QUE.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.

ANS. There are both traditional and digital platforms for promoting websites. Traditional platforms include print media, TV, and radio, while digital platforms include search engines, social media, and email marketing. For marketing activities, I would suggest using digital platforms because they offer a wider reach, targeting options, and better tracking of results. Social media platforms like Facebook and Instagram are great for engaging with your audience and driving traffic to your website.

QUE.2 What are the Marketing activities and their uses?

ANS.

  Search Engine Marketing (SEM)

  Content Marketing

  Content Automation

  Campaign Marketing

  E-commerce Marketing

 Social Media Optimization (SMO)

  Social Media Marketing (SMM)

  E-mail Direct Marketing

  Display Advertising

QUE.3 What is Traffic?

ANS.

SEO traffic is when people visit a website by finding it through search engines like Google or Bing. They search using keywords, and the search engine shows them websites that match. If a website ranks high on the search results, it gets more SEO traffic.

Two types of traffic :

1. organic

2. in organic

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

ANS**.**

- **Use a .com extension. ...**
- **Keep it short and simple. ...**
- **Avoid hyphens, numbers, and doubled letters. ...**
- **Stay unique, specific, and on-brand. ...**
- **Add keywords. ...**
- **Do your research. ...**
- **Consider domain extensions. ...**
- **Avoid vague or generic options.**

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

ANS.

- LANDING PAGE:

    A landing page is a standalone web page that a person "lands" on after clicking through from an email, ad, or other digital location. Every content strategy should include the use of landing pages to convert more traffic and increase conversions.

- HOME PAGE:

    Home pages are located in the root directory of the website. Many home pages act as a virtual directory for a site — they provide top-level menus where visitors can go deeper into various areas of the site. For instance, a typical website has a homepage with menu items like "about," "contact," "products," "services," "press" or "news."

QUE6. List out some call-to-actions we use, on an e-commerce website.
ANS:

- **Buy now**
- **Shop now**
- **Click hear**
- **View details**
- **View details**
- **Follow us on social media**
- **Share with friends**
- **Check out our blog**
- **Free shipping**

OUE.7 What is the meaning, of keywords, and what add-ons can use with them?
ANS:
Keywords are words or phrases that serve as indicators of the main topics or themes within a piece of content, such as a document, webpage, or online search query. They are significant for various purposes, including search engine optimization (SEO), content categorization, and information retrieval. In SEO, keywords play a crucial role in helping search engines understand the relevance of a webpage to a user's search query, thereby influencing its ranking in search engine results pages (SERPs).

- **Keyword Research Tools**
- **Long-tail Keywords**
- **LSI Keywords (Latent Semantic Indexing)**
- **Keyword Density**
- **Keyword Cannibalization**
- **Negative Keywords**
- **Keyword Tracking and Monitoring**
- **Keyword Stuffing**

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

ANS:

1. Google Panda: Launched in February 2011, Panda targeted low-quality and thin content, as well as websites with high ad-to-content ratios. It aimed to promote high-quality content and penalize sites with poor content. Panda updates have continued to roll out periodically, impacting a significant portion of search queries.

2. Google Penguin: Introduced in April 2012, Penguin primarily targeted websites that engaged in manipulative link-building practices, such as buying links or participating in link schemes. It aimed to penalize websites with spammy backlink profiles and reward those with natural, high-quality links.

3. Google Hummingbird: Launched in August 2013, Hummingbird marked a significant shift in Google's search algorithm. Unlike previous updates, Hummingbird focused on improving semantic search and understanding user intent. It allowed Google to better interpret complex search queries and provide more relevant results, particularly for long-tail and conversational queries.

4. Google Mobilegeddon: Rolled out in April 2015, Mobilegeddon aimed to prioritize mobile-friendly websites in mobile search results. With the increasing use of smartphones for web browsing, Google introduced this update to improve the user experience for mobile users and encourage website owners to optimize their sites for mobile devices.

5. Google RankBrain: Announced in October 2015, RankBrain is a machine learning-based algorithm component that helps Google better understand the meaning behind search queries. It uses artificial intelligence to interpret ambiguous or unfamiliar queries and deliver more relevant search results. RankBrain is considered one of the most important ranking factors in Google's algorithm.

6. Google Medic Update: Rolled out in August 2018, the Medic Update primarily impacted websites in the health and wellness niche, although its effects were felt across various industries. It focused on evaluating the expertise, authority, and trustworthiness (E-A-T) of websites, particularly

those offering medical or health-related information. Websites with low E-A-T scores saw significant drops in rankings.

7. Google BERT: Introduced in October 2019, BERT (Bidirectional Encoder Representations from Transformers) is another major advancement in Google's algorithm. BERT improves Google's understanding of context in search queries, particularly for longer, more conversational queries. It enables Google to provide more relevant search results by considering the full context of a user's query.

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

ANS: Definition: Crawling is the process by which search engine bots, also known as web crawlers or spiders, systematically browse the web to discover and collect information from webpages. These bots follow links from one webpage to another, indexing the content they find along the way.

How it works: Search engine bots start by visiting a list of known web addresses (URLs), commonly referred to as the crawl list or seed URLs. From these initial URLs, the bots follow links to other pages on the web. As they navigate through web pages, they analyze the content and follow internal and external links to discover new pages.

Entities involved: Search engine bots, such as Googlebot (Google's web crawler), Bingbot (Bing's web crawler), and others, perform the crawling process.

QUE.10 Difference between Organic and Inorganic results.

1. Organic Results: Organic search results are listings that appear naturally on search engine results pages (SERPs) based on their relevance to the user's search query and other factors, without any direct payment to the search engine. These results are determined by the search engine's algorithms.
Organic search results are primarily influenced by factors such as website relevance, content quality, keyword optimization, backlink profile, user engagement, and various other SEO (Search Engine Optimization) factors.

2. Inorganic Results (Paid Results or Sponsored Results): Inorganic search results, also known as paid results or sponsored results, are listings that appear on SERPs as a result of paid advertising. Advertisers pay the search engine to display their listings for specific keywords or phrases, typically through programs like Google Ads (formerly known as Google AdWords).

Inorganic results are influenced by factors such as the advertiser's bid amount, ad quality, relevance to the user's search query, and other targeting parameters set by the advertiser.