**1**. **Give the name of traditional and digital platform where we can promote tops technologies Pvt. Ltd, and suggest which platform will be better for there marketing activity with reason.**

**Traditional:**

Billboard

Televisions

Radio

Newspaper

Magazines

Direct Mails

Flyers

Refferal

Tradeshows

Telemarketing

**Digital:**

Socia media

Search Engine

Email marketing

Online Ads

Content Marketing

Mobile Apps

Streaming Platforms

Influencer Marketing

Affiliate Marketing

For promoting tops technology social media marketing and SEO marketing will be best because it will help to reach to the target audience easily. Because the potential customers of tops will be mostly youth and they will use social media.

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

Marketing activities are strategies that help companies to promote their products and services to the customers.

The goal of marketing activities is to create demand for a company’s product or services and to generate revenue.

Social media marketing

Content marketing

Email marketing

Market research

SEO

Influencer marketing

Word of mouth

Brand awareness campaign

Guerilla marketing

Paid adv

Sales promotion

**3. What is traffic?**

Traffic is a count of the no. of visitors to a website or web page.

It is a key metric that marketers use to measure the success of their campaigns.

Traffic can be defined by its sources such as

Paid or organics search engine traffic

Campaign traffic

Direct traffic

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

Length

Keywords

Extension

Memorability

Availability

Renewal

Brand

Trademark

Location

Choose .com

Avoid hyphens and numbers

Include SEO keywords in domain

**5. what is difference between landing page and home page**

Homepage:

A websites main page which aims to welcome visitors, provide information, and encourage exploration. Homepage are designed to cater to a wide range of users and often include multiple call to actions.

Purpose is to inform and provide navigation.

Landing page:

A landing page is a standalone web page that visitors reach after clicking a link from an ad, email or search engine result.

Purpose is to convert visitors.

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

A call-to-action is a button, link, or interactive element on a webpage that promotes users to take a specific action.

Buy now

Shop now

Add to cart

Checkout now

Learn more

Try now

Swipe up

Sign up

**7. what is the meaning of keyword and what addons we can use with them**

A keyword is a word or phrase that a user enters into a search engine to find information.

Addon’s:

Price Quality: Best, Top, New, Popular

Time Date: Month, Year, Date

Intent: Buy Sell

Location: City, State, Online

**8. Please write some of the major Algorithm updates and their effect on Goggle ranking**

There are 8 algorithms

1. Panda: February 24, 2011
2. Penguin: April 24, 2012
3. Hummi
4. ngbirds: August 22, 2013
5. Mobil: April 21, 2015
6. Rank brain: October 26, 2015
7. Medic: May 4, 2018
8. Bert: October 22, 2019
9. Core update: 2017-present
10. **What is crawling and Indexing process and who performs it?**

Crawling:

Search engine use automated programs called crawlers to find new web pages and links. Crawlers often use link on existing pages to find new ones.

Indexing:

Indexing is storing and organizing the information found on the pages. The bot renders the code on the page in the same way a browser does. It catalogs all the content, link, and matadata on the page.

Crawling and indexing is done by “crawlers” or ‘spiders bots”

1. **Difference between organic and inorganic results.**

Organic results:

These results are generated through organic marketing, which is a long term strategy that involves creating content and engaging with social media. Organic marketing is free and authentic and it helps building an online community.

Inorganic Results:

These results are generated through inorganic marketing, also known as paid marketing. Inorganic marketing uses paid methods to quickly target, reach, and engage audience.