**Digital Marketing Assignment**

**Term-1**

**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?**

Ans:

Traditional Platform-

* **Outdoor**: Billboards and fliers
* **Print**: Newspapers, magazines, and other print ads
* **Direct mail**: Postcards, coupons, and informational packets
* **Telemarketing**: Cold calling and text notifications
* **Broadcast**: TV and radio commercials

Digital Platform-

* **Social media: Facebook, Twitter, Instagram**
* **Online directories: Yelp, TripAdvisor**
* **Google Ads**

**According to my suggestion, Digital platform will be better to** promote TOPS Technologies Pvt. Ltd because as of now more and more people are engaging with social media and other digital platorms.

**2. What are the Marketing activities and their uses?**

Ans:

Marketing activities and their uses:-

**1. Market Research**

* **Use**: Collecting data about consumer preferences, trends, competitors, and market conditions. This helps businesses make informed decisions about product development, pricing, and promotional strategies.

**2. Branding**

* **Use**: Creating a unique identity for a product or company through logos, slogans, and consistent messaging. Branding builds recognition, differentiates the product from competitors, and establishes trust.

**3. Advertising**

* **Use**: Paid promotions through various channels like TV, radio, print, online, and outdoor. Advertising helps to increase product visibility, reach large audiences, and create a desire or need for the product.

**4. Social Media Marketing**

* **Use**: Leveraging platforms like Facebook, Instagram, Twitter, and LinkedIn to engage with customers, build a community, share content, and run targeted ad campaigns. Social media marketing boosts engagement and enhances customer interaction.

**5. Content Marketing**

**Use**: Creating valuable, relevant, and informative content such as blogs, videos, infographics, and podcasts. Content marketing establishes authority, educates the audience, and helps with SEO, driving organic traffic.

**3. What is Traffic?**

**Ans:**

* **Traffic** refers to the visitors or users who come to a website, app, or online platform.
* Things we should see while choosing a domain name for a company.

1. **Relevance to Business**

2. **Keep It Short and Simple**

3. Unique and distinctive

4. **Easy to Spell**

5. Check Social Media Availability

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

Ans:

A landing page is a standalone page designed with a specific objective, often tied to a marketing or advertising campaign.

Whereas The home page is the main, central page of a website. It serves as the introduction to the website and provides an overview of what the site offers.

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

Ans:

There are the some example of the call to action used in a ecommerce website

• Add to cart

• Checkout

• Buy Now

• Shop Now

• Click here

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

Ans:

* **Keywords** are specific words or phrases that users type into search engines like Google when looking for information, products, services, or answers.

Add-ons that can be used:-

• Price Quality – Best, TOP, New, Popular

• Time Date – Month or Year or Date

• Intent - Buy Sell

• Location – City, State, Online

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

Ans:

There are eight algorithm updates effect on google ranking:

• Panda February 24, 2011

• Penguin April 24, 2012

• Hummingbirds August 22, 2013

• Mobile April 21, 2015

• Rank brain October 26, 2015

• Medic May 4, 2018

• Bert October 22, 2019

• Core update 2017 present

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

Ans:

1. **Crawling**

Crawling is the process by which search engines use automated programs called **crawlers** or **spiders** to visit and explore websites on the internet.

2. **Indexing**

Indexing is the process of adding a webpage to this index so that it can be retrieved and shown in relevant search engine results when users search for related queries.

* Web crawlers or **Spiders bots performs it.**

**9. Difference between Organic and Inorganic results.**

Ans:

**1. Organic Results**

* Organic results are the listings that appear on a search engine results page based on their relevance to the search query, without any payment involved.

**2. Inorganic Results**

* Inorganic results, also known as paid results, are listings that appear on a search engine’s results page because the website owner has paid for them through an advertising program (like Google Ads).