Module-2

● Givethe 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 1 :: Traditional Platforms:
   a) Newspaper
   b) TV ads
   c) Hoardings on road side
   d) Mouth to Mouth publicity
   e) Stalls in exhibitions, colleges, education fairs.

Digital platforms :
a) LinkedIn
b) Ads on Facebook, Instagram
c) Twitter
d) Thru You-tube videos
e) thru email marketing

Digital platforms are better for marketing activities because of speedy marketing tactics and the ability to more accurately measure return on investment (ROI), allowing for real-time adjustments to optimize campaigns. In addition, Digital Marketing provides a much greater reach, reaching a global audience quickly and effectively.

● What are the Marketing activities and their uses?

Marketing activities are actions businesses take to promote their products or services, build brand awareness, and attract customers. These activities can be broadly categorized into digital marketing (like social media, SEO, and content marketing) and traditional marketing (like advertising, public relations, and events). Effective marketing involves a combination of these activities, tailored to a business's specific goals and target audience

● What is Traffic?

Traffic in generalized terms is the footfall of users to visit & see ads of that particular product or services. The number of individual users who visit your website. To an online retailer, visitors to your website are potential customers. And so to increase your sales, you need to increase the number of these visitors.

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

When selecting a domain name for a company, key considerations include its memorability, brand alignment, and ease of use. It should be short, easy to type and pronounce, and relevant to the business. Also, ensure the desired domain name is available with the preferred top-level domain (e.g., .com) and conduct thorough research to avoid potential legal issues like trademark issues.

● What is the difference between a Landing page and a Home page?

A homepage is the main entry point of a website, offering a broad overview of the site and its content, while a landing page is a specifically designed, standalone page focused on a single goal, often used in marketing campaigns. Landing pages aim to drive specific actions, like lead generation or sales, and typically lack the navigation found on a homepage.

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

Common call-to-actions (CTAs) used on e-commerce websites include "Add to Cart", "Buy Now", "Shop Now", "Checkout", "View", "Learn More", "Sign Up", "Subscribe", "Get Started", "Claim Your Discount", "Add to Wishlist", "Save", "Download", "Reserve", "Contact Us", and "Get a Quote", "Save for later". These CTAs guide users towards desired actions like purchasing, browsing, signing up, or learning more about products or services.

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

Keywords are words or phrases that people type into search engines to find information. They are essential for both SEO (Search Engine Optimization) and PPC (Pay-Per-Click) advertising. In SEO, keywords help search engines understand the content of a webpage and match it with relevant user searches. In PPC, keywords are used to target ads to users who are searching for specific terms.
Here are some add-ons that can be used with keywords:
For SEO:
Keyword Research Tools:
These tools help you discover relevant keywords, analyze their search volume, and assess their competition. Examples include Ahrefs, SEMrush, Moz Keyword Explorer, and Google Keyword Planner.
Content Optimization Tools:
These tools help you incorporate keywords naturally into your content, optimize headings, meta descriptions, and other on-page elements. Examples include Yoast SEO, Rank Math, and Surfer SEO.
SEO Extensions:
Browser extensions like SEO Minion, Keywords Everywhere, and others can provide keyword data and insights directly within your browser.
LSI Keywords:

Latent Semantic Indexing (LSI) keywords are related terms that search engines use to understand the context of your content. Tools can help you identify relevant LSI keywords.
Long-tail Keywords:
These are longer, more specific phrases that can help you target niche audiences and reduce competition.

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

Google Algorithms :

1) Panda : Hazards: Duplicate, plagiarized or thin content; user-generated spam; keyword stuffing.

2) Penguin : Hazards: Spammy or irrelevant links; links with over-optimized anchor text.

3) Mobile : Hazards: Lack of a mobile version of the page; poor mobile usability.

How it works: This, and subsequent mobile search updates (2018, 2020) have shifted the focus from a desktop to a mobile version of your website. Today, Google ranks all websites based on how fast and user-friendly their mobile versions are.

4) Rank Brain :Hazards: Lack of query-specific relevance; shallow content; poor UX.

How it works: RankBrain is a part of Google's Hummingbird algorithm. It is a machine learning system that helps Google understand the meaning behind queries and serve best-matching search results in response to those queries.

● What is the Crawling and Indexing process and who performs it?

Crawling: Google downloads text, images, and videos from pages it found on the internet with automated programs called crawlers. Indexing: Google analyzes the text, images, and video files on the page, and stores the information in the Google index, which is a large database.

● Difference between Organic and Inorganic results

organic results are listings in search engine results pages (SERPs) that appear because they are relevant to a user's search terms and are not paid advertisements. They are often referred to as "natural" or "unpaid" results. Inorganic results in this context refer to paid advertisements, also known as "sponsored results" or "paid listings," that appear alongside the organic results.

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

website link : https://seotrends2025.blogspot.com