

## **TOPS Technologies - Digital Marketing Module 2**

### **Kashish Yadav**

#### **1) Where can we promote TOPS Technologies Pvt. Ltd.?**

We can promote it in two ways:

: Traditional ways - like newspapers, radio, TV ads, hoardings, and posters.

: Digital ways - like running ads on Google, Facebook, Instagram, LinkedIn, making YouTube videos, using email marketing, and improving the website with SEO.

Digital marketing is better because most people are online these days, and it's cheaper and easier to see who's actually interested.

#### **2) What are marketing activities and what are they for?**

Marketing activities are different ways to tell people about a business or product.

Some examples:

: SEO: Helps your site show up on Google.

: Social Media: Makes people aware of your brand.

: Email: Keeps in touch with customers.

: Ads: Brings quick visitors to your site.

: Blogs/Videos: Gives useful info and builds trust.

Basically, these help bring more people to your business.

#### **3) What is traffic?**

Traffic means how many people visit your website.

: Organic Traffic - Visitors come through unpaid search engine results mainly Google listing.

: Paid Traffic - Visitors who come to your website through paid ads like Google Ads, Social Media Ads.

#### **4) What should we look at while choosing a domain name?**

: It Should be short and easy to remember

: Related to your brand or business

: No complicated stuff like numbers or dashes

: Try to use ".com" or ".in"

Make sure someone else isn't already using it

#### **5. What's the difference between a Landing Page and a Home Page?**

A landing page is a special page made for something specific like signing up for a course.

A home page is the main page of your website - it shows who you are, what you offer, and has links to other pages.

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#### **6. Call-to-Actions (CTAs) we use on shopping websites**

These are buttons that ask people to do something, like:

: Buy Now

: Add to Cart

: Sign Up

: Subscribe

#### **7. What are keywords and what can we use with them?**

Keywords are words that people search on Google, like "Java course in Ahmedabad."

We can use:

Long keywords - more detailed like "best Java course for beginners"

Related words - help Google understand your content better like near me

#### **8. Google updates and what they did**

Panda - Removed bad or copied content from ranking

Penguin - Stopped websites using spammy links

Hummingbird - Helped Google understand search questions better

RankBrain - Google's AI that gives smarter results

BERT - Helps Google understand full sentences, not just words

#### **9. What is Crawling and Indexing? Who does it?**

Crawling is when Google scan your website and reads your pages and took a screenshot.

Indexing means scanned content shown it in search results.

This is all done by Google's bots (called Googlebot).

#### **10) What's the difference between Organic and Inorganic Results?**

Organic results show up naturally, without paying, because of good content and SEO.

Inorganic results are paid ads - you pay to took our website at the top.

Organic is slow but free and long-lasting. Inorganic is fast but costs money.

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/3727459449132813160/7265941127876174955>

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

<https://wordpress.com/home/styleforher5.wordpress.com>

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