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🡪 Search Engine Marketing

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

thenwe 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?

* Keywords is helps to search engines understand what your content is about.
* Add-ons we can see which keywords use more . in some tools like semrush ahrefs

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

-🡪 Panda FOR **duplicate content**

-> penguin FOR Penalizes Unnatural Backlinks

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.

In Blogger

[https://learndmwithhardik.wordpress.com/?\_gl=1\*n2n3qq\*\_gcl\_au\*NzMyNjkwNTkuMTc0NTg0MDU4MA](https://learndmwithhardik.wordpress.com/?_gl=1*n2n3qq*_gcl_au*NzMyNjkwNTkuMTc0NTg0MDU4MA)

In Wordpress

https://learndmwithhardik.wordpress.com/2025/04/28/welcome-to-the-learn-digital-marketing-your-journey-starts-here/

https://sites.google.com/d/1Hhk\_d0XicBEoNF6mtj\_lG7Kl4esswCwI/p/10u3A5yEHeZ4Th0n82wZfn9v1ozpfk414/edit