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?

Answer:

Traditional:	Digital:
~Newspaper	~Social Media
~Hoardings	~Influencer marketing
~Pamphlets	~Email Marketing
~Radio,etc.	~ SEO,etc.

Digital marketing is more affordable,quick and efficient for anyone to spread their product and brand awareness whereas traditional marketing can also be done but it is bounded,costly and a slower means to spread brand awareness.

2.What are the Marketing activities and their uses?

Answer:

These actions can include tactics such as developing marketing strategies, utilizing digital marketing agency services, search engine optimization (SEO), PPC advertising, social media marketing, email marketing, web design, and other internet marketing services.Let's explore the definition of marketing activities, provide examples of different types of marketing activities, and discuss how marketing activities can be used to drive results for your business

3.What is Traffic?

Answer:

In digital Marketing,Traffic represents the audience interacting with digital assets such as Social media profiles,websites,landing pages,Blogs.It compasses user's action,including page views,clicks,sessions and interaction with users.

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

Answer:

We should keep it as short as possible.Make it memorable and brandable.Register a .com domain if possible.Use words with easy spellings.The domain should match your company or product name.Avoid anything too casual,cutesy or tracky.

5.What is the difference between a Landing page and a Home page?
Answer:
A landing page is a web page designed for a specific purpose, such as advertising,marketing or gathering information.A web page is a starting page of a website that informs people about their business.A landing page has no navigation and a single actioned-oriented goal.A webpage has a navigation bar and promotes website browsing.

6.List out some call-to-actions we use, on an e-commerce website.
Answer:
a)Add to cart b)Buy now c)Add to wishlist d)Check availability e)View size chart f)Proceed g)Apply coupon h)Continue shopping i)Secure Checkout j)Update cart k)Shop now l)Explore collection,etc.

7.What is the meaning of keywords and what add-ons we can use with them?
Answer:
Keywords are **reserved words** in a programming language that have a **special meaning** to the compiler or interpreter. You cannot use them as identifiers (like variable names,function names, etc.) because they are part of the language's **syntax** and **structure**.
Add-Ons:
Decorators(Python),Annotations(java),Preprocessors(C/C++),Modifiers(C++/Java), Custom tags or Directives(HTML),Command-line arguments or Flags.

8.What is the Crawling and Indexing process and who performs it?
Answer:
Crawling is the **automated process of discovering new or updated webpages**. Googlebot,Bingbot,Duckduckbot,Etc.
Indexing is the process of **storing and organizing the content** discovered during crawling so it can be **retrieved efficiently** when a user searches.

It is performed by search engines systems.

9.Difference between Organic and Inorganic results.
Answer:
Organic results are based on relevance and SEO whereas inorganic results are based on paid advertisement (PPC and SEM).
Organic results are free just you need to set SEO whereas inorganic results are paid.
Organic result's ranking are influenced by content quality,backlinks and keywords whereas inorganic result's ranking is influenced by bidding,budget,targeting.
Organic result's visibility duration is lifetime as per their SEO whereas inorganic result's visibility is for short term (as per budget runs out).

10.Please write some of the major algorithm updates and their effect on Google rankings.
Answer:

Update Name	Focus Area	Effect on Rankings
Panda	Content Quality	Demoted thin, low-quality content
Penguin	Link Quality	Penalized spammy or manipulative backlinks
Hummingbird	Search Intent	Shifted focus from keywords to user intent
Mobile-Friendly	Mobile Optimization	Promoted mobile-friendly websites
RankBrain	User Behavior & Intent	Rewarded relevant, engaging content
Medic	E-A-T (especially for YMYL)	Favored expert-written, trustworthy content
BERT	Language Understanding	Improved ranking for naturally written, helpful content

| Helpful Content | User-Centric Content | Demoted SEO-only and low-value pages |
| Core Updates | Overall Search Quality | Rebalanced search rankings across all content types |