* **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?**
* **Traditional Platform:** Traditional promotional methods connect a business with the public by providing product and business information through a variety of means such as: Flyers, business cards, newspaper ads and other print ads, but there are also billboards, mail advertisements, and TV and radio advertisements.
* **Digital Platform:** Digital platforms are tools and services brands and businesses use to market their offers.Facebook, Instagram, Google Ads, Youtube ads, LinkedIn, Twitter Business page, Pinterest are Digital Platforms to promote Tops Technologies Pvt Ltd.
* Digital marketing surpasses traditional marketing in several aspects. Its ability to target specific audiences, cost-effectiveness, measurability, enhanced engagement, global reach, and flexibility make it a superior choice for businesses in today's digital age.
* **What are the Marketing activities and their uses?**

**Digital Marketing Activities**

* Search Engine Optimization (SEO) - SEO involves optimizing a website to improve its ranking on [search engine results pages](https://moz.com/learn/seo/serp-features)(SERPs), which can help increase your reach to potential customers and support your wider digital marketing efforts.
* Search Engine Marketing - Search engine marketing (SEM) is a digital marketing strategy used to increase the visibility of a website in search engine results pages (SERPs).
* Content Marketing - Content marketing is a marketing strategy used to attract, engage, and retain an audience by creating and sharing relevant articles, videos, podcasts, and other media.
* Content Automation - Content automation is designed to help you ideate, write, edit, collaborate, post, and share.
* Campaign Marketing - A digital marketing campaign is an online marketing effort put forward by a company to drive engagement, conversions, traffic, or revenue.
* E-Commerce Marketing - eCommerce digital marketing enables businesses to drive awareness and traffic to online stores and convert website visitors into customers.
* Social Media Optimization (SMO) - As a digital marketing strategy, social media optimization can be used to increase awareness of new products and services, connect with customers
* Social Media Marketing (SMM) - The platforms on which users build social networks and share information—to build a company's brand, increase sales, and drive website traffic.
* E-Mail Direct Marketing - Email marketing is a form of digital marketing that uses email to connect with potential customers, raise brand awareness, build customer loyalty, and promote marketing efforts.
* Display Advertising - Display ads are a type of online advertisement that combines text, images, and a URL that links to a website where a customer can learn more about or buy products.
* **What is Traffic?**
* In digital marketing, “traffic” refers to the volume of visitors or users who access a website, webpage, or digital asset. It represents the flow of individuals who navigate to a particular online destination, such as a website, blog, social media profile, or landing page.
* **Things we should see while choosing a domain name for a company.**
* Make your domain name easy to type.
* Include keywords related to your business.
* Choose something catchy and memorable that stays on brand.
* Avoid trademarks or similar domain names.
* Buy your domain name as soon as you decide on it.
* **What is the difference between a Landing page and a Home page?**

|  |  |
| --- | --- |
| **Landing Page** | **Home Page** |
| Web page that visitors arrive at after they click the link on SERP. It can be the first of the website or from one of the natural results from the search query. | A homepage is the hub for a brand's website, introducing who they are and what they sell with a plethora of calls to action. |

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

|  |  |
| --- | --- |
| **Most common Purpose** | **Call to Action** |
| e-Commerce website | Buy, Shop, Order, Reserve, Save, Add to Cart, Pick, View |

* **What is the meaning, of keywords and what add-ons we can use with them?**
* Keywords are the words and phrases in your web content that make it possible for people to find your site via search engines.

**Key Word Add-Ons**

1. **Price Quality-** Best, Top, New Popular
2. **Time Date-** Year, Month or Date
3. **Intent-** Buy or Sell
4. **Location-** City, State, Online

* **Please write some of the major Algorithm updates and their effect on Google rankings.**
* Below mentioned are the major Algorithm updates and their effect on Google Ranking
* **Panda:**

Date: February 24, 2011

Hazards: Duplicate, plagiarized or thin content; user-generated spam; keyword stuffing.

* **Penguin:**

Date: April 24, 2012

Hazards: Spammy or irrelevant links; links with over-optimized anchor text.

* **Hummingbird:**

Date: August 22, 2013

Hazards: Keyword stuffing; low-quality content.

* **Mobile:**

Date: April 21. 2015

Hazards: ack of a mobile version of the page; poor mobile usability.

* **RankBrain:**

Date: October 26, 2015

Hazards: Lack of query-specific relevance; shallow content; poor UX.

* **Medic:**

Date: May 4, 2018

Hazards: Lack of authority on YMYL websites; weak [E-A-T signals](https://www.link-assistant.com/news/google-eat-ranking-factor.html?utm_source=searchengineland&utm_medium=google-updates-new&utm_campaign=searchengineland&utm_content=eat-article).

* **Bert:**

Date: October 22, 2019

Hazards: Poorly written content, lack of focus, lack of content.

* **Core Updates:**

Date: 2017-present

* **What is the Crawling and Indexing process and who performs it?**
* **Crawling –** Search engine spiders constantly crawl web pages across the internet, often using links on existing pages to find new pages.
* **Indexing –** Once a page is crawled, search engines add it to their database.
* A web crawler, spider, or search engine bot downloads and indexes content from all over the Internet. The goal of such a bot is to learn what (almost) every webpage on the web is about, so that the information can be retrieved when it's needed.
* **Difference between Organic and Inorganic results**

|  |  |
| --- | --- |
| **Organic results** | **Inorganic results** |
| Organic results mean creating quality  content that brings peoples to your  doors, the goal is to create such  compelling content the user is  attracted towards you and stays  with you | Inorganic results mean using mostly the paid channels to draw attention to your brand you are creating  advertisements, SMS or email blasts  informing them about your  existence. |

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

[**https://learndmahmedabad.blogspot.com/2024/09/latestseotrends.html**](https://learndmahmedabad.blogspot.com/2024/09/latestseotrends.html)

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

[**https://learnwithtops.wordpress.com/**](https://learnwithtops.wordpress.com/)

* **Perform Keyword Research for** [**https://www.aistechnolabs.com/**](https://www.aistechnolabs.com/)

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr No.** | **Keyword** | **Avg Monthly Searches** | **Competition** |
| **1.** | **App Development Company** | **1k-10k** | **Medium** |
| **2.** | **Mobile App Development Company** | **10k-100k** | **Low** |
| **3.** | **App Making Company** | **1k-10k** | **Medium** |
| **4.** | **App Development Services** | **100-1k** | **Low** |
| **5.** | **App Building Software** | **100-1k** | **Medium** |