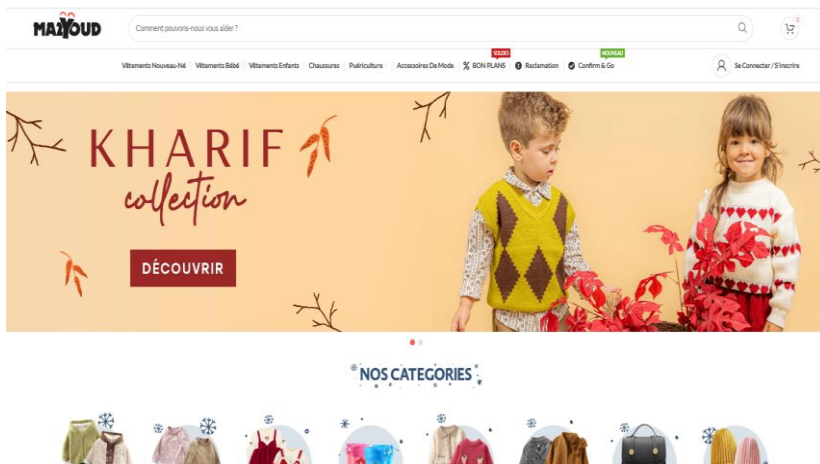


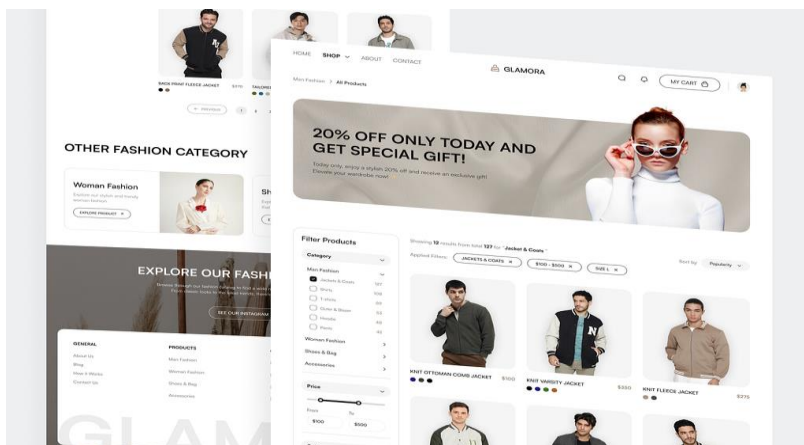
Master 1 Marketing	4th Lesson	Dr. GOURIM
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## The engaging websites

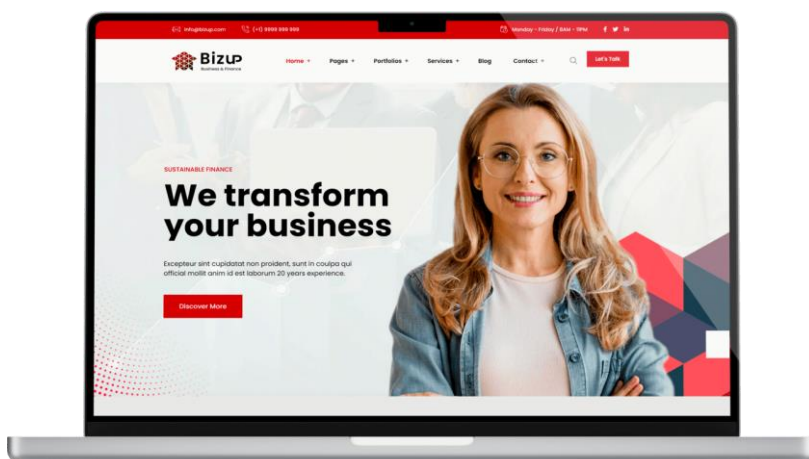
I-Match each image with its website type:



E-commerce website



Catalog website



Showcase website



## II- Match each digital tool with its meaning:

1-A strategy used to increase the visibility of a website in search engine results pages.

**SEM**

2-Website optimization controlled by quotes from others.

**Off-page-SEO**

3-The page you see after entering a request into Google, Yahoo, or any other search engine.

**SERP**

4-The process works with the key words and about the website frequency in search engine listings.

**SEO**

5-A self-controlled website optimization.

**On-page-SEO**