

Module – 2

- 1) Give the name of the Traditional and Digital platform where we can promote TOPS Technologies Pvt. Ltd, and suggest which platform will be better for their marketing activity with a reason?

Ans- Traditional Platforms

- Newspapers
- Magazines
- Radio
- Television
- Banners & Hoardings
- Leaflets & Flyers
- Events / Seminars
- Sponsorships

- 2) What are the Marketing activities and their uses?

Ans-

Activity	Use
SEO	Improves website ranking on Google and increases organic traffic.
Social Media Marketing	Builds brand awareness and drives engagement.
Google Ads	Generates instant leads through paid advertisements.
Email Marketing	Engages existing customers and nurtures leads.

Content Marketing	Educes audience and builds authority.
Influencer Marketing	Increases trust and reach through influencers.
Affiliate Marketing	Enables others to promote your services for commission.
Performance Marketing	Focuses on measurable results (leads/sales).

3) What is Traffic?

Ans- Traffic refers to the number of users/visitors coming to your website or platform.

Types:

- Organic traffic (from Google SEO)
- Paid traffic (from Google/Facebook ads)
- Direct traffic (typed your URL)
- Referral traffic (from other websites)
- Social traffic (from social media)

4) Things we should see while choosing a domain name for a company.

Ans-

Short & easy to remember
 No numbers or unnecessary symbols
 Must reflect your brand
 Easy to spell
 Use correct extensions (.com, .in, .edu optional)
 Avoid trademark or copyright names
 Check availability on social media also

5) What is the difference between a Landing page and a Home page?

Ans-

Landing Page

Home Page

Built for a single purpose (lead, signup, signup).

Acts as the main page of the website.

Highly focused, no distractions.

Contains links to all main pages.

Used for paid ads or campaigns.

Used for general brand information.

Example: "Enroll Now for Python Course" page.

Example: topstechnologies.com home page.

6) List out some call-to-actions we use, on an e-commerce website.

Ans-

Buy Now
Add to Cart
Shop Now
Order Now
Checkout
View Details
Apply Coupon
Subscribe & Save
Continue Shopping
Proceed to Payment

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

Ans-

Keywords: Words or phrases that users type on Google to search for information.

Example: "Python course in Ahmedabad"

Add-ons / Keyword Types:

- Long-tail keywords (more specific, less competition)
- LSI keywords (related keywords)

- Negative keywords (to block unwanted traffic in ads)
- Geo-targeted keywords (city/area based)
- Modifiers (best, affordable, top, online)

8) Please write some of the major Algorithm updates and their effect on Google rankings.

Ans-

Update	Effect on Rankings
Panda	Penalized low-quality and duplicate content.
Penguin	Penalized spammy backlinks.
Hummingbird	Improved understanding of search intent.
RankBrain	AI-based ranking system for better relevance.
Mobile-First Indexing	Prioritized mobile-friendly websites.
BERT	Improved understanding of natural language queries.
Helpful Content Update	Boosted people-first content, penalized AI-generated low-quality pages.

9) What is the Crawling and Indexing process and who performs it?

Ans-

Crawling: Google bots (called Googlebot) visit webpages and scan the content, links, and structure.

Indexing: After crawling, Google stores the page in its database so it can show it in search results.

Who Performs It?

- Crawling: Googlebot
- Indexing: Google's indexing system

10) Difference between Organic and Inorganic results.

Ans-

Organic Results	Inorganic Results (Paid)
Free traffic from SEO.	Paid ads from Google Ads or social media.
Appears below the ads section.	Appears at the top with “Sponsored”.
Takes time to rank.	Instant visibility.
Long-term results.	Short-term results (until you pay).

11) Create a blog for the latest SEO trends in the market using any blogging site.

Ans- [BLOG FOR THE LATEST SEO TRENDS IN THE MARKET](#)

12) Create a website for the business using [www.blogger.com / Wordpress.com / Google Sites.](#)

ans - <https://topsitacademy.wordpress.com/>

