

**Que 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:** There are many traditional platforms such as newspaper, hording, banner, pamphlet etc. In a Tradition form we can promote Tops Technologies as a pamphlet near by school or college area, as they might searching for course that has been provided by Tops Technologies. While in Digital Platform there are many options available as well such as WhatsApp, Facebook, Instagram, Twitter etc. At this point Tops Technologies only intend to target youth so for that Instagram is the best option followed by Facebook, Twitter etc.

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

**Ans:** Marketing activities are to promote a business, to launch a new product, selling your product etc, in short to inform people about your business. Marketing has the power to boost your business, selling and achieve your goals.

**Que 3: What is Traffic?**

**Ans:** When we talk about a website or a blog traffic is something from which we can evaluate performance of website or blog. To earn money or do marketing it is necessary to have good traffic on your website or a blog. In short traffic means people who are visiting your website or a blog.

**Que 4: Things we should see while choosing a domain name for a company?**

**Ans:** Domain name represents your business or products. So, we have to choose domain name accordingly. Make sure that domain is not misleading the people.

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

**Ans:** Landing page is a standalone web page, when a person clicks through an ad, email and he land on another page that is landing page. Landing page is necessary if you want to increase more traffic. While Home Page is a first or main page of a website.

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

**Ans:** Call-to-action (CTA) examples are given as below

- Buy
- Subscribe
- Pay
- Order
- Save
- Add to Wishlist
- View

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

**Ans:** Keyword is a particular word that people use to search something on various search engine. With the Keyword we can use add-ons according to our website or a blog.

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

**Ans:**

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

**Ans:**

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

Ans: Organic result is a result for which we don't have to pay money while inorganic result is achieved through paid promotion for which we have to pay money for the promotion.