**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 activity with a reason?**

**Ans.:**

**Traditional Platforms:**

* **T.V. Advertising:** Running commercials on local or national TV channels can reach a broad audience.
* **Radio:** Radio ads can be effective for local or regional targeting.
* **Print:** Placing ads in newspapers, magazines, and industry publications can be beneficial for reaching an audience.

**Digital Platforms:**

* **Website**: An official website is essential for any company. It serves an information about the company, its services, and contact details.
* **Social Media**: Platforms like Facebook, LinkedIn, Twitter, and Instagram are effective. They allow for targeted advertising and engagement with the audience.
* **Google Ads:** Pay-per-click (PPC) advertising on Google can target specific keywords related to TOPS Technologies' services.
* **Content Marketing:** Creating and sharing valuable content through blogs, videos, etc.

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

**Ans.:**

1. **Advertising:** Paid promotion through various channels to create awareness and attract customers.
2. **Content Marketing:** Sharing valuable content to build trust, engage, and drive organic traffic.
3. **Social Media Marketing:** Using social platforms to connect, share, and promote products or services.
4. **Email Marketing:** Sending targeted emails for lead promotion, and customer retention.
5. **SEO** **(Search Engine Optimization**): Optimizing websites to improve search engine visibility.
6. **Branding:** Defining and establishing a unique brand identity.

**Q: 3 What is Traffic?**

**Ans.:**

There are several types of traffic in digital marketing:

1. **Organic Traffic:** This refers to visitors who arrive at your website or platform through unpaid, natural means.
2. **Paid Traffic:** Paid traffic involves using advertising methods to drive visitors to your site. This could include pay-per-click (PPC) ads, display ads, social media advertising, and other forms of online advertising where you pay for each click or impression.
3. **Direct Traffic:** This is when users visit your website by directly typing your website's URL into their browser or by using a bookmark.
4. **Referral Traffic:** Referral traffic occurs when users click on a link from another website or source to reach your site. This could be from guest posts, mentions in articles, or other websites linking to your content.
5. **Social Media Traffic:** This type of traffic comes from users clicking on links shared on various social media platforms, such as Facebook, Twitter, Instagram, and LinkedIn.
6. **Email Traffic:** When users click on links in emails you have sent them, it results in email traffic.

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

**Ans.:**

1. **Relevance**: Ensure the domain reflects your brand and business.
2. **Simplicity**: Choose a name that's easy to spell, pronounce, and remember.
3. **Short**: Keep it concise to enhance memorability.
4. **Avoid Complexity:** Avoid hyphens, numbers, and complex words.
5. **Keywords**: Consider relevant keywords for SEO benefits.
6. **Copyright Check**: Ensure the name is legally available.
7. **TLD**: Select an appropriate domain extension (.com, .net, etc.).

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

**Ans.:**

**Landing Page:** A single, focused page designed for a specific marketing campaign with a clear call to action.

**Home Page:** The main page of a website that serves as an entry point, providing an overview of the entire website's content and navigation options.

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

**Ans.:**

1. **Shop Now**
2. **Add to Cart**
3. **Buy Now**
4. **View Details**
5. **Learn More**
6. **Get Started**
7. **Subscribe**
8. **Sign Up**
9. **Get a Quote**
10. **See Offers**
11. **Explore Collections**
12. **Limited Time Offer**
13. **Compare Products**
14. **Shop by Category**
15. **View Testimonials**
16. **Check Availability**
17. **Book Now**
18. **Track Order**
19. **Download Now**
20. **Contact Us**

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

**Ans.:**

**Keywords:** Keywords are specific words or phrases that users enter into search engines when looking for information, products, or services. In the context of digital marketing and SEO, keywords are crucial for optimizing content and websites to rank higher in search engine results pages.

**Add-ons for Keywords:**

* Price Quality – Best, TOP, New, Popular
* Time Date – Month or Year or Date
* Intent - Buy Sell
* Location – City, State, Online

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

**Ans.:**

Eachof the search Engines have different algorithms on what search results will be shown. Imagine if I copy all the content of a popular site like CNN or TimesofIndia.com how would Google know which content should it show first.

It will rely on its algorithm to decide based on reputation, age of domain, bounce rate of users etc. Rankings – Each search engine ranks the page it has indexed just because one of your pages has the most relevant content doesn’t mean your whole site will be ranked #1. But it will definitely have a positive impact at the domain level, but each page and its content will be ranked based on the query a user is entering.

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

**Ans.:**

Crawling is when search engine bots explore the web, following links and collecting information from web pages.

Indexing is organizing this information into a searchable database.

Google performs these tasks using its bots to provide relevant search results.

Website owners ensure their sites are accessible for crawling and well-structured for proper indexing.

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

**Ans.:**

Organic results are natural search results that appear based on relevance to the user's query. They're free and earned through good content and SEO.

Inorganic results, often ads, are paid placements that advertisers buy to appear at the top of search results.