

Social media reach

- The data from social media metrics can provide important insight to companies on how their customers see and respond to their brand.
- Social media reach is a good metric for measuring the success of individual posts.
- You might learn about reach if you want to understand the demographics and interest of your online followers.
- In this article, we discuss what social media reach is, why you might track it, the different types and how it compares to other social media metrics.

GOOGLE SEARCH ENGINE

- Google Search is a **fully-automated search engine that uses software known as web crawlers that explore the web regularly to find pages to add to our index.**
- Google began to become popular as users found its result better.
- In 2002 , Google launched **Google News-** computer generated news from different websites and allows readers to choose which source they want to read.
- In 2004, Google books was launched.- one can view full text and magazines.
- In 2005, Google suggest has been launched – if a user enters a word in the search filed, associated words are shown in the drop down menu.

Cont...

Google caffeine(2009):

- **unlike smaller updates, Google caffeine was a retooling of the entire search engine for achieving greater speed, better indexing and more relevant search results.**