

MODULE 2

Ans.1

Traditional Platforms

1. **Tie-ups with Colleges & Institutes** (offline presence)
2. **Educational Seminars / Career Fairs**
3. **Pamphlets & Brochures** (distributed in colleges, cafes)
4. **Billboards & Hoardings** (near colleges, coaching hubs)
5. **Television** (Regional education-focused channels)
6. **FM Radio** (e.g., Radio Mirchi, Red FM)
7. **Newspapers** (e.g., Times of India, Gujarat Samachar)

Digital Platforms

1. **Google Ads** (Search & Display)
2. **Facebook & Instagram Ads**
3. **LinkedIn** (especially for professional training programs)
4. **YouTube** (video testimonials, tutorials, ads)
5. **Email Marketing**
6. **SEO & Blog Marketing** (on topics like career in IT, job skills)

7. Online Reviews & Directories (Justdial, Sulekha, Google My Business)

Ans2

Marketing Activity	Use / Purpose
1. Market Research	Understand customer needs, competitors, and market trends to make informed decisions.
2. Advertising	Promote services/products to a wide audience via online or offline platforms.
3. Content Marketing	Build trust and authority through blogs, articles, videos, and tutorials.
4. Social Media Marketing	Engage with audiences, share updates, and run promotions on platforms like Instagram, Facebook, LinkedIn.
5. Search Engine Optimization (SEO)	Improve website visibility on Google for relevant keywords (e.g., "IT training in Ahmedabad").
6. Email Marketing	Nurture leads and keep students informed about courses, offers, or events.
7. Pay-Per-Click (PPC) Ads	Drive instant traffic and leads via Google Ads, Facebook Ads, etc.

8. Public Relations (PR)	Build a positive brand image through media coverage and press releases.
9. Event Marketing	Conduct workshops, webinars, or seminars to attract and engage potential learners.
10. Influencer or Affiliate Marketing	Partner with educational influencers or career counselors to promote courses.
11. Referral Programs	Encourage existing students to refer others by offering incentives.
12. Branding	Create a strong, memorable identity (logos, taglines, messaging).
13. Website & Landing Page Optimization	Ensure user-friendly experience to convert visitors into leads.
14. Analytics & Performance Tracking	Measure campaign effectiveness and optimize strategies for better results.

Ans.3

In marketing—especially **digital marketing**—**traffic** refers to the number of **users or visitors who come to a website, app, or online platform**.

It is generally of two types

1.organic

2.inorganic

Ans.4

Things to Check When Choosing a Domain Name:

Unique Name

- It should be different and not used by anyone else.

Easy to Remember

- Keep it short, simple, and easy to spell.

Use the Right Ending (TLD)

- Like `.com`, `.in`, `.org` depending on your business type.

Match Your Brand

- The name should be similar to your company or product name.

Avoid Symbols and Numbers

- Don't use hyphens (-) or numbers which can confuse people.

Check Availability

- Make sure the name is available using websites like GoDaddy or Namecheap.

Helps with Google Search (SEO)

- Try using words related to your business if possible.

Ans.5

Feature	Home Page	Landing Page
Definition	Main or first page of a website	Page where visitors land after clicking an ad or search result
Purpose	Gives overview and navigation to all parts of the website	Focused on a single goal (like sign-up, buy, download)
Content	Brand intro, menu, services, contact info	Product offer, form, CTA (Call to Action)
Navigation	Has full navigation menu	Usually limited or no navigation to avoid distractions
Traffic Source	Direct visits, search engines, social media, etc.	Mostly from ads, email campaigns, or promotions
User Goal	Explore the website	Take immediate action (like filling a form or purchasing)
Example Use	General information and links to all pages	Running a marketing or ad campaign

Ans.6

some call-to-actions we use, on an e-commerce website are

Buy Now

1. Add to Cart
2. Shop Now
3. Sign Up
4. Subscribe
5. Get Offer
6. Checkout
7. Download Now
8. Register Today
9. Follow Us on Social Media
10. Share This Offer
11. View More Products

Ans.7

Keywords are the words people type in search engines to find something.

Example: "Buy shoes online"

You can add extra words to improve your keywords:

Type	Add-on Examples
Quality	Best, Top, New, Popular
Time	Today, 2025, Latest
Intent	Buy, Sell, Order, Book

Location India, Mumbai, Near Me,
Online

Ans.8

Algorithm	Date	Effect on Rankings
Panda	Feb 24, 2011	Penalized low-quality, thin, or duplicate content
Penguin	Apr 24, 2012	Targeted spammy or irrelevant backlinks and overused anchor text
Hummingbird	Aug 22, 2013	Improved search understanding, punished keyword stuffing
Mobile	Apr 21, 2015	Lowered ranks of sites not mobile-friendly
RankBrain	Oct 26, 2015	Used AI to understand search intent; boosted relevant content
Medic	May 4, 2018	Focused on health/finance sites; needed stronger expertise & trust

BERT	Oct 22, 2019	Better understanding of natural language & context
Core Updates	2017–Present	Regular broad updates affecting overall search rankings

Ans.9

Crawling:

Search engine bots (called **crawlers/spiders**) scan websites and follow links to find pages.

Indexing:

After crawling, pages are **stored and organized** in Google's database to show in search results.

Who does it?

Search engine bots (like Googlebot).

Ans.10

Type	Organic Results	Inorganic (Paid) Results
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Meaning	Free listings based on SEO	Paid ads shown on top of search results
Cost	No cost per click	Pay-per-click (PPC) advertising
Appearance	Below ads, natural search	Top or bottom of search page, marked as "Ad"
Based On	Relevance, keywords, backlinks, SEO factors	Bid amount and ad quality

Ans.11

<https://hiteshseoblog.blogspot.com/>

Ans.12

<https://harikrushnajewells.wordpress.com/>