

## **MODULE 2**

**Q.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 Activities with a reason?**

**An.** we can promote TOPS technologies Pvt Ltd by traditional platform uses traditional media like magazines and newspapers, pamphlet and digital platform like uses digital media, such as social media or websites.

Digital platform will be better for their marketing Activities because promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel.

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

**An.** product, pricing, place, promotion, physical evidence, people, and processes. The 7 Ps make up the necessary marketing mix that a business must have to advertise a product or service.

There are three primary purposes of marketing: Capturing the attention of your target market. Persuading a consumer to purchase your product. Providing the customer with a specific, low-risk action that is easy to take.

### **Q.3. What is Traffic?**

An. Website traffic refers to web users who visit a website. Web traffic is measured in visits, sometimes called “sessions,” and is a common way to measure an online business effectiveness at attracting an audience.

### **Q.4. Things we should see while choosing a domain name for a company**

An. (1) Use a .com extension.. (2) Keep it short and simple. (3) Avoid hyphens, numbers, and doubled letters. (4) Stay unique, specific, and on-brand. (5) add keywords (6) Do your research. (7) Consider domain extensions. (8) Avoid vague or generic options. (9) Ensure your domain is unique. (10) Capture keywords (11) Make it easy to type and pronounce.

### **Q.5 What is the difference between a Landing page and a Home page?**

Landing Page: landing page is a standalone Page designed for a specific campaign.

Landing pages have a call to action and there should be nothing to

Distract your client from converting

Home Page: home Exists as a single page of a larger website. It has a lot of information

And focuses on introducing your company. Your home Page is invitation

To the visitor to explore your brand.

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

An. Call -to-actions are the buttons throughout a site that tell your customers what to do, where to click and what to buy. Having a clear call-to-action on every page allows you to steer the customer toward the most appropriate spot in your conversion funnel.

Call-to-actions are generally used as (1) buttons (2) buy now (3) complete purchase (4) add to cart (5) continue shopping

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

Keywords are the words and phrases that people type into search engines to find what they're looking for.

In terms of SEO, they're the words and phrases that searchers enter into search engines to discover content, also called “search queries.” If you boil everything on your page — all the images, video, copy, etc.

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

An. 8 major Google algorithm updates, · 1. Panda · 2. Penguin · 3. Hummingbird · 4. Mobile · 5. RankBrain · 6. Medi 7. Bert · 8. Core Updates.

Google's algorithm updates are designed to improve the quality of search results, and they can have a significant impact on the rankings of websites.

Panda (2011): This update targeted low-quality content, such as thin, poorly written articles or pages that were simply copied from other websites

Mobilegeddon (2015): This update was designed to improve the mobile-friendliness of search results.

BERT (2019): This update is a natural language processing algorithm that helps Google understand the nuances of human language.

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

An. Crawling: Google downloads text, images, and videos from pages it found on the internet with automated programs called crawlers.

Indexing: Google analyzes the text, images, and video files on the page, and stores the information in the Google index, which is a large database.

Crawling is a process which is done by search engine bots.

**Q.10 Difference between Organic and Inorganic results.**

(1)Organic results:Organic search results are the natural results that are found beneath the ads section of a search engine. They rank naturally as the search engines find these webpages to have the most relevant & informative content matching your search

(2)Inorganic results:Inorganic results aka Paid results are paid ads that people run to get visibility & be on top of Search Engine.This is the fastest way to get on top of SERPs & increase traffic & conversion.

**Q.11 Create a blog for the latest SEO trends in the market using any blogging site.**

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

**An.** (Wix.com: <https://rkaravadra909.wixsite.com/car-services>)

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

**An.** (1) Google Keyword Planner

(2) Semrush

(3) Ahrefs

(4) Moz

(5) KWFinder

(6) Long Tail Pro

(7) Ubersuggest

(8) WordStream













