

## Module 2

**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**

### **Print Media** (Newspapers, Magazines)

Target local students and professionals through ads in education-focused publications.

### **Billboards and Hoardings**

Place them near colleges, IT parks, or educational hubs to attract aspiring learners.

### **Digital Platforms**

#### **Google Ads**

Use Pay-Per-Click campaigns to target potential students searching for IT courses online.

**Social Media Platforms** (Facebook, Instagram, LinkedIn, Twitter)

#### **SEO Marketing**

To bring our website in top 10 in search list

**2. What is Traffic?**

**Ans:** Digital marketing traffic is the number of people who visit a website or web page. It's a key metric that helps

digital marketers understand how well their marketing efforts are working

**3. What are the Marketing activities and their uses?**

**ans: 1. Advertising**

Promotion through channels like TV, radio, billboards, and digital ads. Increase brand awareness, Reach a large audience quickly.

## **2. Search Engine Optimization (SEO)**

Optimizing website content to rank higher on search engines.

Improve organic visibility. Drive targeted traffic to the website.

## **3. Branding**

Establishing a unique identity through logos, slogans

- **Uses:**

- Differentiate from competitors.
- Build emotional connections with customers.

## **4. Video Marketing**

Creating promotional videos, tutorials

- **Uses:**

- Boost engagement and retention rates.
- Demonstrate product features effectively.

## **5. Event Marketing**

Hosting or participating in events, trade shows, webinars, or conferences.

- **Uses:**

- Build brand credibility.
- Network with industry professionals.
- Showcase products or services to a live audience.

## **6. Social Media Marketing**

Using platforms like Facebook, Instagram, LinkedIn, Twitter for brand promotion.

- **Uses:**

- Build brand awareness and community engagement.
- Share updates and promotions.

- Interact directly with customers.

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

**Ans:** 1.make short and simple

2.make it brandable

3.use relevant keywords

4.Check for Trademarks and Legal Issues

5. Verify Domain Availability

6.Avoid Copyright or Brand Confusion

7.Check for SEO Potential

#### **5.What is the difference between a Landing page and a Home page?**

**Ans:** landing page means customer comes from any website or from any social media by clicking link to your page it called landing page

Home page means customer direct search for your website and go in to front page is called home page.

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

**Ans:** 1. Add to Cart

Purpose: Encourages users to add products to their shopping cart.

Example:

- Add to Cart
- Add to Bag
- Add to Basket

#### **2.Buy Now**

Purpose: Directs users to proceed immediately with the purchase.

Example:

- Buy Now
- Shop Now
- Get It Today

### **3.Checkout**

Purpose: Prompts users to complete their purchase.

Example:

- Proceed to Checkout
- Go to Payment
- Place Your Order

### **4.View Details**

Purpose: Encourages users to learn more about a specific product.

Example:

- View Product Details
- See More
- Learn More

### **5.Apply Coupons or Discounts**

Purpose: Prompts users to use discount codes during checkout.

Example:

- Apply Coupon
- Redeem Offer
- Claim Your Discount

### **6.Create an Account**

Purpose: Encourages users to register for better personalization and tracking.

Example:

- Sign Up Now
- Create Your Account
- Join Us

## **7.Login or Sign In**

Purpose: Allows users to access their accounts.

Example:

- Sign In
- Login to Continue
- Access Your Account

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

**Ans:** Keywords are specific words or phrases that are used as identifiers or markers in various contexts, such as in programming, digital marketing, or academic research. Their meaning and use depend on the domain.

### **add-ons we can use with them:**

- . Broad Keywords
- . Work on Competitive Keywords
- . Keywords with Low Traffic
- . Non Converting Keywords
- . Rank for keyword rather than multiple keywords

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

**Ans:** 1. Panda Update (2011)

Focus: Content quality.

Effect: Penalized websites with low-quality, thin, or duplicate content.

This update promoted sites with unique, high-quality, and relevant content.

How to Adapt:

- Use original and well-researched content.

- Avoid keyword stuffing.

- Fix duplicate content issues.

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## 2. Penguin Update (2012)

Focus: Link quality.

Effect: Penalized websites with spammy or manipulative link-building practices. Improved rankings for sites with natural and relevant backlinks.

How to Adapt:

- Build high-quality, organic backlinks.

- Disavow spammy or harmful backlinks.

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## 3. Hummingbird Update (2013)

Focus: Semantic search and natural language processing.

Effect: Enhanced Google's understanding of user intent and context, rewarding sites that provide direct answers to queries.

How to Adapt:

- Focus on user intent and context.

- Use conversational language in content.

- Optimize for long-tail keywords.

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#### 4. Mobile-Friendly Update (2015)

Focus: Mobile usability.

Effect: Boosted rankings for mobile-friendly websites in mobile search results. Penalized non-responsive designs.

How to Adapt:

- Use responsive web design.

- Optimize website speed for mobile.

- Ensure touch-friendly navigation.

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#### 5. RankBrain Update (2015)

Focus: Machine learning and user experience.

Effect: Introduced AI to better interpret search queries and measure user satisfaction. Improved rankings for pages that match user intent.

How to Adapt:

- Create content that matches user intent.

- Improve user engagement metrics (CTR, bounce rate).

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#### 6. Medic Update (2018)

Focus: Expertise, Authority, Trustworthiness (E-A-T).

Effect: Affected health, finance, and YMYL (Your Money, Your Life) websites. Rewarded sites demonstrating authority and trust.

How to Adapt:

- Showcase expertise and credentials.

- Improve site trustworthiness with secure connections and transparent policies.

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## 7. BERT Update (2019)

Focus: Natural language processing.

Effect: Improved Google's understanding of conversational and complex queries. Helped pages that better address nuanced user questions.

How to Adapt:

Write content that addresses specific user needs.

Focus on clarity and natural language.

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## 8. Core Web Vitals Update (2021)

Focus: Page experience.

Effect: Prioritized websites with good page speed, interactivity, and visual stability (Largest Contentful Paint, First Input Delay, Cumulative Layout Shift).

How to Adapt:

Optimize website speed.

Reduce layout shifts.

Improve server response time.

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

**Ans:** 1. Crawling

Crawling is the process by which search engines explore the internet to discover new or updated content, such as web pages, images, videos, and documents.

How Crawling Works

Search engine bots or web crawlers (e.g., Googlebot for Google, Bingbot for Bing).

- Process:



1. Starting Point: Crawlers start with a list of known URLs.
2. Following Links: They navigate through links on web pages to discover new content.
3. Fetching Content: Crawlers download a copy of the page's content for processing.

## 2. Indexing

Indexing is the process of analyzing, organizing, and storing the content discovered during crawling. This allows search engines to retrieve relevant information quickly when users perform a search.

How Indexing Works:

The search engine's indexing system (e.g., Google's Caffeine index).

Process:

1. Content Analysis: Crawled pages are analyzed for keywords, metadata, images, and context.
2. Storage in the Index: Relevant information is stored in a vast database called the search index.
3. Ranking Signals: Pages are evaluated based on various ranking factors, such as content quality, relevance, and backlinks.

## Who Performs Crawling and Indexing?

Crawling and indexing are performed by search engines through:

**Web Crawlers:** Automated programs or bots that fetch content.

**Indexing Systems:** Advanced algorithms and databases that organize and rank content.

## 10.Difference between Organic and Inorganic results.

**Ans:**

Aspect	Organic Marketing	Inorganic Marketing
Cost	Low cost, requires time and effort	High cost, requires budget for ads
Time to See Results	Long-term, slower to see results	Short-term, immediate results
Audience Targeting	Builds a loyal, engaged audience gradually	Allows precise targeting through paid ads
Sustainability	Sustainable, builds long-term trust and presence	Temporary, requires ongoing investment
Scalability	Less scalable in the short term	Highly scalable with increased ad spend

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

**Ans:** [latest SEO Trends in for SEO professional](#)

**12. Create a website for the business using [www.blogger.com](http://www.blogger.com) / Wordpress.com / Google Sites.**

**Ans:** [WordWave2](#)

