

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?

Traditional Platforms	Digital Platforms
Newspapers	Facebook marketing
Billboards	E-mail marketing
Brochures	Website marketing
One to one marketing	Instagram marketing

For TOPS Technologies Pvt. Ltd. I would suggest digital marketing platforms for marketing activities as they are cost effective, easy to reach to the targeted audience and easy to get feedback.

2. What are the Marketing activities and their uses?

- **Marketing Activities:**

Promotion

Selling

Product/service management

Marketing information management

Pricing

Financing

Distribution

- Marketing activities are done to promote any business and to promote its products so that business can increase their selling and to generate good profit out of it.

3. What is Traffic?

Traffic refers to the number of visitors who visits your website or social media. Through digital marketing you can increase your traffic which results to increase in sales.

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

- Use the right domain name extensions (.com, .org, .net)
- Brandable over generic
- Keep it short
- Easy to remember and type
- Easily available

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

Landing pages are separate from a business website. Whereas homepages are the front pages of business website.

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

- Click here
- There is only 10 left
- Download now
- Start your trial now
- Free shipping
- Add to cart
- Call/join now

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

Keywords are words and phrases which customers uses to search their product on various search engines. Add-ons are the words that you can add to your keywords to make it simpler to rank and makes it easy for customers to search.

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

- Caffeine
- Panda
- Penguin
- Hummingbird
- Big daddy

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

Crawling and indexing process is a google search results.

Crawling follows links to discover the most important pages on the web.

Indexing is the storing of information about all the retrieved pages for later retrieval.

Ranking determines what each page is about, and how it should rank for relevant queries.

10. Difference between Organic and Inorganic results.

Organic search results are the natural results that are found beneath the ads section of a search engine.

Inorganic results aka paid results are paid ads that people run to get visibility and be on top of search engine.

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

<https://krupali9870.wixsite.com/aaina>

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

<https://krupali9870.wixsite.com/aaina>

13. Perform Keyword Research for www.designer2developer.com

Education

E-Learning

Healthcare

Automotive

Food & Restaurants

Travel & Tourism

Connected Car

IOT, Retail & E-commerce

Social Networking

Manufacturing & Business Automation software solution

Intuitive web development

mobile application development

Device server communication development

IOT Application Development