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?

🡪NEWS PAPER TRADITION MARKETING

INSTAGRAM DIGITAL PLATFORM

THE BEST IS INSTAGRAM BC MANY USER SEE ADDS

1. What are the Marketing activities and their uses?

SEO🡪 WEBSITE VISIBLITY AND RANK

SEM🡪

SMO🡪 ADDS VISIBLITY

SMM 🡪 LIKE INSTA FB YOUTUBE

E MAIL MARKETING 🡪 E MAIL SENDING

Affiliate MARKETING 🡪 PERSON HIER

Content Marketing🡪 DISPLAY ADD

1. What is Traffic?

Bring people to your door. It two type bring.

A--Inbound . it is free

B--Outbound. It is paid

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

DOMAIN CHOOSE LIKE UNIQUE AND RELETED OUR WEBSITE MAKING.

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

🡪When we search on google something and google show the result it landing page and then we click on our need website it is home page.

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

* Buy now shop now view in 3d mode add to cart read more etc..

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



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

-🡪

Panda penguin hummingbird

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

**What is it?** Crawling is the process of discovering and retrieving content from websites. It involves search engine bots, also known as **spiders** or **web crawlers**, systematically navigating the web by following links from one page to another.

**What is it?** Indexing is the process that follows crawling. After crawlers gather the content, the search engine organizes and stores it in a large database called an **index**.

1. Difference between Organic and Inorganic results.

🡪Organic is a free bring people and inorganic is paid bring people traffic

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

<https://www.blogger.com/u/1/blog/post/edit/preview/7448669279083172009/2742718291908419890>

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

https://learndmwithhardik.wordpress.com/?\_gl=1\*n2n3qq\*\_gcl\_au\*NzMyNjkwNTkuMTc0NTg0MDU4MA