

## Module 2 -Assignment

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

Ans: Traditional Marketing

- Broser through – Any student will be visited then we give to them broser and give them suggestion which is the best
- Refer From Pass out student – Which Student pass out through TOPS Technologies they can suggest for another Student

Digital Marketing

- Online Webinar – Through Webinar Convince to any Student activity like presentations, discussion and Q&A

The webinar helps to student to train and developing marketing skills and improve their communication skills.

- Social media – We advertising TOPS Technologies on social media like facebook, Instagram, link din, etc.

This is helps to student for reaching for our site.

**Q -2: What are the Marketing activities and their uses?**

Ans: Marketing activities are actions taken by a company or organization to promote its products and services.

- Advertising: Building brand awareness, promoting specific products or services, reaching new audiences, and driving sales.
- Public Relation: Building and maintaining a positive brand image, managing public perception, and establishing credibility.
- Content marketing: Providing valuable and relevant content to attract and engage potential customers, establish authority, and drive brand loyalty.

- Email Marketing: Building customer relationships, nurturing leads, promoting products or services, driving sales, and increasing customer retention.
- Search Engine Optimization: Increasing website visibility in search engine results, driving organic traffic, and improving website ranking.

### Q-3: What is Traffic?

Ans: Traffic refers to the flow of visitors or users to a website, online store, social media profile, or any other online platform.

There are two types of Traffic like-

**Organic Traffic:** Organic Traffic refers to visitors who find your website through search engines,

**Inorganic Traffic:** Inorganic Traffic refers to visitors come through other sources like social media, paid ads, email through etc.

### Q-4: Things we should see while choosing a domain name for a company

Ans: We should see while choose domain name for a company

- Make your domain name easy to type
- Related keyword to your company name
- Avoid trademark or similar domain name
- Make sure domain extension base your company
- Domain name should be brandable and unique related your company
- Easy domain Target Local public through on social media
- Avoid hyphens and numeric in domain name

## Q-5: What is the difference between a Landing page and a Home page?

Ans:

Landing page: It's where visitors "land" after clicking on a link from advertising, email, social media or search engine result.

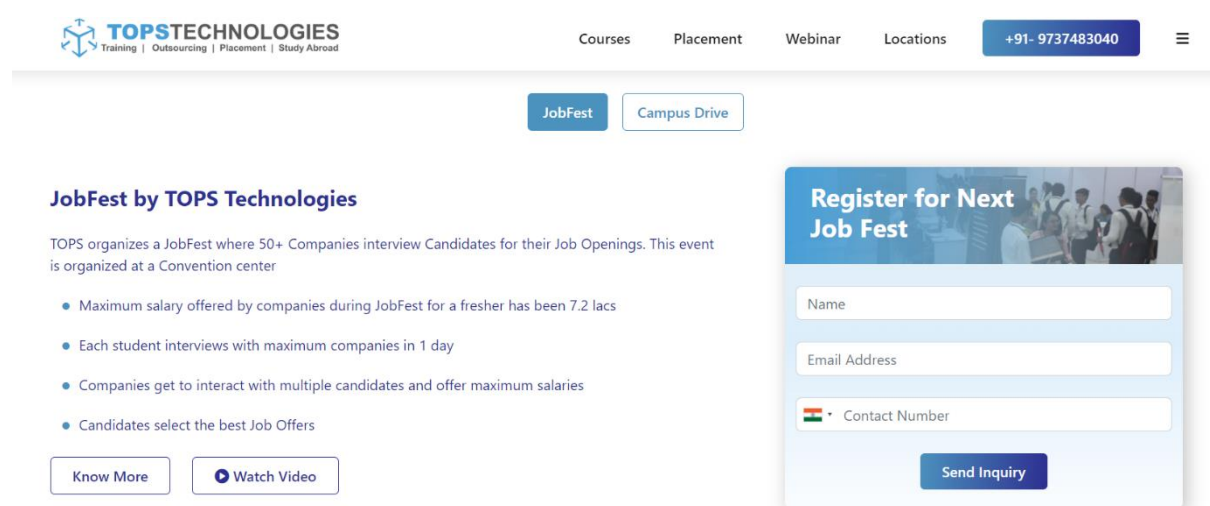
Landing page have no navigation.

Home page: Home page is a main page of website and acts as the entry point into the site.

Home page have Navigation.

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

Ans:



The screenshot displays the TOPS Technologies website. The header includes the company logo, navigation links (Courses, Placement, Webinar, Locations), a contact number (+91- 9737483040), and a menu icon. Below the header, there are two buttons: "JobFest" and "Campus Drive". The main content area features a section titled "JobFest by TOPS Technologies" with a description and a list of bullet points. To the right, there is a registration form titled "Register for Next Job Fest" with input fields for Name, Email Address, and Contact Number, and a "Send Inquiry" button.

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JobFest Campus Drive

### JobFest by TOPS Technologies

TOPS organizes a JobFest where 50+ Companies interview Candidates for their Job Openings. This event is organized at a Convention center

- Maximum salary offered by companies during JobFest for a fresher has been 7.2 lacs
- Each student interviews with maximum companies in 1 day
- Companies get to interact with multiple candidates and offer maximum salaries
- Candidates select the best Job Offers

Know More Watch Video

### Register for Next Job Fest

Name

Email Address

Contact Number

Send Inquiry

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 Phone Number

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Q Search  



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## Q-7: What is the meaning, of keywords and what add-ons we can use with them?

Ans: Keywords are specific words that describe the main topic, themes or concepts of price content.

When user search online information relevant to content base on typically keywords.

Keywords are two types like -short tail Keywords and Long tail Keywords

Add-Ons can be used with keywords include-

- Keyword research tool

- Keyword Analysis tool
- Content Optimization tool
- Keyword Density Checkers

**Q-8: Please write some of the major Algorithm updates and their effect on Google rankings.**

Ans:

Penguin Algorithm:

- Penalizing Manipulative Link Schemes
- Devaluing low-Quality Links
- Focusing on Quality of Backlinks
- Recovery from Penalties
- User Experience and Trust

Pigeon Algorithm:

- Improved Local search result
- Impact on local businesses
- Influence of location and distance
- Quality and relevance of local listing
- Impact on website authority
- Local SEO factor

Hummingbird Algorithm:

- Improved Relevance
- Long tail Keyword
- Mobile compatibility
- User intent matching

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

Ans: Crawling is a process like which web pages gathered information data and content link through internet web crawling.

Indexing is process by which search engine organise and store information collected from web pages during crawling process. It should be involves analysing like metadata, image, content etc.

Crawling and indexing Process Performs by Search Engine.

## **Q-10: Difference between Organic and Inorganic results?**

Ans: Organic and Inorganic Traffic refers to Two types of Result list on display through SERP (search engine result pages)

Organic Traffic result:

Organic result is referring to search engine result page naturally, based on relevance to search query and their relevant topic.

There is not get from payment or advertising, it is only through search engine algorithm.

Inorganic Traffic result:

There is known as paid result or sponsored results that appear on search engine result page due to payment advertisers.

These paid listing often appear top or bottom of SERPs.

Inorganic result are displayed based on combination of amount ,search query ,ad quality.

**Q-12: Create a website for the business using Wix.com / Wordpress.com / Google Sites.**

Ans: Notepad. (wix)

**Q-13: Perform Keyword Research for [www.designer2developer.com](http://www.designer2developer.com)**

Ans:

- Enterprise solution Development Company,
- Custom Solutions Development,
- Bespoke Software Development,
- Mobile App Development Company,
- iPhone app development company,
- android app development company,
- web development company,
- web design development company,
- ERP Development company