**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 ?

**Traditional Platform:**

* Brochures and pamphelets
* Trade shows
* Broadcast Media
* Direct Mail ( posters)
* Networking Events and Conference

**Digital Platform:**

* Social Media (Facebook, LinkedIn, Instagram)
* Google Ads
* Email Marketing
* Content Marketing (Blogs, Articles)
* Search engines

**Which Platform is Better and Why:**

Digital platforms ( LinkedIn) would be better for Tops Technologies Pvt Ltd’s marketing activities.

**Reason :** LinkedIn is a professional network that allows direct engagement with potential clients and industry professionals, making it ideal for a technology company focused on B2B services. It also facilitates sharing valuable content, promoting services, and building a brand presence within the tech community.

Thus, while traditional platforms have their place, LinkedIn offers TOPS Technologies a focused, measurable way to reach and engage their target audience in the business tech sector.

.2.what are the marketing activities and their uses ?

Marketing activities are actions businesses take to promote their products or services

1.**Advertising:** Paying to display messages or promotions in various media like TV, radio, online ads. It's used to reach a large audience and create brand awareness.

2. **Content Marketing:** Creating and sharing valuable content (blogs, videos, infographics) to attract and engage potential customers. It's used to build trust, educate, and drive sales.

3. **Social Media Marketing:** Using platforms like Facebook, Instagram, or Twitter to connect with audiences, share content, and promote products or services. It's used for brand building, customer engagement, and driving website traffic.

4.**Email Marketing:** Sending personalized messages and promotions to a list of subscribers. It's used to nurture leads, promote offers, and build customer loyalty.

5.**Search Engine Optimization (SEO):** Optimizing website content to rank higher in search engine results (like Google). It's used to increase website visibility and attract organic (unpaid) traffic.

6.**Advertising:** Paying to show ads on TV, radio, online, or in print to reach a wide audience and increase visibility.

7. **Influencer Marketing:** Collaborating with popular social media users to promote products or services to their followers.

8. **Direct Marketing:** Sending promotional materials directly to potential customers via mail, email, or SMS to encourage immediate action or response.

9. **Analyzing competitors :** To evaluate competitors’ strengths, weaknesses, strategies, and market positioning to identify opportunities and threats in the market.

10. **Market Research:** Gathering and analyzing information about markets, customers, and competitors.

**3. What is Traffic ?**

Traffic in SEO refers to the number of visitors that come to a website from search engines like Google or other sources such as social media and referrals. There are 2 types of traffic Inbound ( organic traffic ) and Outbound ( inorganic traffic).

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

While choosing a domain name for a company we should consider this simple tips :

* Make sure it relates to your business or what you do.
* Keep it short, clear, and free of complicated words.
* Match it with your brand name or key offerings.
* Check if it’s available and grab it before someone else does.
* Refer popular ones like .com or .net for familiarity and trust.
* Use words instead of numbers or hyphens to reduce confusion and make it easier to verbally communicate.
* Choose a name that is easy to remember and pronounce.

**5. What is difference between a Landing page and a Home page ?**

The difference between landing page and home page are :

**Landing page :** A landing page is a specific webpage designed for a marketing campaign, often focused on a single goal , like capturing leads or promoting a product.

**Home page :** The home page is like the main entrance of a website, welcoming visitors and providing an overview of what the site offers.It typically includes navigation links to different sections and aims to guide users to explore more of the website.

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

* **Buy Now**
* **Add to Cart**
* **Shop Now**
* **View Product**
* **Learn More**
* **Sign Up / Register**
* **Subscribe**
* **Get Started**

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

Keywords are specific words or phrases that people type into search engines to find information. In SEO, they are important because they help websites appear in search results when those keywords are searched.

For example , if your keyword is “ healthy recipes “, you might use it in blog title , heading ,and throughout the text to attract readers interested in that topic .

Add-ons can include related terms , synonyms , or variations that enhance the content’s relevance , like “ nutritious meals “ or “ easy cooking “.

**8. Please write some of the major Algorithm updates and their effect on google rankings .**

**1.Panda** ( Feb 24, 2011 ) Duplicate, plagiarized or thin content; user-generated spam; keyword stuffing.

**2. Penguin** ( April 24. 2012 ) Spammy or irrelevant links; links with over-optimized anchor text.

**3. Hummingbird** ( Aug 22, 2013 ) Keyword stuffing; low-quality content.

**4. Mobile** ( April 21, 2015 ) Lack of a mobile version of the page; poor mobile sability.

**5. Rankbrain** ( Oct 26, 2015 ) Lack of query-specific relevance; shallow content; poor UX.

**6. Medic** ( May 04, 2018 ) Lack of authority on YMYL websites; weak E-A-T signals.

**7. Bert** ( Oct 22, 2019 ) Poorly written content; lack of focus; lack of context.

**8. Core Update** ( 2017- Present )

**9. What is the crawling & indexing process and who perform it ?**

**Crawling :** The process in which search engine bots (also known as web crawlers or spiders) systematically browse and index web pages on the internet.

**Indexing :** The process where search engines crawl and add web pages into their database, making them available for search engine results pages .

Perform of crawling & indexing :

**step : 1**

* Firstly we have to create a website .
* Than crawler visit the website .
* Than crawler come to the website and collect the relevant data as per the search algorithm.

**Step : 2**

* After that the data collected by crawler store data in the indexing .

**Step : 3**

* When any user comes to search any topic,then the crawler collects that related information from the indexing and than shows it in search engine results .

**10.Difference between organic and inorganic results ?**

**Organic results :** Organic results are listings on search engines that appear naturally based on their relevance to the search query. These results are earned through good content and SEO practices, not paid for**.**

**Inorganic results :** Inorganic results are paid advertisements that show up on search engine results pages. Businesses pay for these spots to increase visibility and attract clicks, often labeled as "ads."