

Module– 2

Question : 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?

Answer :

Traditional Platforms:

- Newspapers
- Magazines
- Radio
- Television
- Pamphlets & Flyers
- Billboards

Digital Platforms:

- Google (SEO, Google Ads, YouTube)
- Facebook & Instagram (Social Media Ads)
- LinkedIn (B2B Marketing)
- Email Marketing (Mailchimp, HubSpot)
- Affiliate & Influencer Marketing
- Company Website & Blog

Best Platform:

Digital Marketing is better for TOPS Technologies because it allows targeted advertising, is cost-effective, and provides measurable results in real-time. It helps reach tech-savvy users, especially students and professionals, through platforms they frequently use, such as YouTube, LinkedIn, and Instagram.

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Question : 2

What are the Marketing activities and their uses?

Answer :

Marketing Activities:

- Search Engine Marketing (SEM) : Paid ads on Google.
- Search Engine Optimization (SEO) : Improve visibility in organic search.
- Content Marketing : Blogs, Videos, Articles.
- Social Media Marketing (SMM) : Promotion through platform like Facebook, Instagram.
- Email Marketing : Sending newsletters, offers.
- Affiliate & Influencer Marketing : Promote through trusted partners.
- Display Advertising : Banner ads on websites.

Module– 2

Uses:

- Increase visibility
 - Drive traffic
 - Generate Leads
 - Engage customers
 - Boost conversions and sales
 - Retain Customers
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Question : 3

What is Traffic?

Answer :

Traffic refers to the number of users who visit a website. It is of two types:

- Organic Traffic : Comes from unpaid search results by creating quality content.
 - Inorganic (Paid) Traffic : Comes through paid advertisements like Google Ads or Facebook Ads.
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Question : 4

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

Answer :

- Keep it short and simple
 - Easy to spell and remember
 - Avoid numbers and special characters
 - Include relevant keywords
 - Choose the right TLD (.COM, .IN)
 - Make it brandable and unique
 - Ensure it is mobile-friendly and SEO -optimized
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Question : 5

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

Answer :

Module– 2

Feature	Landing Page	Home Page
Purpose	Designed for a specific campaign or conversion goal	General overview of the website
Focus	Single CTA (e.g., signup, purchase)	Multiple links to various sections
Audience	Targeted visitors (from ads, emails)	All types of users
Navigation	Minimal to avoid distraction	Full website navigation
Example Use	Course registration page	www.tops-int.com homepage

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Question : 6

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

Answer :

- Buy Now
- Add to Cart
- Sign Up Today
- Get a Free Trial
- Subscribe Now
- Checkout
- Download Now
- View Details
- Contact Us
- Limited Time Offer - Act Fast

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Question : 7

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

Answer :

Keywords are words or phrases that users types in search engines to find specific content.

Add-ons we can use with keywords:

- Price/Quality : Best, New, Top
- Time/Date : 2025, July, Today

Module– 2

- Intent : Buy, Sell, Learn
- Location : Near me, Ahmedabad, India
- Products type or Category : Course, Training, Certification

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Question : 8

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

Answer :

Algorithm	Launch Date	Effect on Rankings
Panda	Feb 2011	Penalized low-quality, thin, or duplicate content
Penguin	Apr 2012	Penalized spammy or over-optimized backlinks
Hummingbird	Aug 2013	Improved understanding of search intent
Mobile Update	Apr 2015	Boosted mobile-friendly websites
RankBrain	Oct 2015	Ai-based, emphasized relevance and user behavior
Medic	May 2018	Affected health, financial sites with low authority
BERT	Oct 2019	Better understanding of natural language
Core Updates	2017-present	Overall content quality and relevance are crucial

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Module– 2

Question : 9

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

Answer :

- Crawling : The process where search engines use bots (spiders) to visit web pages and gather information.
- Indexing : Organizing and storing that information in search engine databases to show relevant results

Who performs it?

Google bots, also known as crawlers or spiders, carry out both crawling and indexing.

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Question : 10

Difference between Organic and Inorganic results.

Answer :

Feature	Organic Results	Inorganic (Paid) Results
Cost	Free	Paid (via ads)
Based On	SEO and relevance	Bidding and targeting
Long-term	Sustainable with quality content	Work only as long as you pay
Appearance	Below or after ads on SERP	Usually top or side of search results

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Question : 11

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

Answer :

<https://seotrendschirag.blogspot.com/>

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Module– 2

Question : 11

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

Answer :

<https://divyomdigitalmedia.wordpress.com/>