

Digital Marketing

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?

- **What is traditional marketing :-**

1. Traditional marketing on the other hand involves traditional channels, like billboards and printed media. Think Don Draper in Mad Men brainstorming TV commercial ideas and copy for Coca-Cola.
2. Up until the development of the internet in the 1990's, traditional marketing was pretty much the only type of marketing.

- ❖ **Traditional marketing channels include:**

- Outdoor (Billboards, bus/taxi wraps, posters etc)
- Broadcasting (TV, Radio etc)
- Print (Magazines, newspapers etc)
- Direct Mail (catalogues etc)
- Telemarketing (Phone, text message)
- Window display and signs

Traditional marketing: Pros

Impactful



Permanent

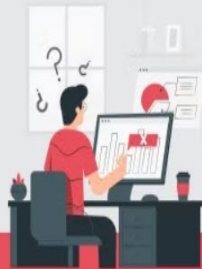


Memorable



Traditional marketing: Cons

Hard to measure



Expensive



No direct interaction



- What is digital marketing :-

1. Put simply, digital marketing is using digital channels such as websites and social media as tools for marketing communication.
2. If you're using social media you will be well versed in the adverts that pop up in your stream—that's digital marketing.

- ❖ Digital marketing channels include:

- Social media (Facebook, Instagram etc)
- Website
- Content marketing
- Affiliate marketing
- Inbound marketing

- Email marketing
- PPC (pay per click)
- SEM (Search engine marketing)



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

- **Marketing Activities :**
 - Promotion
 - Selling
 - Product/Service Management
 - Marketing Information Management
 - Pricing
 - Financing
 - Distribution
- Marketing activities are done to promote its products so that business can increase their selling and to generate good profit out of it.

Q.-3 What is Traffic?

- Traffic is **visitors to your website**. They are grouped into different segments, depending on how they found you. Get your head around the types of traffic that you'll commonly see used in online analytics: Direct traffic URL type-ins, bookmarks, or media links that are not tracked.

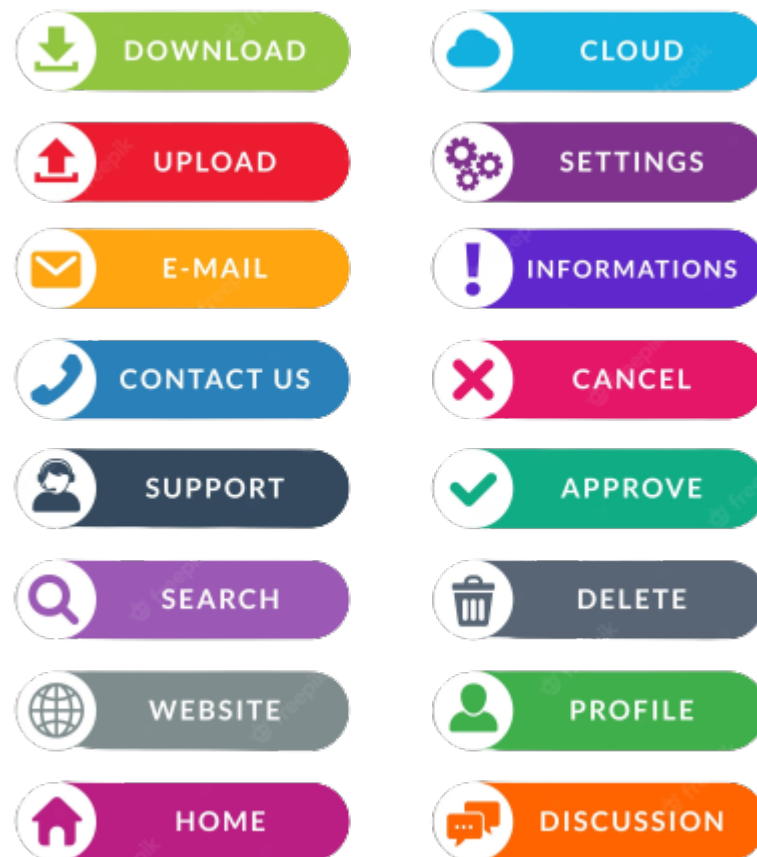
Q.-4 Things we should see while choosing a domain name for a company.

- Use the right domain name extensions(.com, .org, .net, .in)
- Brand able over generic
- Keep it short
- Easy to remember and type
- Easily available

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

- A Landing Page are separate from a business website.
- A homepages are the front pages of business website.

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



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

- In the world of search engine optimization (SEO), **keywords are used in webpage content as a way of ranking at the top of Google's results for that same keyword.**
- Important note: any term used in a search engine, whether a single word or a long phrase, is considered a keyword.
- For example, the word “desert” is a keyword.

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

- **8 major Google algorithm updates and their effect on google rankings:**

1. **Panda:** The [Panda algorithm update](#) assigns a so-called "quality score" to web pages. This score is then used as a ranking factor. Initially, the effects of Panda were mild, but in January 2016 it was permanently incorporated into Google's core algorithm.
2. **Penguin:** To stay safe from the effects of the Google Penguin update, monitor your link profile's growth and run regular audits with a backlink checker like [SEO Spy Glass](#).
3. **Hummingbird:** Expand your keyword research and focus on concepts behind the keywords. Carefully analyse related searches, synonyms and co-occurring terms. Great sources of such ideas are Google Related Searches and Google Related Questions, as well as Google Autocomplete suggestions. You'll find all of them incorporated into [Rank Tracker](#)'s Keyword Research module.
4. **Mobile:** Optimize your pages for mobile search and focus on speed and usability. Google's mobile-friendly and page speed tests will help you see which aspects of your page need to be improved. The tests are integrated into [Web Site Auditor](#) so you can check your pages' mobile optimization as a part of your overall website audit.
5. **Rank Brain:** Optimize your pages for relevance and comprehensiveness with the help of competitive analysis. With the [WebSite Auditor](#)'s TF-IDF tool, you can discover entire lists of relevant terms and concepts used by a large number of your top-ranking competitors. Find a way to add these terms to your content and you will see your search relevance increase dramatically.

6. **Medic:** Some SEOs suggest hiring expert writers to lend credibility to your website, others claim the solution is in building entities for your brand. But, if we were to stick to the facts, the only reliable way to increase the authority of your website is by growing your backlink profile. An efficient approach would be to use a backlink research tool, like [SEO Spy Glass](#), and borrow backlink ideas from your competitors.
7. **Bert:** We've finally lived to see the day when Google is actually rewarding good writing. Like never before, it is important to strive for meaningful copy. It means you should go easy on fluff words and adopt an expository style of writing. It is also a good idea to do entity research when creating copy – including relevant entities helps create context for your content.
 - a. For more tips, check out [this guide on using entities in SEO](#).
8. **Core Updates:** Since the effects of Google core updates are often unknown, one thing you can do is track SERP history for the keywords you are targeting. Once the update happens, you can check which of your competitors have moved up or down in rankings and make an educated guess about the contributing factors.

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

- **Crawling is a process which is done by search engine bots to discover publicly available web pages.**
- Indexing means when search engine bots crawl the web pages and saves a copy of all information on index servers and search engines show the relevant results on search engine when a user performs a search query.

Q.-10 Difference between Organic and Inorganic results.

- **Organic results give long-lasting results**, while Inorganic results give immediate ranking, driving huge traffic.
- Inorganic or Paid Marketing. While organic marketing is focused on generating traffic to your site over time, inorganic marketing, or paid marketing, uses paid methods to target, reach, engage, and convert audiences quickly.

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.

- <https://albatrosses08.wixsite.com/spacehouse>

Q.13 Perform Keyword Research for www.designer2developer.com