**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

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

Answer-5

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

Answer-6

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

Answer-7

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

Answer-8

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

Answer-9

Q-10) Difference between Organic and Inorganic results.

Answer-10

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

Answer-11

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

Answer-12