

Ans-1-

CYBER CRIME :- When you hear the word "Cybercrime" or "hacker", what image come to mind? Is it a sketchy guy, Perhaps wearing a dark hoodie, camped out in a dark basement somewhere, typing away furiously? While that image is in the public consciousness thanks to movies and TV, the real picture of a cybercriminal is much different: Cybercrime is incredibly organized and professionalized.

\* Cybercriminals buy and sell malware online (generally on the dark web) while also trading in services the best how robust virus is business intelligence dashboards to track malware deployment, and tech support (that's right - crooks can contact a criminal helpline to troubleshoot their illegal hacking server or other malfeasance!). The professionalization and proliferation of cybercrime adds up to countless costs in damages every year, impacting individuals, businesses, and even governments.

Experts estimate that cybercrime damages will reach \$6 trillion annually by 2021, making it one of the most lucrative criminal enterprises. As the Internet of things (IoT) evolves and smart devices become more popular, cybercriminal benefit from a much broader attack surface - increased opportunities to penetrate security measures, gain unauthorized access, and commit crimes.

As the saying goes, there's more than one way to skin a cat - and there are most certainly a variety of ways to make money as a cybercriminal. Understanding how search engines work can help your business use SEO to reach potential customers.

Search engines allow users to search the internet for content using keywords. Although the market is dominated by a few, there are many search

engines that people can use. When a user enters a query into a search engine, a search engine results page (SERP) is returned, ranking the found pages in order of their relevance. How this ranking is done differs across search engines. Search engines often change their algorithms (the programs that rank the results) to improve user experience. They aim to understand how users search and give them the best answer to their query. This means giving priority to the highest quality and most relevant pages.

There are three key steps to how most search engines work:

- Crawling - Search engines use programs, called spiders, bots or crawlers, to scour the internet. They may do this every few days, so it is possible for content to be out-of-date until they crawl your website again.
- Indexing - The search engine will try to understand and categorise the content on a web page through 'keywords'. Following SEO best practice will help the search engine understand your content so you can rank for the right search queries.
- Ranking - Search results are ranked based on a number of factors. These may include keywords density, speed and links. The search engine's aim is to provide the user with the most relevant result. Some niche search engines operate as directories for specific types of content. This means that they only show results for content that is manually added. They do not crawl the internet. SEO tactics can still be used to rank highly for relevant queries within these directory search engines.