**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?

Answer-1

**Digital Platforms :-**

1. Instagram – Perfect for showing the students success stories, project demos and class activities and attract and encourage the youth
2. Linkedin – Helps promote placement success, Professional certificates and enhancing brand value among hob seekers.
3. Google ads – Helps catching students already searching for IT courses and converting the active intent into inquires.
4. Influencer Marketing – Collaborating with tech YouTubers or former students to boosts credibility and real- world story telling
5. Online Education Portals – Helps list courses on popular platforms where students compare options.

**Traditional Platforms :-**

1. Flyers and Brochures – Handed out near colleges, cafes, and tuition centers, these are low-cost materials that ensure local visibility.
2. College seminars and Campus tie-ups – Offers live interaction with students in their comfort zone, building trust with direct communication through demo sessions.
3. Events and Career Fairs – Participating in fairs offers networking with aspirants and allowing brand interaction in a focused, goal-driven setting.
4. Hording and Billboards – Creates a high- impact locals presence, especially near educational zones, bus stops or junctions with high student footfall.
5. Newspaper – Reach parents and serious course seekers who still rely on printed media to find career opportunities.

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

Answer-2

1. **Search Engine Optimization (SEO) -** This helps a website show up higher on Google when people search for something related to the business. It's useful for getting free and long-term traffic.
2. **Social Media Marketing -** This involves promoting content and engaging with people on platforms like Instagram, Facebook, and LinkedIn. It helps build a brand image and connect with the audience where they spend most of their time.
3. **Email Marketing -** It’s used to send updates, offers, or useful information to people who have shown interest. It’s a great way to stay in touch with potential customers and turn them into buyers.
4. **PPC -** These are paid promotions that help businesses quickly reach a large audience through platforms like Google Ads or Facebook Ads. It's especially helpful when fast results are needed.

Q-3) What is Traffic?

Answer-3

Traffic means the number of people visiting a website. It is just like how more people visiting a shop increases sales, in same way more people visit website increase traffic gives more chances for business to grow online. Traffics are of two types inbound traffic and outbound traffic.

Inbound traffic refers to visitors that naturally come through search engines.

Outbound traffic refers to visitors come through paid promotion.

Q-4) Things we should see while choosing a domain name for a company.

Answer-4

When choosing a domain name for your company, it should be:

1. **Short and Simple** – Easy to type and remember. A short and simple domain is easy for people to remember and type correctly. Avoid long or confusing words that may lead to spelling mistakes.
2. **Match Your Brand Name** – Your domain should closely match your business name to create a strong and consistent identity. This helps customers find and trust your brand more easily.
3. **Avoid Numbers and Hyphens** – They confuse people and are hard to remember. Numbers and hyphens make domain names harder to remember and pronounce. People may forget where to put them or type the wrong version.
4. **Use Keywords if Possible** – Using keywords related to your business helps improve your search engine ranking. It also gives visitors an idea of what your website is about.
5. **Check Availability Across Platforms**– Make sure your domain name is also available on social media and email. This keeps your brand consistent and easy to find everywhere online.

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

Answer-5

|  |  |
| --- | --- |
| ***Landing Page*** | ***Home Page*** |
| A landing page is created for **one specific purpose**, like promoting a product, a sale, or collecting sign-ups. | A home page is the **main page** of your website that gives a **general idea** of your business. |
| It's designed for a **targeted audience**, like people coming from an ad or email campaign. | It's meant for **everyone** who visits your website, including new and returning users. |
| Has **one main action** like “Buy Now,” “Sign Up,” or “Get Offer” to convert visitors quickly. | May have **many CTAs**, such as “Learn More,” “Contact Us,” “Explore Products,” etc. |
| Example:- If someone clicks a Google ad offering “50% off on kurtas,” they are taken to a landing page with that offer only. | Example:- If someone types your website name (www.site.com), they land on your **home page** first. |

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

Answer-6

Call-To-Actions (CTAs) are buttons or messages that tell the visitor what to do. These encourage users to take action and increase sales.

For Examples:

* Add to Cart
* Buy Now
* Subscribe
* Track Your Order
* Checkout
* Add to Wishlist
* Write a Review
* View More / Learn More

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

Answer-7

**Keywords** are the **words or phrases** that people type into Google when they are searching for something. For example, if someone wants to buy a cotton kurta, they might search **“buy cotton kurta online”** — this phrase is a keyword.

Add-ons we can use with keywords:

* Related Words
* More Specific Phrases
* Geo-Targeted Keywords (Add Location)
* Question-Based Keywords (What, Why, How, etc.)

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

Answer-8

* **Panda (Feb 2011)** – Penalizes websites with low-quality or duplicate content.
* **Penguin (April 2012)** – Targets and reduces rankings for sites with spammy backlinks.
* **Hummingbird (Aug 2013)** – Helps Google understand the full meaning of a search query.
* **Mobile Update (April 2015)** – Boosts rankings for mobile-friendly websites.
* **Rank Brain (Oct 2015)** – Uses AI to rank pages based on user behaviour and search intent.
* **Medic (Aug 2018)** – Focuses on ranking trustworthy sites in health, finance, and YMYL topics.
* **BERT (Oct 2019)** – Improves understanding of natural, conversational language in searches.
* **Core Updates (Ongoing since 2018)** – Broad changes to improve content quality across all websites.

Q-9) What is the Crawling and Indexing process and who performs it?

Answer-9

**Crawling:- Crawling** is the process where **Google sends its bots** (called **Googlebot**) to visit websites and read their content. These bots go through your site’s pages, images, links, and structure — just like scanning your website.

**Indexing:-** After crawling, the information found on your website is **stored in Google’s database** — this process is called **Indexing**. Google organizes your content so that when someone searches for something, it can quickly find the most relevant result.

Q-10) Difference between Organic and Inorganic results.

Answer-10

|  |  |
| --- | --- |
| **Organic Results** | **Inorganic Results** |
| These are unpaid results that appear naturally through SEO and quality content. | These are paid results that appear because of ads and sponsored content. |
| Free (no money needed, but it takes time and effort). | Paid (you have to spend money on ads to get traffic). |
| |  | | --- | |  |  |  | | --- | | Slow — takes time to build traffic organically. | | Fast — gives instant visibility through ads. |
| Long-lasting and sustainable. | Short-term — traffic drops when ads stop. |
| Example:- Your blog appears on Google because of good SEO. | Example:- Your ad appears on top of Google when you pay for that keyword. |

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

Answer-11

Blogger :- <https://scotrendsrishita.blogspot.com/>

Q-12) Create a website for the business using www.blogger.com / Wordpress.com / Google Sites.

Answer-12

Wix :- <https://mishridesigneries.wixsite.com/sahajanandselection>

Webbly :- <https://shresahajanandselection.weebly.com/>

Google Sites :- <https://sites.google.com/view/shreesahajanandselection/home>

Wordpress :- <http://mishridesigneriesshreesahajanandselection.wordpress.com>