

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 type 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.”

QUE. 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 midea**
- **Share with friends**
- **Check out our blog**
- **Free shipping**