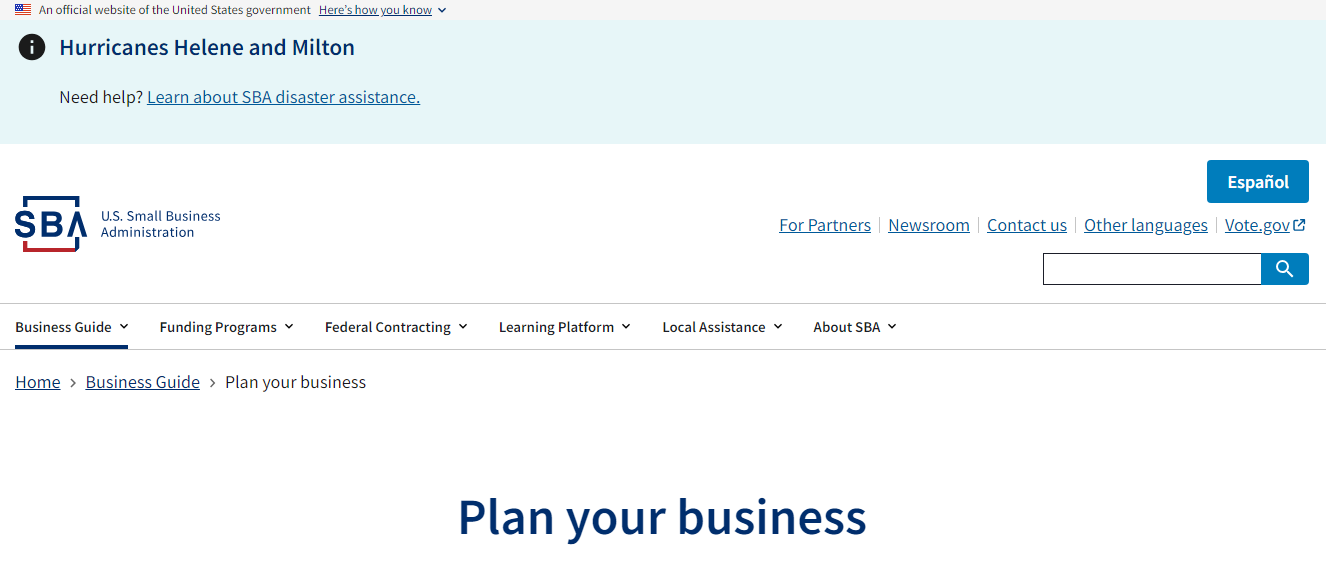
**Query:** "how to start a jewellery business"  
**Operator Used:** Quotation Marks (" ")  
**Purpose:** To find pages where the exact phrase "how to start a jewellery business" appears.  
**Explanation:** Quotation marks ensure that Google retrieves only pages with the exact sequence of words. This is useful for finding precise information or quotes.  
**Results:** Pages such as detailed guides from Shopify, NerdWallet, and Tailor Brands. The results were highly specific, matching the full phrase, which reduced irrelevant information.



**2.Exact Search Match Site**

**Query:** how to start a jewellery business, site:.gov

**Operator used:** site:  
**Explanation**: **The site:.gov** operator restricts the results to government websites, which often provide authoritative and credible resources for starting businesses.  
**Purpose**: To find official government resources about starting a jewellery business, such as licensing requirements, business plans, or tax information.  
**Results**: The search led to pages like the U.S. Small Business Administration's (SBA) guide to planning and starting a business and the IRS's checklist for small businesses, which cover essential steps such as creating a business plan, registering the business, and understanding tax obligations​ [IRS](https://www.irs.gov/businesses/small-businesses-self-employed/checklist-for-starting-a-business) ,[Small Business Administration](https://www.sba.gov/business-guide/plan-your-business).



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**3. Search for a Term in the Title**

**Query**: intitle: "jewellery business"  
**Operator Used**: intitle:  
Purpose: To find pages with "jewellery business" specifically mentioned in the title.  
**Explanation:** The intitle: operator ensures the search focuses on pages whose titles are directly relevant to the topic, often indicating high relevance.  
**Results**: Articles like "How to Start a Jewellery Business in 2024" or "Top Tips for Managing a Jewellery Business," which were specifically targeted toward this topic.

**4.Exclude Specific Results**

**Query**: "jewellery business tips" -site:pinterest.com  
**Operator Used**: Minus Sign (-)  
**Purpose**: To exclude results from Pinterest, which often include boards rather than actionable articles.  
**Explanation**: The minus sign excludes a specific site or term from the search results, reducing irrelevant or redundant content.

**Results**: Articles from blogs, business sites, and entrepreneurial resources without Pinterest boards or collections cluttering the results.

**5. Search for a Term in the URL**

**Query:** "sustainable fashion brands" inurl:blog  
**Operators Used**: inurl:blog restricts results to URLs containing the word *blog*.  
**Purpose**: To find blogs specifically discussing sustainable fashion brands. This operator is helpful for locating firsthand reviews, curated lists, or personal opinions on the topic.  
**Results**: The results included blogs from sustainability advocates and fashion-focused websites, listing eco-friendly clothing brands like Patagonia, Ever lane, and Reformation, along with tips on ethical shopping.

**6.Search Query:**

"marketing strategies" +2024

**Operators Used**: + ensures results include *2024*.

**Purpose**: To find recent articles or reports on marketing strategies for 2024 while avoiding Pinterest results, which often focus on visuals rather than actionable strategies.  
**Results**: The search displayed articles from reputable marketing websites (like HubSpot and Forbes) discussing trends such as AI-driven marketing, personalized customer experiences, and data privacy considerations.

**3.Write a 500-word long summary of this week’s classes.**

This week’s classes on "How Does Google Work" focused on the fundamental concepts of search engines, the inner workings of Google's search algorithm, and the key factors influencing search rankings and results. Below is a summary of the main points covered:

**1. How Google Crawls the Web**

The process begins with web crawling, where Google's automated programs, known as *Googlebot* or spiders, systematically browse the internet to collect information about web pages. These bots discover pages by following links on existing websites and finding newly published or updated content. The gathered data is indexed in Google’s database, enabling quick retrieval of relevant results during searches.

* Key takeaway: For content to be discoverable, websites must allow crawlers through proper configurations in the robots.txt file and include internal and external links to improve visibility.

**2. Indexing and Storage**

Once web pages are crawled, they are processed and stored in Google's **index**, which is essentially a vast library of the web. During indexing, Google analyses the content of each page, including text, keywords, metadata, and multimedia, to understand what the page is about. Structured data (like schema markup) further helps the search engine interpret content more accurately.

* **Key takeaway:** Websites optimized for indexing (e.g., using relevant keywords and clear site architecture) are more likely to rank higher in search results.

**3. How Google Ranks Search Results**

Google uses a complex **search algorithm** to determine the relevance and ranking of pages for a specific query. This involves over 200 ranking factors, including:

* **Keyword relevance:** Matches between user queries and page content.
* **Backlinks:** The quantity and quality of links pointing to a page, signaling its authority.
* **User experience (UX):** Factors like page loading speed, mobile-friendliness, and site security (HTTPS).
* **Engagement metrics:** Metrics such as click-through rates (CTR), dwell time, and bounce rates.

**Key takeaway:** To improve rankings, website owners must focus on producing high-quality, user-friendly, and authoritative content.

**4. Search Features and User Interaction**

Google results are not limited to a list of links. The **Search Engine Results Page (SERP)** includes:

* **Organic results:** Pages ranked purely by relevance and quality.
* **Paid ads:** Sponsored content appearing at the top or bottom.
* **Featured snippets:** Concise answers displayed directly in the SERP, often referred to as “position zero.”
* **Knowledge panels:** Information boxes summarizing key facts about a topic.
* **People Also Ask (PAA):** A section showing related questions and their answers.

These features enhance the user experience, but they also impact click-through rates, as users may find answers directly on the SERP.

**Key takeaway:** Optimizing for rich results (e.g., featured snippets and knowledge panels) can drive significant traffic.

**5. Search Operators**

The class also explored advanced search techniques using **Google search operators**, such as:

* Quotation marks (" ") for exact matches.
* site: for domain-specific searches.
* intitle: to find keywords in titles.
* filetype: to locate specific file formats (e.g., PDFs).

**Key takeaway:** Using these operators helps users refine their searches, making it easier to find specific information.

Understanding how Google works helps businesses and individuals create better content and improve their online visibility. Optimizing for Google involves technical elements (like crawling and indexing), content quality, and user experience. The ultimate goal is to align with Google's mission: delivering the most relevant and reliable information to users.

**How to Create Website**

**ASSIGNMENT**

* **WIX.com**

**Create a free trial account on Wix platform.**

**Create a basic website on Wix and create a homepage.**

I have created a SEO consultant website ‘Traffic Tailors’

[**https://sumitadeb30.wixsite.com/traffic-tailors**](https://sumitadeb30.wixsite.com/traffic-tailors)

**How to Create E-Commerce Website**

**ASSIGNMENT**

**Create a shopify trial account and create a dummy ecommerce store.**

**Create at least 4 dummy products in this store**

**Create 2 blog posts (store launch, and season sale)**

**Create 1 team page on this ecommerce store**

I have created a Handmade Jewellery platform 'Glimpse’.

[**http://p69mye-vk.myshopify.com**](http://p69mye-vk.myshopify.com)

**Password: unewri**