

# **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](http://www.blogger.com) / [Wordpress.com](http://Wordpress.com) / [Google Sites](http://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.