

# ASSIGNMENT

## MODULE-2

**Q.1 Give the name of the Traditional and Digital platform where we can promote TOPS Technologies Pvt. Ltd. and suggest platform will be better for their marketing activity with a reason.**

Ans. For traditional marketing, television and newspapers will be the appropriate for promoting TOPS technologies because television advertising offers a broad reach, capturing a diverse audience across various demographics. It combines audio and visual elements, creating a powerful medium for storytelling and emotional engagement. On the other hand, newspaper marketing targets a specific, often more educated and affluent audience, providing credibility and a sense of trustworthiness. Newspapers offer detailed information and are considered a reliable source of news, which can enhance the perceived legitimacy of the advertised product or service.

YouTube, Instagram and LinkedIn would be more appropriate for promoting TOPS technologies in Digital marketing scenario because by using the digital marketing platform, a noticeable increase in sales can be achieved in a short time by allocating a low budget. With marketing automation, you can personalize and categorize your customers according to the habits of your target audience and send automatic messages in various ways.

**Q.2 What are the Marketing Activities and their uses?**

Ans. Marketing activities include a diverse array of actions and strategies employed by organizations to promote their products, services, or brand to their target audience. These activities are central to achieving business objectives, such as increasing sales, building brand awareness, and fostering customer loyalty. These initiatives are aimed at boosting sales, defining and promoting branding, lead generation, social media outreach, and B2B marketing are all classic examples of marketing activities. Marketing can be used for many purposes, such as:

- Building awareness of your brand
- For Generating leads and sales
- Understanding needs of customers
- Enhancing customer engagement
- Differentiating from other competitors
- Building loyalty among customers
- Enhancing brand reputation

**Q.3 What is Traffic?**

Ans. Traffic is a count of the number of visitors to a website or web page, and the metric can be further defined by its source – for example, paid or organic search engine traffic, campaign traffic (from digital ads, emails, social media), direct traffic (direct visits perhaps following in-store promotions). A key aim for digital marketers is to increase its customers, and measuring it allows them to ascertain how successful different elements of their marketing campaign have been in bringing people to their websites.

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

Ans. When choosing a domain name for the company, we should make sure that the:

- Domain name should be important for the brands
- Keywords are relevant
- Domain Extension
- It should be unique and available
- It must compatible with the social media
- Avoid slang and misspellings
- And select your location without having unintended goals.

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

Ans. Landing pages are the surgical tools of online marketing, designed with a laser focus on a specific campaign or offer. Unlike home pages and websites crafted for exploration, landing pages are meticulously customized to guide visitors toward a singular call to action. The primary goal of a landing page is conversion, whether it's making a purchase, signing up, or any other desired action.

Home page on the other hand serves as the front door to a website, offering a broad introduction to a business's brand, products, services, and values. As the main gateway to a website, a homepage acts as an introduction to that business's brand, product, services, values, who and what it's for, who to contact—you name it. It's meant to set a "first impression," encompass all a company has to offer, and direct visitors to learn more throughout different site sections.

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

Ans. Here are some of the examples of call-to-actions (CTAs) as follows:

- Buy Now
- Shop
- Download Now
- Add to Cart
- View
- Get Started
- Learn More
- Support
- Commit, etc.

**Q.7 What is the meaning of keywords and what add-ons can we use on them?**

Ans. A keyword is a term used in digital marketing to describe a word or a group of words an Internet user uses to perform a search in a search engine or search bar. In an SEO strategy, keywords are very important and should be the core of any copy written for the web (present in the content, titles and SEO elements). Keywords should be developed and carefully selected before launching content online on web and mobile platforms. Here some of the add-ons for keywords:

- SEO quake
- Similar Web

- Keyword Surfer
- MozBar

#### **Q.8 Please write some of the major Algorithm updates and their effect on Google Rankings?**

Ans. Google's algorithms are a complex system used to retrieve data from its search index and instantly deliver the best possible results for a query. The search engine uses a combination of algorithms and numerous ranking factors to deliver webpages ranked by relevance on its search engine results pages (SERPs). In its early years, Google only made a handful of updates to its algorithms. Now, Google makes thousands of changes every year.

For e.g. The Panda update introduced a new ranking signal which penalized content farms and keyword stuffing as part of Google's mission to serve users quality content. It resulted in improvements to search results by identifying thin, spammy, and low-quality content and then removing it from top search rankings. Many members of the SEO community had to change their tactics. Black hat SEO tactics like keyword stuffing no longer worked as well and SEOs had to adjust by ensuring that content was really providing value to readers and answers search queries effectively.

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

Ans. Crawling is the process search engine bots (also known as search spiders, crawlers, or Googlebot) use to systematically browse the internet to discover and access web pages. These bots start from a list of known web addresses (URLs) and then follow links from one page to another, effectively creating a vast interconnected network of web pages. Crawling process is done search engine bots such as web crawlers or spiders.

Once the crawlers have found and fetched your web pages, the next step in the process is Indexing. Indexing involves analyzing and storing the information collected during the crawling process. The gathered data is organized and added to Google's index (or any other search engine), a massive database containing information about all the web pages the search engine has discovered. These are usually performed by Google, Yahoo, and Bing.

#### **Q.10 Difference between organic and inorganic results.**

Ans. **Organic Search results** are the unpaid sections in the search engine results page that are determined based on the content's relevance to the keyword query rather than because of Search Engine Marketing. A website can take advantage of organic search by presenting the website to Google to be filed and afterward making website pages that depend on specific keywords that the site is focusing on. A website's organic rank does not cost any amount every month.

**Inorganic search results** on the other hand are advertisements. Search engines will show ads close to organic search results. This is the primary way search engines make a profit. Advertisements are almost consistently shown at the very top of a search result, or in a left/right sidebar. Paid search works on a pay-per-click model. Paid search is a kind of contextual advertising where site owners pay a charge to have their site shown in top search engine results page placement.

**Q.11 Create a website for the business using Wix.com / Wordpress.com / Google Sites.**

Ans. <https://namradave45638.wixsite.com/my-site-7>

**Q.12 Perform Keyword Research for www.designer2developer.com.**

Ans. The answer is in MS Excel Sheet.