

## MODULE 2

### **QUESTION : 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 Platforms:**

- News paper
- TV ads
- Pamphlets
- Events
- Seminars

#### **Digital Platforms**

- Google ( SEO , Google Ads , Youtube )
- Facebook , Instagram , LinkedIn
- Twitter ( X ) , Email Marketing ( Mailchimp , HubSpot ) , Affiliate networks

#### **Better Platforms :**

- Digital Platforms are better because they :
- Are cost-effective
- Provide targeted advertising
- Offer real-time performance tracking
- Are preferred by modern users spending more time online.

### **QUESTION : 2**

What are the Marketing activities and their uses?

### **ANSWER :**

- SEO : Improves Google ranking and visibility
- SEM : Drives paid traffic from search
- Social Media Marketing : Engages users and builds community

## MODULE 2

- Email Marketing : Retains customers and boosts loyalty
- Content Marketing : Educates and converts users
- Affiliate Marketing : Expands reach via partner promotions
- E-commerce Marketing : Increases online product sales

### **QUESTION : 3**

What is Traffic ?

### **ANSWER :**

Traffic refers to the number of visitors visiting your website.

- **Inbound ( Organic )** : Free , content-driven traffic
- **Outbound ( Inorganic )** : Paid advertising traffic ( ads,SMS,emails )

### **QUESTION : 4**

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

### **ANSWER :**

- Short , simple and memorable
- Contains relevant keywords
- Avoid numbers/special characters
- Use a trusted TLD ( .com , .in , etc. )

### **QUESTION : 5**

What is the difference between a Landing Page and a Home Page ?

### **ANSWER :**

**Landing Page :**

- Specific campaign-oriented
- Limited navigation
- Focused on one Call to Action ( CTA )

**Home page :**

## MODULE 2

- Main entry point of the website
- Full site navigation
- General site overview

### **QUESTION : 6**

List out some call-to-action we use on an e-commerce website.

### **ANSWER :**

- Buy Now
- Add to Cart
- Subscribe
- Register
- Check Out
- Download
- Share

### **QUESTION : 7**

What is this meaning of keywords and what add-ons we can use with thea ?

### **ANSWER :**

#### **Keywords :**

- Price Quality : Best , Top , New
- Time Date : 2025 , July
- Intent : Buy , Sell
- Location : Ahmedabad , India

### **QUESTION : 8**

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

### **ANSWER :**

#### **Algorithm :**

- Panda

#### **Impact :**

Penalize duplicate/thin content

## MODULE 2

- Penguin Target spammy backlinks
- Hummingbird Improves search intent understanding
- Mobile Boosts mobile-friendly sites
- RankBrain Uses AI for better user intent analysis
- BERT Focuses on natural language processing and content relevance

### **QUESTION : 10**

Difference between Organic and Inorganic results.

### **ANSWER :**

Organic Results	Inorganic Results
Appear naturally through SEO	Shown via paid ads
Free to appear	Pay-per-click required

### **QUESTION : 11**

Create a blog for the latest SEO trends in the market using any blogging site.

### **ANSWER :**

<https://digincreativehub9.wordpress.com/>

### **QUESTION : 12**

Create a website for the business using [www.blogger.com](http://www.blogger.com) / [Wordpress.com](http://Wordpress.com) / Google Sites.

### **ANSWER :**

<https://digincreativehub.wordpress.com/>