

Module – 2

- 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: Newspaper Ads (Ex. Times of India, Sandesh, Divya Bhaskar)
Pamphlets & Flyers
Seminars/Workshops in Colleges
Hoardings

Digital platforms: Google Ads
Facebook & Instagram Ads
Email Marketing
LinkedIn
YouTube Ads

For Traditional platforms, Hoardings and Seminars are one of the best ways to market TOPS Technologies, as through the Seminars, students/freshers can gain direct insights about the agency, and through the Hoardings, even more people, both techs or non-techs, they can take the advantage and also can refer to others.

- What are the Marketing activities and their uses?

Ans.: Advertising: Increase brand awareness, Reach a larger audience
Platforms: TV, Social media ads

Social Media Marketing: Build brand presence, Engage with customers directly
Platforms: Instagram, Facebook, LinkedIn, Twitter, YouTube

Email Marketing

Seminars/Workshops

SEO (Search Engine Optimization): Improve website visibility on search engines

- What is Traffic?

Ans.: Organic Traffic: Visitors who find your site through search engine results (like Google).

Inorganic Traffic: Visitors who come through paid ads (Google Ads, Facebook Ads, etc.).

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

Ans.: Keep It Short and Simple
Use a Relevant Name
Avoid Numbers and Hyphens
Easy to Pronounce and Share

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

Ans.: Home page: The main page of a website.

Landing page: A particular page designed for particular course or any particular thing.

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

Ans.: Add to Cart

Buy Now

Apply Coupon

Confirm Order

Place Your Order

Secure Checkout

Track Your Order

Add to Wishlist

Grab the Deal

See Product Details

Chat with Us

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

Ans.: Keywords are the specific words that people type into search engines (like Google) to find information or products.

Location-Based Add-ons

Audience-Based Add-ons

Long-Tail Keyword Add-ons

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

Ans.: Google Panda (2011): To reduce the ranking of low-quality or thin content sites.

Effect on Google rankings:

Penalized sites with duplicate, plagiarized, or shallow content

Rewarded websites with original, in-depth, and valuable content

Google Penguin (2012): To catch sites using spam or manipulative link-building tactics.

Effect on Google rankings:

Penalized sites with unnatural backlinks, keyword stuffing

Emphasized quality over quantity in backlinks

Core Web Vitals (2021): To include page experience metrics as a ranking factor.

Effect on Google rankings:

Sites with fast loading speed and good interactivity

User experience became more important for ranking

Helpful Content Update (2022–2023): To promote content written for people, not just for SEO.

Impact on Rankings:

Penalized AI-generated, keyword-stuffed, or low-value content

Boosted authentic, helpful, expert-written content

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

Ans.: Crawling: It is the process where search engines (called crawlers or spiders) scan the internet to find new or updated content.

Googlebot (Google's crawler), Bingbot (Bing), Slurp Bot (Yahoo), etc. performs it.

Indexing: It is the process of storing the information gathered during crawling so it can appear in search results.

Google Search's indexing system (after Googlebot finishes crawling) performs it.

- Difference between Organic and Inorganic results.

Ans.: Organic results: Visitors who find your site through search engines (like Google).

Inorganic results: Inorganic results are paid advertisements that show up at the top or bottom of search engine results pages.

Visitors who come through paid ads (Google Ads, Facebook Ads, etc.).

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

Ans.: <https://theseopriyanka.blogspot.com/>

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

Ans.: <https://blogswithpriyanka.wordpress.com/>