

#The name of the Traditional and Digital platform where you can promote TOPS Technologies Pvt. Ltd:-

1. Instagram
2. Facebook
3. Google
4. Youtube

Traditional platforms:-

T.V. ads
Banners
Pamplates

Digital platforms are more effective than traditional platforms because it is cost effective, time saving and through digital platforms you can cover more peoples. Most of the people spent their time on social media especially instagram so instagram will be a much better option for TOPS technologies to promote their services.

#What are the marketing activities and their uses?

Marketing activities are diverse strategies and tactics used by businesses to promote products or services, build brand awareness, and attract customers. These activities can range from traditional advertising and public relations to digital marketing, content creation, and market research. The goal is to connect with the target audience, influence their behavior, and ultimately drive sales and revenue.

#What is Traffic?

Traffic has two types Organic traffic and Inorganic traffic.

Organic traffic:- When visitors come naturally through search engines or social media then it is organic traffic

Inorganic traffic:- When visitors come through paid promotions and ads then it is inorganic traffic.

#Things we should see while choosing a domain name for a company

When selecting a domain name we should choose more catchy and more simple name that more people have search in search engine. It should be easy to remember and should be precise in meaning.

#What is the difference between a Landing page and a Home page?

A homepage is the main page of a website for example when you search TOPS technologies and the browser redirects you to the page that page is the home page.

Now for the landing page when you tap on an call to action like learn more, subscribe now, apply now etc and then the browser redirects you to a certain page that page is called the landing page.

#List of some call-to-actions you use, on an e-commerce website

Log in, submit, Register, search opening, apply now, share a feedback , quick suggestion etc.

#What is the meaning of keywords and what add-ons we can use with them?

Keywords are words that helps people find what they are looking for. For example when you search buy shirt in browser then buy shirt is your keyword. For add ons you can add buy shirt under 500, then under 500 is an add on.

#Algorithm updates and their effect on Google rankings.

1.Panda:-

Date of update:- February 24, 2011

It was designed to penalize websites with low-quality or thin content, and reward high-quality websites with valuable and relevant information

2.Penguin:-

Date of update:- April 24, 2012

It is a core component of Google's search ranking system that specifically targets and penalizes websites engaging in spammy or manipulative link-building practices.

3.Hummingbird:-

Date of update:- August 22, 2013

It was focusing on understanding the intent behind search queries rather than just matching keywords.

4.Mobile:-

Date of update:- April 21, 2015

It prioritized mobile-friendly websites in mobile search results.

5.Rankbrain:-

Date of update:- October 26, 2015

It was an AI component of Google's search algorithm that focuses on understanding user intent, especially for complex or ambiguous search terms.

6.Medic:-

Date of update:- May 4, 2018

It was primarily targeting websites in the health, wellness, and medical niches, often referred to as "Your Money or Your Life" (YMYL) content.

7.Bert:-

Date of update:- October 22, 2019

Google's BERT (Bidirectional Encoder Representations from Transformers) algorithm is a neural network-based technique used in natural language processing (NLP) to improve how Google understands the nuances and context of words in search queries.

8.Core updates:-

Date of update:- 2017- present

Google's core algorithm is a complex system that powers its search engine, constantly evolving to deliver the most relevant and useful results to users.

#What is the Crawling and Indexing process and who performs it?

Crawling and indexing are two essential processes performed by google bots to organize and make information accessible on the internet. Crawling is the

discovery process where search engine bots systematically explore the web by following links to find new or updated content. Indexing is the subsequent process where the content gathered during crawling is analyzed, categorized, and stored in a massive database (the search engine's index).

#Difference between Organic and Inorganic results.

Organic search results are unpaid listings on a search engine's results page (SERP), determined by the search engine's algorithm based on relevance and authority. Inorganic search results, often referred to as paid or sponsored results, are advertisements where businesses pay to have their listings displayed for specific keywords.

#Create a website for the business using www.blogger.com / Wordpress.com / Google Sites.

Website:- <https://ace2075.wordpress.com/>

#Create a blog on latest SEO trends in the market.

<https://www.blogger.com/blog/post/edit/691521471257709694/1204256221261602835>