



Fasahar Ilimin Dijital Don Kowa

Kundin Fasahar Kimiya Don Samun Dama A Tattalin Arziki

Fasahar Ilimin Digital Don Kowa

Kundin Fasahar Kimiya Don Samun Dama a Tattalin Arziki

© British Council 2022

The British Council is the United Kingdom's international organisation for cultural relations and educational opportunities.

The background is a solid dark blue. In the top-left corner, there are several overlapping, rounded rectangular shapes in various shades of blue, ranging from a deep navy to a bright cyan. In the bottom-right corner, there are white geometric shapes, including a circle and several elongated, rounded rectangles, some of which are partially cut off by the edge of the frame.

Abubuwan dake Ciki

Abubuwan dake ciki

1. Amfanin wannan kundin	1
1.1 Wa ya kamata ya karanta wannan kundin?	1
1.2 Ya za'ayi amfani da wannan kundin?	
Error! Bookmark not defined.	
1.3 Darusan Dole da wanda ya kamata da kuma na ganin dama	2
1.3.1 Darusan Dole	2
1.3.2 Darusan da ya kamata	3
1.3.3 Darusan ganin dama	4
1.4 Shawara kan yanda za a gudanar da horaswa	
Error! Bookmark not defined.	
1.4.1 Kubi shawarin mu kan gudanar da horaswa	5
1.4.2 Kundin karin bayani da na aiki	5
1.4.3 Gudanar da shirin SIDP da takardar kammalawa	6
1.5 Karin jagora don gudanar da shirin SIDP	6
2. Kayi kasuwancin ka ta yanar gizo don samun arziki	7
2.1 Darusan da zaka samu a lokacin gudanar da wannan shirin	7
2.2 Ireiren kimiya da yanda zaka yi amfani dasu	8
2.2.1 Hoto mai motsi	
Error! Bookmark not defined.	
2.2.2 Hotuna	8
2.2.3 Hotuna masu bayani	
Error! Bookmark not defined.	
2.2.4 GIFs	9
2.2.5 Audio/shirin hira	9
2.2.6 Rubuta bayanai	
Error! Bookmark not defined.	
2.3 Menene talla ta yanar gizo?	11
2.4 Darusan da za a koya a wannan darasi	12

2.5	Menene kayan aikin talla ta yanar gizo? _____	12
2.5.1	Nemo bayanai ta hanyan manhajan nemo bayanai (SEO) _____	12
2.5.2	Sarrafa bayanai _____	
	Error! Bookmark not defined.	
2.5.3	Niya don nemo abu da kuma tallata manhajan nemo bayanai (SEM) _____	13
2.5.4	Tallan abun ciki _____	
	Error! Bookmark not defined.	
2.5.5	Talla ta asusun yanar gizo _____	
	Error! Bookmark not defined.	
2.5.6	Aiki: Tattaunawa akan talla ta yanar gizo _____	15
2.5.7	Aiki: Google na kasuwanci/ Google na jerowa _____	15
2.5.8	Aiki: Gwadawa a kungiyance _____	16
2.5.9	Aiki: Gwadawa na kai ka dai _____	16
2.5.10	Aiki: Nasibi _____	17
2.5.11	Hanyoyi masu amfani _____	17
2.6	Jin abubuwan da mutane suke bukata _____	
	Error! Bookmark not defined.	
2.6.1	Ji ta shagali _____	
	Error! Bookmark not defined.	
2.6.2	Jl ta duba _____	
	Error! Bookmark not defined.	
2.6.3	Kayan aikin da zai taimaka wajen talla a yanar gizo _____	19
3.	Gabatarwa zuwa kasuwancin yanar gizo _____	22
3.1	Tallata shafukan yanar gizo da sauran hanyoyi _____	22
3.2	Wajen kasuwancin yanar gizo _____	23
3.3	Kasuwanci ta wajen shagali _____	
	Error! Bookmark not defined.	
3.4	Abubuwan da ake mai da hankali wajen kasuwancin yanar gizo _____	24
4.	Yadda zaka samu aiki a yanar gizo _____	26
4.1	Kayi amfani da mutanen da ka rigaka sani _____	26

4.1.1	Kayi amfani da kamfanonin bada aiki _____	
	Error! Bookmark not defined.	
4.1.2	Kayi magana a wajen da ake tallan aiki _____	
	Error! Bookmark not defined.	
4.1.3	Samu aikin da za a biya ka _____	27
4.1.4	Ka gina shedar kasuwancin ka _____	
	Error! Bookmark not defined.	
4.2	Aiki: Ka hada profile dinka a linkedin _____	29
4.3	Aiki: Tattaunawa a kungiyance da ayyuka _____	30
4.4	Aiki: Ayyuka na kai kafai _____	31
4.5	Karanta wadannsu kudin na karin bayanai _____	
	Error! Bookmark not defined.	
5.	Tsayawa kan yanar gizo cikin tsaro	32
6.	Zagi da cin zarafi ta yanar gizo	39

The background is a solid dark blue. In the top-left corner, there are several overlapping, rounded rectangular shapes in various shades of blue, ranging from a light cyan to a medium blue. In the bottom-right corner, there are white geometric shapes, including a circle and several elongated, rounded rectangles, some of which are partially cut off by the edge of the frame.

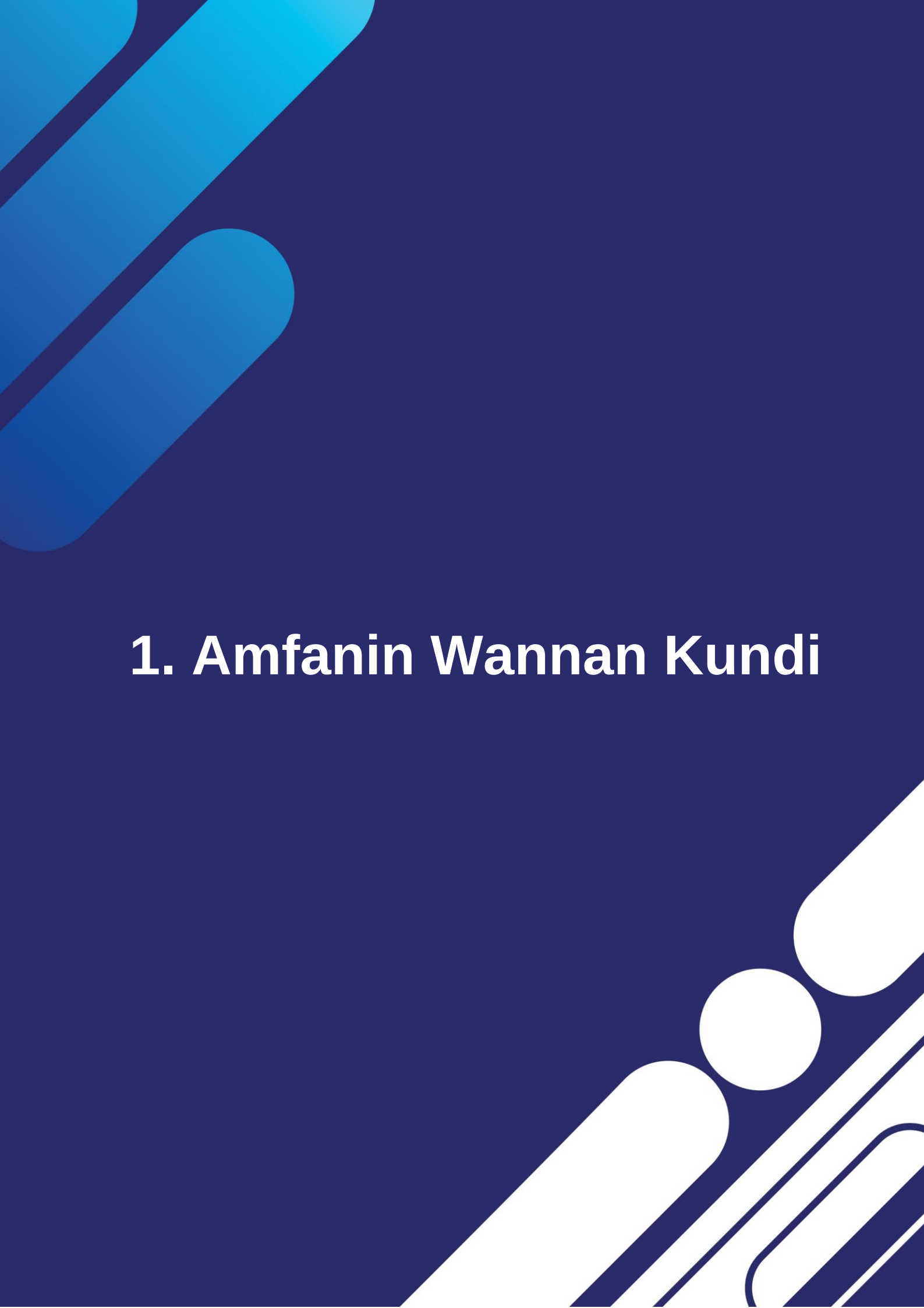
**Jerin Adadi
Jerin Tebur**

Jerin Adadi

Adadi na daya 1: Shafin talla na google _____	14
Adadi na biyu 2: Asalin shashen nema na google inda yake nuni da misalan nema na ji _____	19
Adadi na uku 3: Shirya Shafin budewa _____	29
Adadi na huɗu 4: Zabin "Shiga yanzu" _____	30

Jerin Tebur

Tebur na farko 1: Darusan samun damar kimiya a tattalin ariziki _____	4
---	---

The background is a solid dark blue. In the top-left corner, there are several overlapping, rounded rectangular shapes in various shades of blue, ranging from a light cyan to a medium blue. In the bottom-right corner, there are white geometric shapes, including a circle and several elongated, rounded rectangles, some of which are partially cut off by the edge of the frame.

1. Amfanin Wannan Kundi



1. Amfanin wannan kundin

Yawancin kasuwancin duniya da hada-hada ana yinsu ne a yanar gizo. Waɗanda suke tunanin farawa ko girmama kasuwancin su yana da mutukar amfani wajen sa kasuwancin su a yanar gizo. Wannan kundin da abubuwan da suke tattare dasu zasu maka nuni wajen kasuwanci da talla da kuma gudanar da kasuwancin ku da ilimin kimiya. Wannan zai sa kasuwancin ku ya zama na bai ɗaya kuma ku iya kula da shi.

Kuyi amfani da yanar gizo wajen samun mutane don kasuwancin ku wanda hakan zai baka damar bunkasa kasuwancin ku. Zaku iya amfani da yanar gizo wajen samun sabon aiki ko aikin da zaku samu kuɗi da yawa.

Wannan hoaswan ta kunshi asalin ilimin:

- Sadarwa ta yanar gizo.
- Manhajar Google.
- Shafukan sada zumunta.
- Sashin nemo bayanai.

1.1 Wa ya kamata ya karanta wannan kundin?

Wannan kundin anyi shi ne domin mai horaswa da kuma daliban da suke so su kara samun ilimin kwarewa akan ilimin kimiya. musamman, wannan kundin ya mayar da hankali akan kasuwancin yanar gizo.

Wannan kundin jagoran mai horasawa za a yi amfani da shi ga daliban da suke da hazaka kuma a dage musu wajen ganin sun yi amfani da abun da suka koya a lokacin horaswa.

1.2 Yadda zakuyi amfani da wannan kundin

Idan kai mai horaswa ne ya kamata ka karanta wannan kundin, sauran kayan karin karatun suna cikin kundin karin bayanai da kuma kundin SIDP. Wannan kundin ya kunshi jagoranci da kuma shawarwari kan yanda za a cimma burin kundin. Kuma ya kunshi mataakai mataakai kan yanda za a bada horaswa ga wadanda suka dace wandan nan mutane sune wanda ya kamata, sun hada da mutane mabanbanta.

A matsayinka na mai horaswa ko malami, muna fatan kana da kwarewa wajen amfani da wannan kundi wajen koyawa dalibanka kimiya da fasaha. Kuma muna fatan zaku yi amfani da abubuwan da dalibanku zasu iya amfana.

Mun shirya kayan horaswan ta inda za ku iya koya da kanku inda zai bazu dama wajen koyan abun da kuke so. Zaku iya baiwa dalibanku duka kundin horaswa, ko kuma zaku iya zaɓan darussan da suke da amfani ga daliban ku sai ku kara koyan su. Muna fatan cewa wannan daman da aka bayar na saukaka amfani da wannan kundi zai taimaka wajen bada horaswa mai inganci ga daliban ku.

1.3 Darusan dole da wanda ya dace da kuma na zaɓi

Abubuwan cikin wannan kundin sun rabu zuwa darusa biyu. Darusan manuwal kuma an raba su kashi uku:

1

1.3.1 Darasi na Dole

Wadannan darusan dole sai kun yi su. Kyakkyawawan gane wannan darasi yana da muhimmanci wajen samun tushen gina ilimin kimiya.

2

1.3.2 Darusan da suka kamata

Wadannan darusan suna da amfani a wajen dalibai da yawa, amma ta yiwu ba dukkan daliban ba. Darusan da suka kamata, ya kamata a yi su idan da hali.

Darusan daba na dole ba sukan zama masu amfani saboda:

- Kara horaswa a lokacin gudanar da horo.
- Bada gwaji bayan an gama gudanar da horo.
- A matsayin shiri kafin a fara horaswa, misali idan dalibi ya gama wani kundi zai shiga wani kundi.

3

1.3.3 Darusan sa kai

Wadannan darusa ana yin su ne idan da lokaci, ko kuma idan akwai abunda keda amfani. Wadannan darusan sun haɗa da wajejen amfani na ilimi da kimiyyar hannu, amma su kan zama da ɗan kari kan koyarwa da maida hankali akan abu guda.

1.4 Shawari kan yadda za a gudanar da horaswa

Wannan kundin yana nuni ga horaswan kimiya da amfanin sa a fannin kimiya. Wannan kundin ya mayar da hankali kan mataki mataki don shine kundin nuni na farko bayan sauran kundin.

Wannan kundin ya haɗa da darusa kamar haka:

Darusa	Rukuni
Bunkasa kusuwancinku a yanar gizo domin samun arziki	Dole
Gabatarwa zuwa kasuwancin yanar gizo da manhajojin kusuwancin yanar gizo	Dole
Yanda zaku yi aiki a yanar gizo	Dole
Gabatarwa zuwa shafukan sadarwa da sarrafa bayanai SEO	Na sa kai

Tebur na daya 1: darusan kimiya da damammaki na tattalin arziki

1.4.1 Ku bi shawarwarin mu wajen gudanar da horaswa

Mun bada shawarwarin darusan da muke tunani suna da amfani don koyarwan ku (darusan dole) da darusa masu amfani da zaku koya idan kuna da lokaci (darusan sa kai).

Ku koyar da darusan dole a yadda suke. Waɗannan darusan dole sai an kammala su kafin a samu takardar shedar kammalawa.

Idan kuna so ku cigaba da karatun ilimin kimiya, muna bada shawara ku cigaba da darusan sa kai. Zaku iya zaɓan karanta waɗansu, ko kuma duka, darusan da kuke da bukuta.

1.4.2 Kundin Karin bayani da takardun aiki

Domin taimaka muku a cikin tafiyarku ta wannan kundi akwai waɗansu kayan aiki da zaku yi amfani da su. Sune kamar haka:

1.4.2.1 Kundin Karin bayani na takardun aiki

Akwai cikakkun takardun aiki, da takardun duba. Zaku iya buga waɗannan takardun don kuyi amfani dasu a lokacin da kuke wannan shiri.

Waɗannan takardun aikin zaku iya cike su lokacin horaswa, ko kuma a fannin gurin aiki kamar gwaji da ayyukan yi a gida bayan horaswa.

1.4.2.2 Kundin Karin bayani na kowace kasa

Kowane kundi na tare da kundi Karin bayani na kasashen da aka mayar da hankali – Indonesia da Kenya da Nigeria.

Waɗannan kundin karin bayani sun kunshi abubuwan da suka shafe kasarsu, wajaje da misalai, ayyuka da abubuwan da suka zama daidai da wannan kasar. Waɗannan abubuwan na da amfani wa ko wace kasa da al'ada.

Kundin karin bayani na kowace kasa da ke taimakawa kowace kasa sun hada da:

- Kundin kari na ilimin kimiya da tattalin arziki na _Indonesia

- Kundin kari na ilimin kimiya da tattalin arziki na _Kenya
- Kundin kari na ilimin kimiya da tattalin arziki na _Nigeria

1.4.3 Shirin horaswa na SIDP da takardun shaidan kammalawa

Ana fatan cewa dalibi zai kammala a takaice darusan dole da shedar kammala ayyukan ciki (ta hanyar kammala ayyuka na kundin aiki) domin samun damar takardun shedar kammalawa.

1.5 Kurin jagoranci wajen gudanar da shirin SIDP

Domin karin bayani kan yanda za kuyi amfani da wannan kundin da kayan aiki wajen gudanar da shirin SIDP ku tuntubi sashin **Jagorancin daliban ku wajen gudanar da horaswa** a cikin Pedagogy Guide.

Idan kuna koyo akan Basic Digital Skills ba tare da jagoranci daga masu horaswa na tsarin shirin SIDP ba, don haka ku karanta wannan kundin da kundin karin bayani dake tattare da su.



2. Bunkasa Kasuwancin Ku A Yanar Gizo Don Samun Arziki



2. Bunkusa kasuwancin ku a yanar gizo don samun arziki

Akwai dalilai da yawa da zasu sa ku mayar da kasuwancinku a yanar gizo. Hakan ya kunshi haɗuwa da kwastomomi da abokan kasuwanci da yawa, na'urorin kimiya kamar masu saya da biya yana kara sauri dar age kuskure da tsada da kuma bai wa kwastomomin ku daman samun ku a ko da yausha. Domin farin bayani kaun daililan da zaku mayar da kasuwancin ku yanar gizo da kuma wadan su mataakai masu sauƙi ta yanda zaku shiga yanar gizo ku karanta wannan kundin **Basic Digital Skills Manual**.

Wannan kundin ya gina waɗannan mataakai. Zaku mayar da hankali wajen amfani da na'uran kimiya wajen:

- Isa wajen mutane da yawa da bada labarin ku.
- Sayar da kayan kasuwancin ku ga kwastomomi.

2.1 Abubuwan da zaku amfana idan kun kammala wannan darasi

Da zaran ku kammala wannan darusan zaku samu daman:

- Kirkiro abun cikin yanar gizo
- Kara sanin kasuwanci ku a yanar gizo
- Kara hada hadan kasuwancin ku

2.2 Ire-iren abubuwan cikin yanar gizo da yanda zaku yi amfani da su

Kowane irin kasuwanci yana bukatar sanayya. Kuna bukatar ku sadu da kwastomomin ku domin fahimtar da su wajen da za su saya kayan ku. Naurorin kimiya (ko na sada zumunta) suna taimaka maku wajen samun adireshe kwastomominku. Idan zaku yi magana ta yanar gizo ku kula wajen zaben hanyar sadarwan da zaku yi amfani dashi wajen isa wajen mutanen da kasuwancinku yake don su tabbatar da ku gane banbancin kwastomomin ku da hanyar sadarwan da zaku yi amfani dashi da zai zamanto mai amfani.

Abubuwan cikin yanar gizo yana nan iri iri inda akan yi amfani dashi wajen sadarwa da talla ta yanar gizo:

- Na gani: haɗe da hoto mai motsi, hotuna, GIFs, shafuka.
- Magana: haɗe da hira.
- Rubutu: haɗe da shafuka, asusun sako na yanar gizo.

2.2.1 Hoto mai motsi

Hoto mai motsi suna kara bayyana kuma ana amfani dasu sosai wajen sadarwa. Hoto mai motsi yana bazu daman nuna abun da kuke sayarwa sosai. Tantancewa yana karuwa kuma yana riƙe kwastomomi. Hoto mai motsi yana kunshe da wasu yanayin sadarwa da aika sako mai karfi.

Misalin kusuwancin dake amfani da hoto mai motsi wajen taimakawa kusuwancin ku: <https://fb.watch/9avKKw073U/>

2.2.2 Hotuna(s)

Hoto na da matuƙar tasiri akan rubutu, suna kunshe da ra'ayoyi, da labarai kuma yana saku shauki.

Misalin kasuwancin dake amfani da hotuna wajen taimakawa kasuwancin su:

https://web.facebook.com/TheUltimateLookBarberSalon?_rdc=1&_rdr

2.2.3 Hoto mai bayani

Hoto mai bayani yana bayani mai karfi ne, bayani da ilimi. Suna nuna bayanai cikin wasa, kuma yana da yanayi na sauƙin ganewa.

Misalai na hoto mai bayani na kamfanin Coca-Cola: http://thumbnails-visually.netdna-ssl.com/cocacola--the-background-behind-the-bottle_51ee8fc79ee08_w1500.jpg

2.2.4 GIFs

GIFs jerin hotuna ko magana ko kuma hoto mai motsi da baya magana da ke maimaicin da ba ya tsayawa kuma baya buƙatan wani ya kunnna shi.

2.2.5 Magana/Hira

Hira Magana ne da ake rekodin din sa da na'uran rekodin. Rekodin din kan iya zama na kasuwancin ne ke bada labarai akan kasuwancin sa ko kuma, gwaji. Shi Magana/ hira yana buƙatan manhaja da zai bazu daman sauraro. Hira sanannar hanya ce wajen saduwa da kwastomomi.

Misalain kasuwancin dake amfani da hira: <https://theflip.africa/podcast/accessible-and-affordable-edtech-eneza-education-wambura-kimunya/>

2.2.6 Rubuta Labari

Labarun shafuka da kananan labarun shafuka hanya iri ɗaya ne wajen rubuta labaru don yada su a yanar gizo (sadarwa ta hanyar rubutu).

Rubutu a takaice ana amfani dasu wajen bada labari na talla ta kasuwanci kuma sun haɗa hadda hotuna dama hotuna mai motsi wajen taimakawa rubutun. Da yawancin 'yan kasuwan dake amfani da shafukan yanar gizo suna shirya da gina profile din sa musamman ma wajen fara wani kasuwanci.

Karamin labarun shafuka (asali “kananan rubutu”) yana bawa mutane daman raba kananan takardu wanda ya kunshi rubutu kadan, hotuna, ko kuma hoto mai motsi.

Akwai wadansu ire-iren hanyar sadarwa wanda ake amfani dasu wajen yin rubutu. Da yawansu kyauta ne amma suna bukatan ku sauko dasu sannan kuyi rijista kafin amfani da shi. Yawancin su ana samun su ta wayoyin ku masu kwaƙwalwa ama za’a iya amfani dasu akan wasu na’ura. Karin bayani akan hada rubutu yana kunshe a karshen wannan kundi.

Manhajan Twitter shine mafi shahara wajen kanannan rubutu. Yana bazu daman tura rubutu da ya kai tsayin harafi 140. Banda mutanen da ke amfani da su, yan siyasa da sanannun mutane na amfani da shi. Za a tura hotuna, hoto mai motsi, dama rubutu a manhajan Twitter ga mutanen da suke bin mu, tare da labaru mafi shahara inda ake amfani da hashtags. Kuma zaku iya tura saƙo na kai tsaye ga mutane.

Tumblr shima daya ne daga cikin hanyar sadarwa inda zaku tura hotuna da hotuna mai motsi da rubutu da links cikin sauki.

Plurk shima wani sanannen hanyar sadarwa ne da ke tura kananan labaru. Za ku iya tura links, hotuna, hotuna mai motsi, ga mabiyar ku.

Twister yana da daman tura saƙon son ran ku, babu bincike na boye, kuma ba a satan bayanai ta hanyar rekodin na IP (Internet Protocol).

Soup.io yana bazu daman shiga dakin karatu don watsa labaru. Wadansu daman shine yana da sauki wajen mutane su same ku kuma ya bazu saukin kirkiro Web 2.0 naku da abun da zaku sa a ciki.

Gab yana da matuƙar amfani wajen tallata haja da kuma samun bayanai mai amfani sosai

Reddit: shafin sada zumunta ne dake kunshe da kanannan bayanai. Zaku iya tantance sashen da kasuwancin ku yake da kuma mutane da ke bukatar kasuwancin ku da yanda zaku haɗu da su

Micro.blog hanya ce mai sauƙi ta yanda zaku yi amfani da shafukan yanar gizo da karfi inda zaku yi amfani dashi wajen ayyuka masu karfi kamar su, customizations, categories, hira da hoto mai mosti da hoto da dai sauran su.

Plerb yana bazu damar shiga babban al'umma, amma an takaice harufa nawa zaku rubuta zuwa 150

Meme Generator (Free): duk da dai ba a dakatar da shi ba, ana amfani da memes wajen janyo hankulan mutane idan anyi shi daidai. Yanayinsa na bazu daman haɗa rubutu, GIFs, abun gani, hoto mai motsi da magana idan aku yi shi daidai, wannan manhajan zai taimaka muku wajen haɗa memes.

2.3 Menene kasuwancin yanar gizo?

Kasuwancin yanar gizo hanyar sadarwa ko kusuwanci ne da ake yin sa a yanar gizo ko shafukan sada zumunta wajen talla ga kwastomomin ku, zaku musu bayanin kasuwancin ku da kamfanin ku da abubuwan da kuke yi. Sanannen hanyar kusuwancin yanar gizo ana yin sa ne don tallata kamfanin ku ta manhajojin yanar gizo, shafukan yanar gizo, shafukan sada zumunta, da asusun sakon yanar gizo.

Asalin manufar kasuwancin yanar gizo shine domin janyo sababbin kwastomomi daga hanyoyin sadarwa kamar su Google. Kasuwancin yanar gizo ya zama tabbatacciyar hanya na samo sababbin kwastomomi na kusa da na duniya gaba daya.

Hanyar kasuwancin yanar gizo manuface da ke bada mafita wajen taimakawa talla ta yanar gizo, kamar wajen ganin yanayin abun sayarwa da hidima. Wannan dandamali yana zama tsaka-tsakiya tsakanin ku da kwastomomi. Misalai sanannu sun haɗa da TripAdvisor da Airbnb.

2.4 Abubuwan da zaku karu dashi idan kun kammala wannan darasi

Da zaran kun kammala wannan darasi zaku iya:

- Gane menene ma'anar kasuwancin yanar gizo.
- Ganewa da banbance ire-iren kayan aikin kasuwancin yanar gizo don bunkasa kasuwancin ku.

2.5 Menene kayan aikin kasuwancin yanar gizo?

Kayan aikin yanar gizo tarin manhajoji ne dake taimakawa wajen ganewa, isa, aikatawa, ganawa da kwastomomin ku. Ana amfani dasu wajen chimma burin kasuwancin yanar gizo wanda shine nemo da ganawa da kwastomin ku ta shafukan yanar gizo.

Kayan aikin kasuwancin yanar gizo sun rabu fanni fanni daban daban wanda sun haɗa da:

1. Binciken yanar gizo (SEO): Organic Search
2. Sarrafa bayanai
3. Binciken biya/ Search Engine Marketing (SEM): talla Google
4. Email Marketing / Marketing Automation
5. Content Marketing

2.5.1 Binciken yanar gizo (SEO): Organic Search

SEO wani kusanci ne da ke taimakawa wajen bayyana da fitowa a shafukan yanar gizo a lokutan da mutane ke bincike ta manhajojin bincike Kamar su Google. A saukake, wannan dabaran ana amfani dashi wajen ganin cewa kasuwancin mutum ya bayyana a manhajojin bincike kan abubuwan da kasuwancin ku ke yi.

Kalmomi na musamman ko gajerun rubutu mutane ke rubutawa kwastomomi a cikin manhajojin bincike idan suna neman wani abun da suke so su saya. misali., firji mai kyau.

Kalmomi na musamman ko kuma sarrafafun kalomomi mutane na amfani dashi saboda kuyi amfani dasu a sashen tallan ku wajen janyo kwastomomi ga kasuwancin ku ko hajan ku.

2.5.2 Bincike

Kayan aikin bincike na taimakawa wajen amfani da bayanai daga bakin da suka kawo ziyara zuwa shafukan yanar gizon ku. Kayan aikin bincike ana amfani dasu wajen gane kwastomomin ku sosai ta yanayin tallan ku. Idan zaku iya samun kyakkawan fahimta kan yanayin siyayyar kwastomomin ku, zaku samu daman iya amfani da wadansu kayan aikin talla wajen sai da hajojin ku da yawa.

Misalai na asalin kayan aikin bincike sun hada da Google Analytics, Social Media Analytics and Google Search Console.

2.5.3 Bincike na biya da tallan manhajar bincike (SEM)

Binciken biya wani kasuwancin yanar gizo ne wanda mai talla ke biyan kudi ga kamfanoni kan bincike kamar su Google domin dora tallansu a mataki na bincike (SERPs). Ana kiransa da tallan manhajan bincike (SEM).

Misali mai kyau na binciken biya shine Google Ads wanda ake kiransa da Google AdWords inda mutane ke biyan kamfanin Google, shi wannan kamfanin, domin a nuna hajoji a bincike wannan yana madadin SEO.

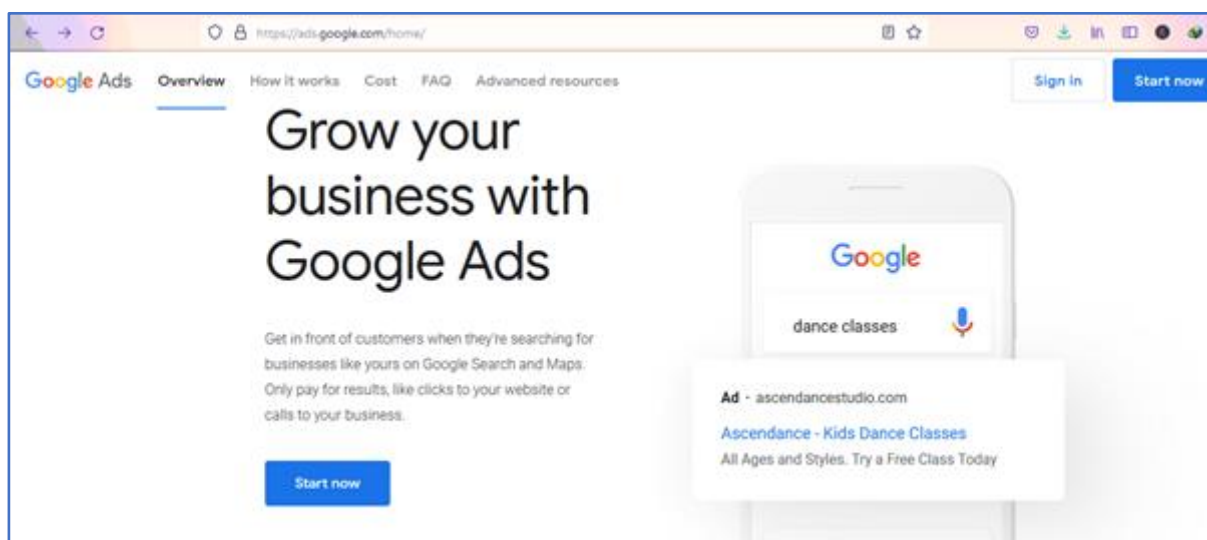
2.5.3.1 Aiki: Amfani da Google Ads

Domin shirya Google Ads, kubi wannan tsarin:

1. Ku hada shafin yanar gizo na kasuwancin ku
2. Ku binciko Google Ads a manhajan Google ko ku rubuta wannan adiresin

<https://ads.google.com/home/>

3. Wannan shafin kasan zai nuna ku danna “Start Now” sai ku bi waɗannan sharuɗan haɗe da yanayin biya na kasarku, da yanayin lokaci, da kuɗaɗe.



Adadi na ɗaya 1: Shashen tallan Google Ads

2.5.4 Tallan abun ciki

Tallan abun ciki wani dabarun talla ne wana ke janyo haɗuwa da mutane wajen kirkiro hotuna masu motsi da rubutu da hira da waɗɗan su abubuwa.

Wanan hanyar tana da matukar tasiri wajen tallan yanar gizo a matsayin kayan aikin da sakon ku zai zama ingantacce, kuma bazaku biya kuɗi mai yawa ba ga mutane wajen watsa labarun ku ba. Sabo da haka zuba hannun jari ne a lokaci da kokari wajen ganin ya yiwu.

2.5.5 Tallan asusun sako na yanar gizo

Tallan asusun sako na yanar gizo yana tura sakon talla ga mutane masu yawa domin samun daman sayar da hajojin ku da yawa da niyan samun daman mutane da tura sako da yawa ta hanyan talla. Kamar tura sakon talla ne a zahirance. Zaku iya kiransa talla na kai tasaye, ko kuma tallan yanar gizo saboda wanda zai iya ganin sakon ku shine kai mai turawa da wanda ka turawa mai karantawa.

Tallan asusun sako na yanar gizo ana yinsa da mahanjojin naura da ke karban, ajiyewa da tura gajeren sako ga mutane. Mai aikawa kan rubuta takaitaccen sako

da bayanai masu amfani da link sannan ita na'urar za ta tura sakon ga asusun sakon yanar gizo ga dubban mutane da suke jere a shiryeyen lokcci.

Sannanun misalai kayan aikin tallar yanar gizo sun hada da Sendinblue, GetResponse, da MailChimp.

2.5.6 Aiki: tattaunawa akan tallar yanar gizo

A tattaunawa guda uku zaku:

- Samuwa da nuna misalai guda shida na shashen tallar yanar gizo guda shida.
- Kwatanta tallar biya da binciken organic a sauran kasuwanci.
- Tattaunawa akan misalai na tallar asusun yanar gizo da ku taba samu. Zaku iya amfani da asusun sakonnin yanar gizo naku wajen nunawa.
- Bada misalai na tallan abun ciki. Ku bada bayanin wanda yake da kyau da kuma dalili.

2.5.7 Aiki: kasuwanci na Google / jeri na Google

Taswiran Google ko kasuwanci na Google ana amfani da shi a matsayin kafa ta tallar yanar gizo wajen kara yawan sanayya da jawo kwastomomi. Yana kuma baiwa mutane hanyar yin kasuwanci.

- Mai horaswa zai iya saka adiresi ko kuma hoton wajen kasuwanci a taswira.

Domin samun daman shiga kasuwancin Google ku shiga wannan shafin <https://www.google.com/business/> sai ku buɗe asusu sanan ku shirya shi a mataakai da zasu fito a fuskar waya. Mutum kan iya amfani da taswiran Google a waya kamar yanda aka nuna matakan a kasa.

Mataakai na shigar da kasuwancin ku a taswiran Google.

1. Kutsa cikin taswiran Google sai ku danna buɗewa.
2. Ku taɓa domin saka abu.
3. A shafi na gaba, ku danna ADD PLACE.
4. Ku cike bayanin da ake buƙata farawa da suna 'Place name' (Sannan kasuwanci). Zaku shigar da jerin kasuwancin nan gaba. A madadi, zaku iya

danna ‘wannan kasuwancin ku ne?’ Domin kutsawa kai tasye cikin shafin yanar gizo na Google My Business.

5. Zaɓi sashe madaidaici.
6. Ku saka kasuwancinku a taswiran Google ta danna ‘Edit map location’ sannan ku ja layi zuwa dai dai inda wajen kasuwancin yake.
7. Zaku iya komawa yanayin satellite a taswiran Google domin tabbatar da inda kuka sa jan alama daidai ne ya zama dai dai da yanayin gine ginen wajen.
8. Ku saka lokutan da za kuna kasuwancinku, lambobin da ake amfani dashi a kasuwancin da shafin yanar gizo (wannan ba dole ba ne) da kwanakin da kasuwancin ke aiki, da hotuna daga karshe ku danna shigarwa (kamar yadda aka nuna a Adadi na 0.8) sai ku jira kamfanin google ya bada izini.
9. Ku jira sako daga Google (ta asusun yanar gizo) domin tabbatarwa da an karɓe ku.

2.5.8 Aiki: tattaunawa a kungiyance

A kungiya na mutane uku za ku saka kasuwanci ko wani waje a taswiran Google. Zaka iya mafani da kasuwancin dake kusa (ya kamata) ko kuma wanda ake hasashe.

Mai horaswa zai baiwa dalibai horo domin zagawa makwabta domin gane kasuwancin wajejen daukan hoto da saka su a taswira hake da karin bayanai idan da hali.

2.5.9 Aiki: koyo na kai kadai

Shi dalibi zai koyi yanda zai saka kasuwancin sa ko wajen aikinsa ko kuma wani gini a taswiran Google shi da kansa a lokacin da yake so (misali, a gida)

Aiki:

1. Bude taswiran Google sannan ku saka kasuwanci da kamfani ko wani gini. Idan baku da kasuwanci kuyi amfani da kasuwancin dakuka sani.
2. Ku dauki hotunan wajajen kasuwancin. Idan da hali, ku tabbatar da sunan kasuwanci ya bayyana. (yana bada daman fitowa a jeri). Ku danna shigarwa domin turawa.

2.5.10 Aiki: Dubiya

Ku cika tebur din kasa akan yanda zaku saka kasuwancinku da wadansu abubuwan su a cikin jerin google.

Idan kun gama aikni ku yi dubiya sannan ku ajiye aikin ku.

Domin samun kundin dubiya na ayyuka ku duba kundin Karin bayanai dake tare da wannan kundi.

Annex_Activity and reflection template.docx

2.5.11 Links masu amfani

- Yanda zaku gina shago a shafin yanar gizo (shafin yanar gizo na kasuwanci) da sauki wajen amfani da WordPress,
<https://www.youtube.com/watch?v=0ytfC9NsX3Y>
- Yanda zaku kara Google Analytics da Google Search Console tracking code ga shafukan yanar gizon ku a WordPress,
<https://www.youtube.com/watch?v=f-ynp7U0H2E>

2.6 Sauraron abun da mutane suke bukata

Tallar yanar gizo ba zallan tura sako bane ga mutane. Sadarwa ta yanar gizo kamar sadarwa ne na zahiri, zaku yi magana ne kuma ku saurara.

2.6.1 Sauraron sada zumunci

Wannan tsari na nufin kula da sunan kamfanin sada zumunci. Zaku yi wannan ne domin samun fahimta ta gari da kwastomomin ku da kuma sauraron korafi da kulawa ta kai tsaye ga sunan kamfani ko kuma tattaunawa akan wasu lamura da kalamai na musamman da abokan hamayya da kamfanoni. Wannan bayanai kan baku wata kafa da zata taimaka muku wajen binciko waɗannan talla da damammakin sayarwa.

Sannan sauraron sada zumunci sun haɗa da HubSpot da Sprout Social da Lately, da Hootsuite. Zaku iya bibiyan abokan hamayya da shugabannin talla da

sanannun mutane sannan ku kula da zancen da suke faɗa, wani hashtags ne yake tashe da me mutane ke faɗa a yanar gizo.

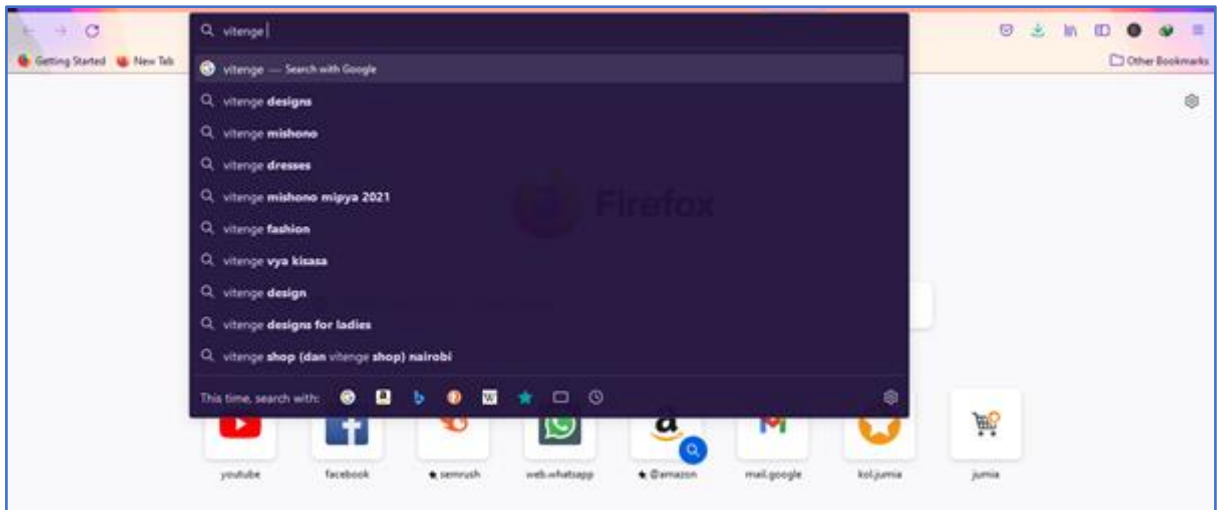
2.6.2 Jerin sauraro

Jerin sauraro wani tsari ne da ake amfani da bayanai daga manhajan bincike (Kamar Google, or Bing) domin binciken kwastomomi.

Akwai dubban bincike a kullum a kan manhajan bincike. Idan kun san me mutane ke tambaya zaku iya tunanin yanda zaku chanza ko daidaita yanayin saƙon tallan ku domin amsa abunda mutane ke tambaya. Hakan zai bazu daman samun baki da yawa a shafukan yanar gizon ku kuma zaku samu masu tambayar hajar ku don saya.

Idan kun rubuta wani abu a Google, zaku samu irei-ren zaɓuɓɓuka don cika tambayar ku. Waɗannan zaɓuɓɓuka suna nan a bisa binciken sauran mutane.

Ku duba misalin dake kasa. Kalmar binciken “Vitenge” aka rubuta a manhajar binciken Google sannan kalamai na musamman masu irin sa suka bayyana, kamar su Vitenge designs da vitenge mishono da vitenge dresses da vitenge designs don mata. Hakan zai nuna maku abun da sauran mutane ke bincika. Zaku iya amfani da wannan bayanai da tallan abun ciki da taƙaitattun kalmomin ku SEO da kalmomin Google Ad da email subject lines wajen saita kwastomomin ku na musamman.



Adadi na biyu 2: Asalin Google search bar dauke da misalai iri daya na bincike a search listening

2.6.3 Kayan aikin da zai taimaka muku wajen tallar yanar gizo

Akwai manhajojin dayawa da zasu taimaka muku kuma suyi muku amfani. An shirya su a cikin waɗannan sashe:

- Gane abun dake tashe kirkiro shawarwari na tallan ku.
- Rubutu da daukan kanun rubutu.
- Search Engine Optimisation (SEO) – hanyan da zaisa a sanku da sauki a yanar gizo.
- Kirkiro abubuwan gani.
- Tallata abubuwan ciki.
- Shugabantar ayyuka.
- Ajiya.
- Backup.
- Analytics.

2.6.3.1 Aiki: binciko amfani na kayan aikin tallar yanar gizo

Idan kuna da bukuta wajen gane kayan aikin da zai taimaka muku a tallar yanar gizo kuyi amfani da fahimtan ku na binciken yanar gizo wajen ganowa.

Idan kun kammala wannan aiki kuyi dubiya sannan ku ajiye aikin ku.

Domin samun kundin dubiya na ayyuku ku duba kundin karin bayani dake tare da wannan kundi.

Annex_Activity and reflection template.docx



3. Gabatar Da Kasuwancin Yanar Gizo



3. Gabatar da kasuwancin yanar gizo

kasuwancin yanar gizo ko kuma kasuwancin na'ura wani abu ne da ya kunshi harkalla na tura bayanai ta yanar gizo.

Akwai hanyoyi da yawa da zaku sayar da hajar ku ta yanar gizo.

- Amfani da shafukan yanar gizo wajen talla saboda nemo kwastomomin ku a zahiri. Ana kiran waɗannan wasu lokuta manhajojin tallan yanar gizo.
- Samun kafa na kasuwancin yanar gizo naku da zai bazu daman sayar da hajar ku a yanar gizo.
- Amfani da dandalin kasuwa na yanar gizo. Waɗannan shafukan yanar gizo ne da ke bawa 'yan kasuwa na kansu kamar, samun daman sanin mutane da yawa. Wannan kamar dandalin kasuwa na zahiri ne.
- Dandalin kasuwa na sada zumunci. Waɗannan dandalin anyi su ne ga 'yan kasuwa, amma an haɗasu da shafukan sada zumunta kamar su Facebook.

3.1 Shafukan yanar gizo na talla da wasu kafa

Waɗannan shafuka suna bada karamin shago ga kasuwancin ku da zai isa zuwa wajen mutane da yawa.

Waɗannan shafukan yanar gizon basa sayar da hajoji kai tsaye. Sai dai, suna maida hankali wajen haɗa ku da kwastomomi wanda hakan zai bazu daman talla da sayar da hajar ku da sauki. Shi kanshi shafin yanar gizon wani kafa ne – suna taimaka maku wajen sayar da hajar ku. Basu da hajojinsu na kansu da za su sayar ga kwastomomin su.

Misalin kafar tallar yanar gizo shine. Wannan shafi ne da ke taimakwa matafiya samun bayanai da kuma bayar da korafin kasuwanci na taimkawa mutane barin korafi saboda mutane su gani sannan ya janyo musu matafiya nan gaba. Misali mai kyau shine Cheetah Revolution Safaris wanda yakan karbi korafin mutane 85 a duniya. Wannan kan haifar da kwarin gwiwa ga sabon mutumin da zai kama kamfani.

Sauran misalai sanannu sun hada da Airbnb da Uber.

3.2 Dandalin kasuwancin yanar gizo

Dandalin kasuwancin yanar gizo, wani irin shafin yanar gizo ne inda ake samun bayani akan hajoji daga wasu mutane na daban. Dandalin kasuwancin yanar gizo yana baiwa kasuwanci da mutane dama suyi rijista su sayar da hajojin su a kyauta.

Dandalin yana da kimiyar da zaku tura hoto, bayanai da kuma karan biya. Dandalin kasuwanci ya samu sosai sannan yana bada dama ga mutane da yawa. Dandalin kasuwanci yana kulawa da mika haja da kuma tura aikin haja akan kuɗi kankani. Wannan na da amfani idan bazu da wajen ajiyan kaya kokuma wajen tura sako.

Sannan misalin dandalin kasuwancin yanar gizo sun hada da eBay, Amazon da Alibaba.

3.3 Dandalin sada zumunta na kasuwancin yanar gizo

Dandalin sada zumunta na kasuwanci a yanar gizo dandali ne da zai baiwa mai sayarwa da mai sayarwa su hadu suyi magana da juna domin saye da sayarwa na hajoji.

Dandalin sada zumunta na kasuwancin yanar gizo yana zama:

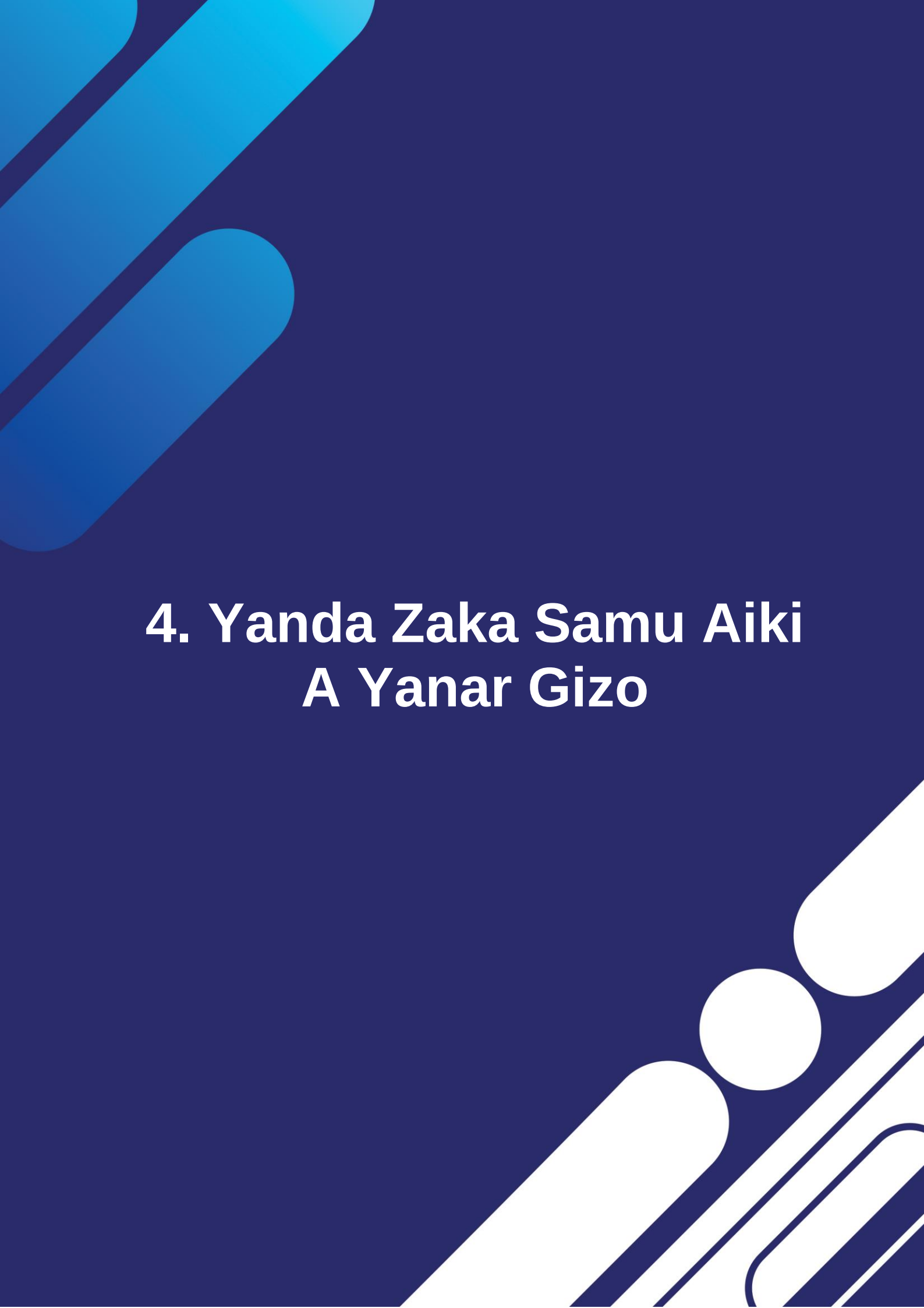
- Gurin sada zumunta na dandalin kasuwancin yanar gizo ta shafukan yanar gizo.

- Dandalin kasuwanci na kafa na sada zumunci, misali., dandalin kasuwancu na Facebook.

3.4 Abubuwa na musamman da za a kula dasu wajen kasuwancin yanar gizo

Idan kuna tunanin amfani da kasuwanin yanar gizo wajen bunkusa kasuwancin ku, ga dan wasu abubuwan da zaku yi tunani akai:

- Shafin biyan kudi. Wannan kafa ce dake bai wa kwastomomin ku daman biyan kudi.
- Shirya haja. Shirya haja mai kyau na tabbatar da kuma kula da kayan ku wajen aikawa kwastomomin ku ba tare da ya samu matsala ba.
- Aikawa da tura sako. Ku duba kamfanin tura sako da zasu taimaka wajen kula da fannin aika sako a kasuwancin ku na yanar gizo.
- Farashi. Ku duba nawa kuka kashe a talla da nemo kwastomomi. Ku duba nawa za su kashe a lokacin biyan ko wani alaka da kai, kuma ko za su zama kwastoman kullum, da daman zama kwastomomin ku na har abada. Kuma ya kamata ku samu kudin da ya fi wanda kuka kashe..



4. Yanda Zaka Samu Aiki A Yanar Gizo



4. Yanda za ku samu aiki a yanar gizo

Yanar gizo kan taimaka maku wajen samun aiki, inda zai kai takardunku har gaban masu daukun aiki kamar yanda zaku yi a zahiri.

Ga wadannsu hanyoyi da zaku bi wajen samun aiki a yanar gizo:

- Kuyi amfani da mutanen da kuka sani.
- Kuyi amfani da kamfanin neman aiki.
- Ku tura a wajen neman aiki.
- Ku gina sanayya ta kwarai.
- Misalai masu amfani na kasarku ku duba kundin karin bayanii na kasar ku.

4.1 Kuyi amfani da mutanen da kuka sani

Kamar kuna amfani da na'uran ku wanjen alaƙa da yan uwa da abokan arziki ne. Zaku iya yin haka ta kafa na sada zumunci kamar su Facebook ko Instagram, ko kuma ta kafa na saƙon sada zumunci kamar su WhatsApp ko WeChat.

Zaku iya tambayan mutanen ku ko sun san wani daman a aiki, ko kuce musu kuna neman aiki. Wannan hanyan yafi sauri, kuma kyauta ne. Bai zama lailai zai yi aiki sosai ba kamar sauran hanyoyi da za a lissafo su a kusa ba saboda abokan ku na sada zumunci baza su iya samun kofa na aiki ba ko sanin wani mai daukan aiki ba.

4.1.1 Amfani da kamfanonin daukun aiki

Kamfanonin bada aiki, ko kamfanonin daukan aiki, waje ne mai kyau na farawa idan kuna neman aiki.

Kamfanoni kan dauki aiki da shafukan yanar gizon su da kuma ofisoshin su a zahiri da zaku iya zuwa. Zaku iya yi wa mutane magana baki da baki ko a waya ko kuma ta gajeren saƙo. Waɗannan tattaunawan za su taimaka maku wajen gane wani abu ku kware akai kuma wani abu kuke buƙata. Hakan zai basu daman hada ku da kamfanoni masu bukutan ma'aikata.

Kamfanoni na binciko masu neman aiki domin samo waɗanda suka dace, don haka kada ku manta wajen shirya takurdun neman aikin ku da kyau.

Kamfanonin na da sassauci zaku iya neman aiki na dan wasu lokuta, ko kuma aiki na dindindin.

Akwai kamfanonin daukan aiki dayawa a yanar gizo a yankin ku.

4.1.2 Turawa zuwa wajen ɗaukan aiki

Shafukan yanar gizo na ɗaukan aiki wani sanannen tabbatar kafa ce na neman aiki inda zaku iya aika takurdun neman aikin ku zuwa wajen masu ɗaukan aiki. Wannan yana kuma da shafin ɗaɗaɗun aiki na jarida ko na talla.

Wajen ɗaukan aiki sun kware a birane ko kasashe ko kuma ayyukan noma, asibiti ko tsaro.

Sannan wajen tura aiki a duniya sun haɗa da **indeed**, da **totaljobs**.

4.1.3 A biyaku na aiki, ko “gigs”

Zaku iya aiki na dan wasu lokuta, sashe, ko kwantiragi ga ma'aikatu daban daban.

Sanannen wannan sashe shine Uber, wanda suke ɗaukan motan haya. Wannan shahen yana baiwa direban kwantiragi da fasinjoji. Ya rage maku ku zaba idan kuna son ku karbi kudi. Tsarin zai baku kamasho na duk kudin da kuka tara daga wajen fasinja.

Akwai waɗannsu kafa na ayyuka masu zaman kansu, wasu lokutan akan kirasu da “gigs”. Waɗannan sanannun kafan sun hada da **Fiverr**, **PeoplePerHour** da **Freelancer**.

Akwai misalai na kasashen ku wanda zai bazu fahimta mai kyau wajen daman samun aiki.

4.1.4 Gina ganewar sanarku

Gina hanyar sadarwa na kasuwancin ku yana nan kamar hanyar sada zumunta ne. An yi shi ne domin hada mutane waje guda da kuma taimaka musu wajen tattaunawa.

Gina hanyar sadarwa na kasuwancin ku ya bambanta daga hanyar sada zumunci saboda ya mayar da hankali ne wajen hada kasuwanci da da mamaki.

Dalilan da zai sa ku shiga hanyar sadarwa na kasuwanci na yanar gizo

- Habbaka sunnan ku – wajen hallaran hanyar sadarwan nuna kwarewan ku da kuma sanuwa
- Gina amincewa – wajen alaka da mutane, zaku iya bunkasa zamantakewa/basira. Yawan mu’amalan ku, yawan gina amincewan ku.
- Samun sabbin ra’ayi da hangen zaman gaba – bunkasa ilimin ku da kwarewan ku. Samun mutane daban daban a shafukan sadarwa na kasuwanci da zasu taimaka maku wajen samun sabbin ra’ayi da fasaha na daban
- Karfafa kasuwanci da haɗi na musamman – hanyar sadarwa na kasuwanci na nufin alaka mai amfani don moriya. Yana taimakawa wajen raba ra’ayoyi da hadaku a tsakanin kamfanoni/mutane wajen cimma buri
- Bunkasa ayyukanku wajen sababbin damammaki, ilimi da taimako da alaka da kwararru a fannin ku. zaku iya koyo daga labarin kwarewar su da matsalolin da suka fuskanta.

Samun daman aiki da alaka da waɗansu a kamfanonin ku. Hakan zai yiwu ne ta masu magana, amma wanda yafi shine saboda masu bada aiki suna amfani da wannan hanyar sadarwa wajen gane masu neman aiki.

Sanannne misali na hanyar sadarwa na kasuwanci shine LinkedIn. Ana amfani da shi sosai wajen samun kasuwanci, ku sa kanku a matsayin kwarare a fanni na musamman da kwarewa, da kuma neman aiki. Masu daukan aiki da kasuwanci da masu son sayan haja suna bincike a LinkedIn, don haka yana da mutukar amfani a kirkiri asusu.

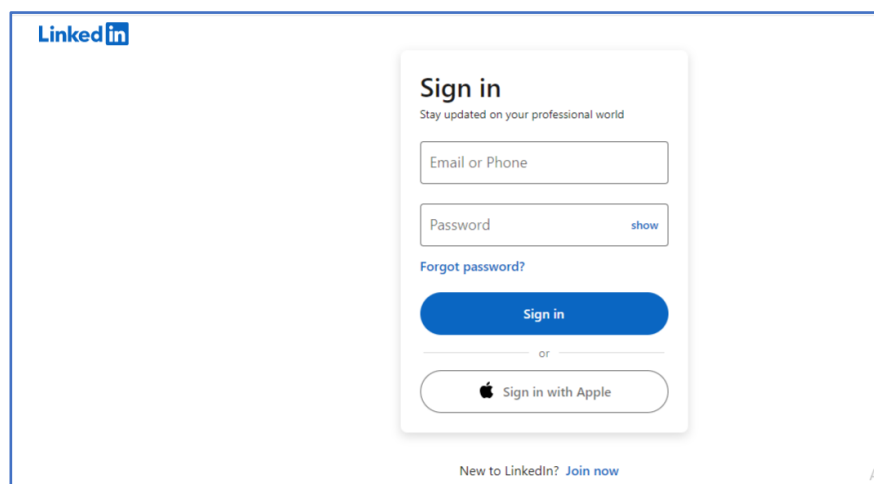
Wadansu sashen sun haɗa da Meetup, Xing, da Bark.

Duba kundin Karin bayaniin Kasarku don samun misalai na shafukan da zaku yi amfani da shi.

4.2 Aiki: Ku haɗa Asusunku da LinkedIn

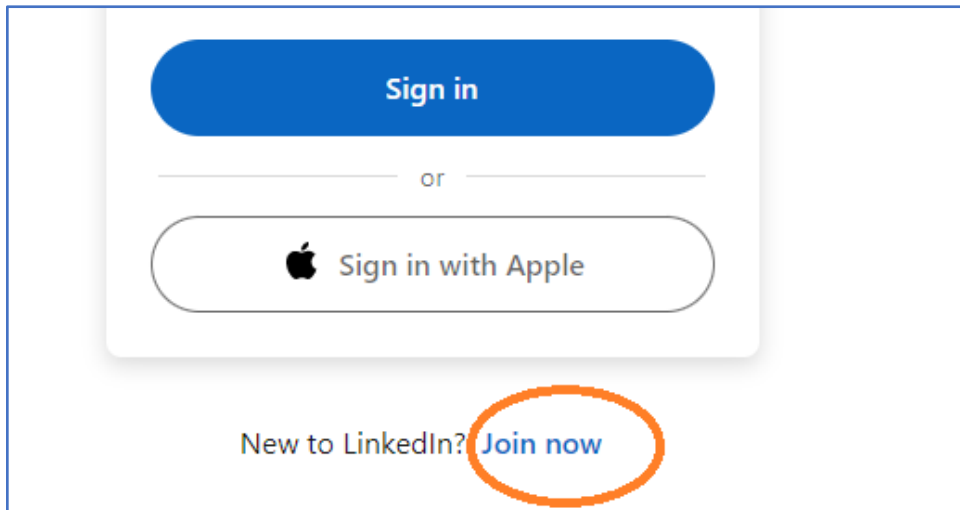
Wadannan mataakai ne dake bayanin yanda zaku haɗa asusunku a LinkedIn:

1. Kutsa zuwa shafin sign up na linkedin a manhajan binciken ku.



Adadi na uku 3: Shafin LinkedIn na Sign in/ Sign up

2. Ku zaɓi “Join now” domin farawa. Kada kuyi amfani da zabin Sign in.



Adadi na huɗu 4: zaɓin "Join now"

3. Ku shigar da asusun sakon yanar gizon ku, da kalamam sirri.
4. Ku danna agree da join.
5. Ku shigar da sunan farko da na karshe don hada asusun.
6. Ku kammala shigar da tantancewa.

Da zaran kun gama shigar da bayanai, yana da matukar amfani ku gyara bayanin kanku wanda shine zai yi nuni izuwa kai waye. Zaku iya sa hotunan ku, ilimi da kwarewar aiki, fasaha da ko kuna neman aiki. Idan kuna neman aiki ku duba zaɓin "sa mai daukan aiki yasan kuna neman aiki". Wannan zai baiwa LinkedIn daman tura bayananku ga wanda suke neman ma'aikata.

4.3 Aiki: Tattaunawa na kungiyance da tambayoyi

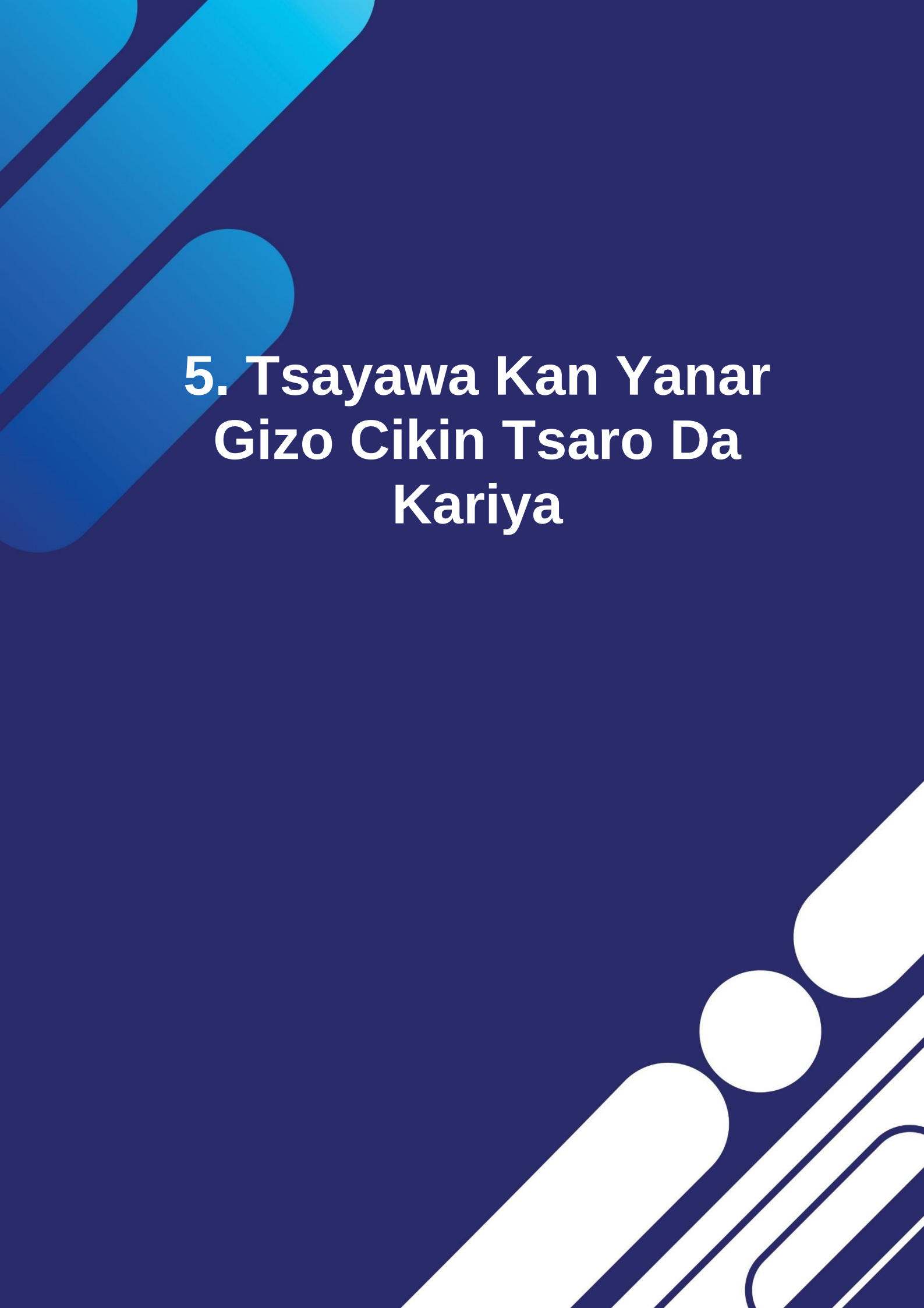
- Menene zai zame muku mafi amfani a rayuwarku? Ku shirya sabon kafa na sada zumunta ko ku jona wanda yake nan
- Menene gyaran abubuwan ciki na shafukan sada zumunta?
- Mai zai sa alakarku da abubuwan ciki zai zamanto mai amfani sosai?
- Me kuke bukata na daban wajen alaka a hanyar sadarwa na yanar gizo?
- Tayaya zaku mori alakarku a hanyar sadarwa na yanar gizo?

4.4 Aiki: Ayyuka na kai kadai

- Ku kirkiri asusun LinkedIn da haɗa bayanai da kwarewa da dacewa da kuma wasu bayanai da ake bukata.
- Ku kirkiri asusun Facebook da kuma shafin kasuwancin ku.
- Ku tura tallar kasuwancin ku kuma kusa ya tafi daidai.
- Ku kirkiri asusun YouTube, ku saka abu a ciki sannan ku turawa abokai.

4.5 Abubuwa domin Karin bayanin karatu

- Yanda zaku kirkiri asusun Facebook.
<https://www.youtube.com/watch?v=NagR1bJCdiY>
- Yanda zaku kirkiri asusun LinkedIn,
<https://www.youtube.com/watch?v=jh5eDSMPvjE>



5. Tsayawa Kan Yanar Gizo Cikin Tsaro Da Kariya



Tsayawa kan yanar gizo cikin tsaro da Kariya

Wannan darasi kan tsaro na yanar gizo yana ba da bayani kan yadda ake tabbatar da sirri, tsaron bayanai, da yadda ake kiyaye tsaro akan yanar gizo da yanar gizo tare da na'urar dijital din ku.

Sakamakon da ake tsammani daga tsarin tsaro na yanar gizo

Bayan kammala wannan darasi, za ku iya:

- Sanya kebabɓun bayaninku da tsaron sadarwarku
- Gano da warware matsalolin tsaro masu sauƙi
- Gwada tsaron rukunin yanar gizon da ke buƙatar bayanan sirri kafin amfani

Menene tsaro a yanar gizo?

Tsaro a Yanar gizo shine aikace-aikacen fasaha da mataƙai da sarrafawa don kare tsarin kwamfuta da cibiyoyin sadarwa da shirye-shirye da na'urori da bayanai daga hare-hare. Hare-haren na dijital ana kiransu da cyber-attacks.

Tsaro a Yanar gizo yana nufin rage haɗari da tsananin hare-haren yanar gizo, da kuma kariya daga cin gajiyar tsarin, na'urori, cibiyoyin sadarwa da fasaha marar izini. Hakanan yana nufin al'adar kiyaye na'urorin lantarki da bayanan sirri daga shiga ko hari mara izini.

Tsaron Yanar gizo ya haɗa da mulkin yanar gizo da laifuffukan yanar gizo da kariyar bayanai da hukunci da alamun kasuwanci da haƙƙin mallaka da na hankali

Sharuɗɗan da ake amfani da su a cikin Tsaron Yanar gizo

Anan akwai wasu ma'anar kalmomin da zaku ci karo da su a cikin wannan jagorar da kuma cikin tattaunawa ko littattafan karatu game da tsaro na yanar gizo.

Tsaron hanyar sadarwa al'ada ce ta kare hanyar sadarwar kwamfuta daga masu kutse, ko ta hanyar maharan da aka yi niyya ko kuma malware ko Virus.

Tsaron aikace-aikacen yana mai da hankali kan kiyaye software da na'urori ba tare da barazana ba. Aikace-aikacen da aka yi sulhu zai iya ba da dama ga bayanai da aka tsara shi don karewa. Tsaro mai nasara yana farawa a matakin kira, da kyau kafin a tura wani shiri ko na'ura.

Tsaron bayanai yana kare mutunci da kebabben bayanai, duka a cikin ma'adana da na wucewa.

Tsaron aiki ya haɗa da mataakai da yanke shawara don sarrafawa da kare kadarorin bayanai kamar izinin masu amfani da su lokacin shiga hanyar sadarwa da hanyoyin da ke kayyadad da yadda za a adana bayanai da kuma inda za a iya adana su.

Farfado da ci gaba da kasuwanci suna bayyana yadda kungiya ke mayar da martani ga lamarin tsaro ta yanar gizo ko duk wani abin da ya haifar da asarar ayyuka ko bayanai. Kungiyar ta yi amfani da manufofin dawo da bala'i don bayyana yadda take maido da ayyukanta da bayananta don komawa ga iya aiki iri ɗaya kamar kafin taron.

Ilimantar da masu amfani daga karshe ya yi bayani game da taka tsantsan da ya kamata mutane su yi don guje wa shigar da kwayar cuta cikin haɗari ta hanyar bin kyawawan ayyukan tsaro. Suna koya wa masu amfani don share abubuwan da aka makala na imel, kar su toshe cikin na'urorin USB da ba a tantance ba, da wasu muhimman darussa daban-daban masu mahimmanci don tsaron kowace kungiya.

Nau'o'in Bayanai Kebabbu Da Ake kaiwa haren-hareb a Yanar gizo

Bayanan sirri duk wani bayani ne wanda ke da alaƙa da wani mutum ko halitta da aka gano ko wanda za a iya gane shi. Ana iya gane mutum idan ana iya gane shi kai tsaye ko a kaikaice - alal misali, ta hanyar nuni ga mai ganowa kamar suna, lambar tantancewa, bayanan wurin, mai gano kan yanar gizo ko ɗaya daga cikin halaye na musamman (na jiki, ilimin halittar jiki, kwayoyin halitta, tunani). kasuwanci, al'adu ko zamantakewa).

Misalai sun haɗa da lambar katin shaida, lambar fasfo ko lambar tsaro. Sauran misalan bayanan sirri sun haɗa da lambar tarho, katin kiredit ko lambar ma'aikata a wurin aiki, bayanan asusu, farantin lambar mota, bayyanar mutum, lambar abokin ciniki ko adireshin.

Sakamakon rashin tsare bayanai kebabun baya nai

Yawancin masu amfani da yanar gizo ba su san barazanar sirrin kan yanar gizo ba da kuma haɗarin da ke tattare da samun bayanan sirri akan yanar gizo. Ga wasu sakamakon barazanar kan yanar gizo ga bayanan sirri:

Asarar Kudɓi

Tasirin kudɓi daga keta haddi na bayanai ba shakka yana ɗaya daga cikin mafi gaggawar sakamako mai tsanani da kungiyoyi ko ɗaiɗaikun mutane ke tinkara a laifuffukan yanar gizo.

Lalacewar mutunci

Labarai suna tafiya cikin sauri kuma kungiyoyi da ɗaiɗaikun mutane na iya samun kansu a tsakiyar labaran duniya cikin sa'o'i kaɗan bayan karya ko bayyanawa. Wannan mummunan latsawa haɗe da asarar amana na iya haifar da lahani maras misaltuwa ga abin da aka keta ko mutumin da ake tambaya.

Cikas a wajen aiki

Kasuwanci ko ayyuka na sirri galibi za su lalace sosai a sakamakon keta bayanan. Kungiya ko ɗaiɗaikun mutane za su bukaci ɗaukar ketare tare da gudanar da

cikakken bincike kan yadda ya faru da kuma irin tsarin da aka shiga. Kungiyar na iya bukatar a rufe gaba daya har sai masu bincike sun sami duk amsoshin da suke bukata kuma wannan tsari ne wanda zai iya daukar kwanaki, har ma da makonni, ya danganta da tsananin cin zarafi.

Matakin doka

Karkashin ka'idodin kariyar bayanai, kungiyoyi ko mutane bisa doka suna daure su nuna cewa sun dauki duk matakan da suka dace don kare bayanan sirri. Idan wannan bayanan ya lalace, mutanen da abin ya shafa za su iya neman matakin shari'a don neman diyya daga wanda ke da alhaki.

Asarar muhimman bayanai

Bayanan halita suna da matukar mahimmanci ga masu aikata laifukan yanar gizo - fiye da ainihin bayanan katin kiret da adiresoshin imel. Wannan saboda masu laifi na iya amfani da wannan bayanan don haifar da mummunar lalacewa ga mutum. Karɓar da ke fallasa wannan bayanan na iya zama bala'i kuma ya wuce duk wani lalacewa na kudɓi da suna.

Barazana ga keɓabbun bayanan ku

Cutar kan yanar gizo

Cutar kan yanar gizo manhaja ce mai cutarwa kamar kayan leken asiri ko kwayoyin cuta. Ana kunna shi lokacin da mai amfani ya danna hanyar haɗin yanar gizo mara kyau ko abin da aka makala, wanda ke haifar da shigar da software mai haɗari. Da zarar cutar ya kunnu, zai iya:

- Toshe damar zuwa mahimman abubuwan cibiyar sadarwa (fansar cuta)
- Sanya karin software mai cutarwa
- Samun bayanai a boye ta hanyar watsa bayanai daga rumbun kwamfutarka (cuta mai leken asiri)
- Rushe sassa daya, yana sa a kasa aiki da tsarin (Tubali)

Kuna iya hana harin cutar kan yanar gizo ta hanyar magana matakai masu zuwa:

- Shigar da software mai kare cutar
- Ci gaba da sabunta software mai kare cutar.
- Ayi bincike din da aka tsara akai-akai tare da Software mai kare cutar.
- Ci gaba da ajiye na'urar ku a halin yau
- Kiyaye hanyar sadarwar ku.
- Guji buɗe hanyoyin haɗin yanar gizo ko zazzage abubuwan da aka makala daga tushen da ba a san su ba.
- Kiyaye Bayanai Kebabɓun Ka ta hanyar kulle duk saitunan sirrinka ta amintattun kalmomin shiga.
- Shigar da mataciya wanda ke hana munanan hare-hare ta hanyar toshe duk hanyar shiga ko daga hanyar sadarwar kwamfuta mara izini.
- Ajiye bayananku akai-akai kuma a gwada bayananku lokaci-lokaci don tabbatar da samun damar bayananku da aka adana.

Dabarun Hare-hare

Wannan yana nufin samun bayananku sirri ta hanyar yaudarar ku. Ana amfani da hare-haren phishing don samun bayanai kamar lambobin katin kireɗit ko bayananku shiga banki ta hanyar yin kamar gidan yanar gizo ne mai daraja. Don hana dabarun ɗauki waɗannan matakaɗi masu sauƙi:

- Tabbatar da tsaron gidan yanar gizon kafin shigar da bayananku sirri.
- Guji bin hanyoyin haɗin kai daga imel da sauran saƙonni maimakon, ziyarci gidan yanar gizon da aka yi niyya ta hanyar buga adiresheɗin da kanku a cikin burauzar ku.
- Kada ku ba da bayananku sirri akan yanar gizo sai dai idan kun tabbata zaku iya tabbatar da ainihin mai karɓa kuma amintattu ne.

Habaka imel din karya ko Mai gano albarkun kayan masurafi

Kamfanoni da ɗaɗaɗaɗun mutane galibi masu aikata laifuka ta yanar gizo suna kai hari ta hanyar imel da aka tsara don kama da sun fito daga halaltaccen banki, hukumar gwamnati, ko wata kungiya. A cikin waɗannan imel din, mai aikawa yana buƙatar masu karɓa su danna hanyar haɗin da ke kai su zuwa shafi inda za su tabbatar da bayananku sirri, bayananku asusun, da dai sauransu.

Wani lokaci ana kididdige sakon imel gaba ɗaya azaman hanyar haɗin gwiwa. Dannawar bazata ko da gangan a ko'ina a cikin imel zai buɗe shafin yanar gizon karya ko zazzage wasikun banza zuwa kwamfutarka. Guji hanyoyin haɗin kai zuwa imel musamman daga waɗanda ba a san su ba.

Waɗannan zasu iya taimaka maka gano idan imel na gaske ne ko na karya:

- Adireshin Imel Na Mai Aikowa Yana Da Jigon Jama'a musamman na gwamnati ko wuraren kasuwancin misali:
 - bankofbaroda@gmail.com.
 - bankofbaroda@hotmail.com.
 - bank_of_baroda@yahoo.com.
- Sunan yankin gaba ɗaya kuskure ne ko ɗan kuskuren rubuta shi misali amazon.com maimakon amazon.com.
- Sautin imel ɗin yana gaggawa kuma yana bukatar ku yi cikin sauri a misali.
- Imel ɗin da ke ba da alkawarin faduwar kuɗi ko hukunci mai tsanani.
- Imel ɗin da ke tilasta maka shiga gidan yanar gizo.

The background is a solid dark blue. In the top-left corner, there are several overlapping, rounded, diagonal shapes in shades of light blue and medium blue. In the bottom-right corner, there are white geometric shapes, including a circle and several elongated, rounded rectangles, some of which are partially cut off by the edge of the frame.

6. Zagi Da Cin Zarafi Ta Yanar Gizo



Zagi da cin zarafi ta yanar gizo

Cin zarafin yanar gizo zalunci ne tare da amfani da fasahar dijital. Yana iya faruwa akan kafon watsa labaru, dandali na aika sako, dandali na caca da wayoyin hannu. Yana da maimaita hali, da nufin tsoratarwa, fushi, ko kunyata waɗanda aka yi niyya.

Misalai na cin zalin Yanar gizo sune kamar haka:

- Yada karya ko yada hotunan wani na kunya a shafukan sada zumunta.
- Aika munanan sako ko barazana ta hanyar dandamalin sako.
- Yin kwaikwayon wani da aika sakon da ba su da kyau ga wasu a madadinsu

Alamomin Cin zarafi a Yanar gizo

Komai yawan zafin da suka sha, waɗanda ake zaluntar ta yanar gizo sau da yawa ba sa son gaya wa iyaye, malamai, ko wasu masu iko game da cin zarafi saboda suna jin kunya daga cin zarafi. Hakanan suna iya jin tsoron rasa gata na wayar hannu ko kwamfutar. Masu cin zarafi suna da kyau wajen boye halayensu ga masu iko. Yana da mahimmanci a gane alamun gargadin cin zarafin yanar gizo kuma a taimaka wa wanda aka azabtar ya dfauki matakin da ya dace.

Tasirin Zagin Yanar gizo

Lokacin da zalunci ya faru a kan yanar gizo, wanda aka azabtar zai iya jin ana kai musu hari a ko'ina, har ma a cikin gidansu. Suna iya jin ba su da mafaka. Tasirin yana dawwama kuma yana shafar mutum ta hanyoyi da yawa:

- Shafar hankali - jin bacin rai, jin kunya, ya ji shi kamar wawa, har ma da fushi.
- Zama abin tausayi- jin kunya ko rasa sha'awar abubuwan da kuke so.
- A zahiri - gajiya (rashin barci) ko fuskantar alamu kamar ciwon ciki da ciwon kai.

Jin ana yi masa dariya ko kuma tsangwama zai iya hana shi yin magana ko kokarin magance matsalar. A cikin matsanancin yanayi, cin zalin yanar gizo na iya

ma kai ga mutane su kashe kansu. Abubuwan da aka rubuta na cin zarafin yanar gizo sun hada da:

- Mafi girman yawan bakin ciki da damuwa.
- Rage jin kimar kai.
- Wahalhalun barci da matsalar fitsarin kwance a gado.
- Yawan al'amuran da suka shafi jiki kamar ciwon kai da ciwon ciki.
- Kokarin yunkurin kashe kansa (bincike ya nuna cewa masu cin zarafi ta yanar gizo sun fi sau biyu zuwa tara fiye da fuskantar tunanin kisan kai.
- An samu karuwar matsalar rashin cin abinci da kyau musamman a tsakanin 'yan mata.
- Rashin aiki ga matasa.
- Kananan matakan samun nasara a makaranta.
- Kara yawan al'amuran miyagun kwayoyi da shaye-shaye.

Dabarun magance cin zalin yanar gizo

Kar a mayar da martani nan da nan

Manufar yawancin cin zarafi ta yanar gizo a mafi yawan lokuta shine a fusata, bacin rai ko rikitar da mutumin da ake hari, ta yadda za su mayar da martani cikin motsin rai. Idan ana zaluntar ku ta hanyar yanar gizo, ku tuna cewa wanda ke yi muku hari yana son ku amsa. Kar ku ba su gamsuwar sanin kuna jin haushin su.

Bibiya idan kun sami nutsuwa

Yana da mahimmanci a sami kyakkyawar fahimtar halin da ake ciki kafin tuntubar mai zagin yanar gizo. Yin amfani da harshe mai natsuwa, tsaka tsaki, yi kokarin warware halin da ake ciki tare da mutumin ba tare da barin su, su kai gare ku cikin motsin rai ba. Watakila ba za su gane cewa kun fassara ayyukansu azaman cin zarafi ta yanar gizo ba, don haka tattaunawa mai natsuwa yana da mahimmanci.

Dauki hotunan sakon

Hotunan kariyar kwamfuta hanya ce mafi kyau don ba da rahoton misalin cin zalin yanar gizo. Wannan yana da mahimmanci saboda mai zagin (mai cin zarafi na yanar gizo) na iya share sharhi ko hoto lokacin da suka gane cewa zai iya jefa su

cikin matsala. Hoton zai tabbatar da cewa koyaushe kuna da kwafin abin da aka umarce ku akan yanar gizo.

A daina duba post akai-akai

Kuna iya rage lokacin da kuke kashewa akan kafofin watsa labarun. don kada zalunci ya dawwama. Samun hutu daga duniyar yanar gizo hanya ce mai kyau don kula da kanku.

Ku kai rahoto ku kuma toshe

Yawancin shafukan sada zumunta suna son taimaka muku jin tsaro akan yanar gizo, don haka suna da kayan aikin da aka gina da yawa don kiyaye ku da kuma ba ku damar ba da rahoton cin zarafi. Idan kun yi kokarin yin amfani da zabubbukan bayar da rahoto da toshewa a cikin dandalin kafofin watsa labarun ku kuma har yanzu yanayin yana da wahala, zaku iya ba da rahoto ga hukumar da ta dace a kasarku.

Hukumomi a kasarku na iya zama kwamishinan hukuma (kamar Kwamishinan Watsa Labarai), sashen gwamnati (kamar Sashen Kasuwanci da Kasuwanci), ko ofishi ko darakta a cikin sashe. Makullin rakiyar don kasarku zai sami karin cikakkun bayanai masu dacewa da ku.

Hatsari na musamman ga mata da 'yan mata

A cikin shekaru da yawa an sami karuwar mata-matasa da ake abota da su ta yanar gizo da kuma karkatar da su zuwa wurare masu nisa inda ake fuskantar barazanar rashin tsaron kansu. Wannan ya faru a ko'ina cikin duniya kuma yana da haɗari da ya kamata dukan mutane su sani kuma su shirya.

Hanyoyi na yau da kullun da hakan na iya faruwa

Wasu na iya tuntuɓar mata matasa a kan yanar gizo a karkashin riya. Wannan na iya kasancewa akan ɗaya daga cikin karin waɗannan hanyoyin:

- Bayyana kansa azaman tsohon aboki

- Bayyana kansa azaman memba na al'umma mai ban sha'awa kamar mai son mawaka ko makada, ko kungiyar wasanni
- Bayyana kansa azaman mai iya bada aiki

Bayan yin magana da budurwar sai mutum ya nemi ganawa, hira da aiki, taimako da ayyuka kamar bayarwa, kwanan wata ko ma taimakon kuɗi da kuɗin da za a kai.

Kowane ɗayan waɗannan bukatun yakamata a duba su da kyau.

Wasu shawarwari don taimaka maka ka kasance cikin tsaro

Babban abin da za ku yi shi ne tabbatar da wanzuwar wanda kuke magana da shi.

- Shin wannan mutum ne na gaske?
- Shin su ne waɗanda suka ce su ne? Misali, shin yarinyar 'yar shekara 16 gaskiya ce ko kuma mutumin ɗan shekara 30 ne yana yin kamar yarinya 'yar shekara 16 ce?
- Idan abokin hulɗa daga kamfani ne, shin kamfanin na gaske ne, kuma wannan mutumin yana aiki a kamfanin?
- Ko yausha kuyi tunani a hankali kafin raba bayanan sirri game da kan ku akan yanar gizo.

Idan za ku sadu da mutum a rayuwa ta ainihi wanda kawai kuka taɓa yin magana da shi akan yanar gizo, to da fatan za a yi akalla waɗannan abubuwan:

1. Tabbatar cewa mutumin shine wanda suka ce su ne.
2. Duba bayanan tuntubar su.
3. Ka ba da bayanan tuntubar su ga wanda ka amince da su don su duba ka.
4. Haka kuma ka gaya wa wannan amintaccen mutumin inda za ka, lokacin da za ka je da kuma lokacin da kake sa ran zama gida, wanda za ka sadu da shi da kuma dalilin da ya sa.

5. Haɗu a wurin da jama'a suke da haske inda akwai masu wucewa waɗanda zasu iya taimaka muku idan bukata ta taso.
6. Lokacin da kuka dawo gida, kar ku manta da sanar da amintaccen ku kuna cikin koshin lafiya.