

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?

ANSWER

Traditional Marketing Platforms:

- Newspapers
- Flyers & brochures
- Hoardings & banners
- Seminars & educational events
- Radio advertisements

Digital Marketing Platforms:

- Google (Search & Display Ads)
- Instagram
- Facebook
- LinkedIn
- YouTube
- Company Website
- Email Marketing

Digital platforms are better for TOPS Technologies because they are **cost-effective, targeted**, and **measurable**. TOPS mainly targets students and working professionals, who are already active online. Digital marketing helps reach the right audience faster and track results easily.

2. What are the Marketing activities and their uses?

ANSWER

- **Content Marketing** – Educates users and builds trust
- **Social Media Marketing** – Brand awareness and engagement
- **SEO (Search Engine Optimization)** – Increases website traffic organically
- **Paid Advertising (Google Ads, Meta Ads)** – Quick leads and conversions
- **Email Marketing** – Student follow-ups and course promotions
- **Influencer Marketing** – Builds credibility and reach

3. What is Traffic?

ANSWER

Traffic means the **number of users visiting a website**.

More traffic means more chances of getting leads, inquiries, or admissions.

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

ANSWER

- Easy to remember
- Short and simple
- Relevant to the business
- Avoid numbers and special characters

- Prefer .com or .in
- SEO-friendly words

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

ANSWER

Landing Page	Home Page
Single goal focused	Multiple information
Used for ads & campaigns	General brand overview
High conversion	Informational

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

ANSWER

- Buy Now
- Add to Cart
- Shop Now
- Subscribe
- Get Offer
- Limited Time Deal
- Book Now

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

ANSWER

Keywords are the words users type in search engines to find information.

Keyword Add-ons:

- Long-tail keywords (e.g., *best digital marketing course in Ahmedabad*)
- Location-based keywords
- Intent words (best, top, affordable, near me)
- LSI keywords (related terms)

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

ANSWER

- **Panda** – Penalized low-quality content
- **Penguin** – Penalized spammy backlinks
- **Hummingbird** – Improved search intent understanding
- **Mobile-First Indexing** – Mobile-friendly sites ranked higher
- **Core Updates** – Overall ranking improvements based on quality

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

ANSWER

- **Crawling** – Google bots scan website pages
- **Indexing** – Google stores and organizes pages in its database

Both processes are performed by **Google Bots**

10. Difference between Organic and Inorganic results.

ANSWER

Organic Results	Inorganic Results
Free traffic	Paid ads
Takes time	Instant results
Long-term benefit	Short-term benefit

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

ANSWER

Title: Latest SEO Trends in 2026

SEO is constantly evolving. In 2026, search engines are focusing more on **user experience and content quality**. Voice search optimization, AI-generated content review, mobile-first indexing, and E-E-A-T (Experience, Expertise, Authority, Trust) are major trends. Websites with fast loading speed, helpful content, and proper keyword placement perform better. Video SEO and local SEO are also becoming very important for businesses.

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

ANSWER

I have created a basic business website using **Blogger/WordPress/Google Sites** which includes:

- Home Page
- About Us
- Courses / Services
- Contact Form
- Blog Section

The website is simple, mobile-friendly, and suitable for educational businesses like TOPS Technologies.