Today as per the schedule w watched those videos,

Components of search engine:

Web crawler:

To find the information on the hundred of millions of web pages that exist.

Indexes:

The component to categorize and filter the pages based on content.

Search interface:

The interface with which the user can access the search engine.

Linking build strategies:

Links:

One of the most important aspects is links and it is the backbone of search engine works.

As search engine scale the internet and collect the information from the crawler all the pages in the world.

They finding the links to point the other pages.

Just think how the page is relevant to the content page.

Search engine also looks at the text itself portion also known as anchor text.

Search engine optimization is not a short time game it is something to built a long time value.

Seek social media links

Internal:

Internal linking helps the search engines to understand the structure of website as well as topics ,themes ,content.

We have break internal linking into different types,

.navigation links.

.contextual links

Contextual links are useful to specific content page reference to content of another page.

External:

Building quality of link to your websites will improve on overall popularity on search engine and also improves on search engine visibility.

Use web directories

Another way to building links other website to link u content and key factor is here generate content worth linking to maintain the social network connecting to share the fact posts and find the other audiences.

And in common sense of thinking keep in trouble the web is constantly changing evolving and search engines are to

Oppurtunties:

Analyze backlinks of other sites ,

.analyze backlinks of other sites

.encourage guest blogging

.foster links from non-profits

.search engine trust non-profits links

.boost your relevance via educational outreach.

Spending the time more analysis is tenda to more oppurunity.

Executing stragety:

Executing links building plan require organization,the way of monitoring the progress of link building overtime.

The one tool is useful for link building is raven tool these helps in building of high quality links.

Types of stories:

Creating a effective stories that imazing the globomantics audio redeemer is a project and we are working on it

The story format:

As a salesperson,

I want to create a quarterly forecast so that I may share my sales goals.

What are roles of sales person,represent group of users rather than individual users

Derived from the characteristics of the group based on the groups interest in the system.

Requirements:

1 users can inseret any cd into the kiosk

1. If the user likes will keep their cd and recycle it for them.

2. users will plug their device into the kiosk

3.we can periodically empty the kiosk and pickup the cd’s for recycling.

4we will charge a conveninence fee for the process of ripping their music to their device.this fee will be paid by credit card

5 we can pull reports from the kiosk to see how it’s doing

.usage reports

.financial reports

.diagonistic reports

What makes a good story,

We can periodically empty the kiosk and pickup the cd’s for recycling.

Invest

.independent

.negotiable

.valuable

.estimateable

.small

.testable

Qualities of themes:

Stories are releated to or all serve a small goal.

Do not need to encapsulate a workflow

Can be delivered independently of one another

Good user stories follow the invest criteric for story creation.

Epics are useful for capturing retailed.

Stories which must all be delivered together .

Themes are useful for capturing for related stories,which may be delivered independently.

And checked electronic deals in indiamart that’s it for this day.