Digital Marketing Assignment
Term-1

Module -1

(1). Please break down the URLs listed below. (list-out Protocol, Domain, TLD) .

https://www.flipkart.com/
https://www.irctc.co.in/
https://www.allegro.pl/
https://www.johnlewispartnership.co.uk/
https://www.uidai.gov.in/

(2). What is HTTPS/SSL Update?

(3). List out 10 famous browsers used worldwide.

(4). Create a Customer Persona & identify Brand Details for the given brands.
   Brand : Disney+ Hotstar and Tata 1 MG

Submissions Details:

   1. Please click on File -> Make a copy -> Rename the Document to Your Name.

   2. Once you are done with your task, click on File -> Download the file in (Microsoft Excel.xlsx) extension, and download the file on your computer.

   3. Paste the PPT link below and hit the Submit button on the (https://careercenter.tops-int.com//).

Module – 2

- 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 are the Marketing activities and their uses?

- What is Traffic?

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

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

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

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

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

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

- Difference between Organic and Inorganic results.

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

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

Module - 3.1

OFF- Page:
Brand: The imaginary brands to finish your Assignment

OFF PAGE ACTIVITY

Submission Details :

1. Please click on File -> Make a copy -> Rename the PPT to your Your Name_OFF-Page Assignment 3.1 OFF PAGE ACTIVITY -> Create Assignment ->Download and Upload in TOPS Career Center.

Module - 3.2

ON Page:
Brand: The imaginary brands to finish your Assignment

FlinkIt

Here is the PPT Template for you:

Minor Project - Template 1

How to use the PPT Template?

1. Please click on File -> Make a copy -> Rename the PPT to your Your Name_ON-Page Assignment 3.2: Content Calendar, Strategy and Visualisation for FlinkIt.

2. Work on the PPT.

3. Paste the PPT link below and hit the Submit button on the (https://careercenter.tops-int.com//).

Module-4

• What are the main factors that can affect PPC bidding?

• How does a search engine calculate actual CPC?

• What is a quality score and why it is important for Ads?

• Create an ad for your website/ blog in Google Ads that display on the display network with

the properly targeted audience

• Create an ad forwww.tops-int.com to get the maximum Clicks.

• Create an ad for www.tops-int.com

o Create an ad for the display network.

o Choose a proper Target audience.

o Expected conversion: need maximum user engagement within the budget.

o Budget: 5000.

Module-5

(1). Meta : Plan a Campaign for a Budget below.

This is the Assignment :

https://docs.google.com/spreadsheets/d/1afX3TuMomlZekla4uOiTgqwCfvBlvkAGj_Ju1W4Qc04/edit?usp=sharing

Submissions Details:

　　1. Please click on File -> Make a copy -> Rename the Document to Your Name.

　　2. Once you are done with your task, click on File -> Download the file in (Microsoft Excel.xlsx) extension, and download the file on your computer.

　　3.create PPT link below and hit the Submit button on the (https://careercenter.tops-int.com//).

(2).What is the use of E-mail marketing?

(3).What goals you can achieve with the help of email marketing?

(4).Set-up an automation email for www.esellerhub.com abandon cart.

- Suggest a Subject for the email.
- Prepare an email

(5).What is affiliate Marketing?

(6.)List some famous websites available for affiliate marketing.

(7).Which are the platforms you can use for affiliate marketing?

(8).Youtube:

https://docs.google.com/spreadsheets/d/1fgW6CPDGyI13qGzdCxj9vz6S26EJeQRtoWrtEybbGe0/edit?usp=sharing

    1. Please click on File -> Make a copy -> Rename the Document to Your Name.

    2. Once you are done with your task, click on File -> Download the file in (Microsoft Excel.xlsx) extension, and download the file on your computer.

    3.update into github.

Module-6

- What are events in Google analytics?
- Connect your created website and blog to search console, analytics, and google tag manager and add your faculty as a user with required permission in it.
- Submit the sitemap and robot.txt file in the search console for your website.
- Submit the user flow and traffic source reports for your website.
- Connect your blog to Google Analytics and study the different types of traffic on your site.
- Create a goal for your business and study reports whether it has been completed or not.
- Track the following interactions in Google tag manager for www.esellerhub.com
- Link clicks
- Page load
- Time (How long a visitor stayed on a particular page)
- Button click