

## Module - 2

**Que 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 1.** Following is the list of Traditional and Digital marketing platforms where we can promote TOPS Technologies Pvt. Ltd.

### **Traditional Platforms:**

1. Local Newspapers
2. Radio
3. Billboards & Hoardings
4. Pamphlets & Flyers
5. College Tie-ups & Seminars
6. Local Cable TV Channels
7. Auto Rickshaw/Bus Branding
8. Education Fairs & Career Exhibitions
9. Word of Mouth
10. Posters on Community Boards

### **Digital Platforms:**

1. Google Search & Display Ads
2. YouTube
3. Instagram + Facebook
4. Twitter
5. LinkedIn
6. WhatsApp Business
7. Email Marketing

### **Suggestion:**

- ❖ The best traditional platform for marketing TOPS Technologies Pvt. Ltd is **College Tie-ups & On-Campus Seminars.**

**Reason:** Students are more open to enrolling when approached in person with clear benefits. It directly reaches students who are already in learning mode and likely to seek additional skills. You can gather contact info for follow-ups and remarketing.

- ❖ The best digital platform for marketing TOPS Technologies Pvt. Ltd is **Google Search Ads**.

**Reason:** Unlike social media, people on Google already have a need — they are ready to take action. You can reach people actively searching for terms like: "Best Python course near me", "IT training institute in [City]", "Job-oriented coding classes", etc.

**Que 2.** What are the Marketing activities and their uses?

**Ans 2.** Marketing activities and their uses are as follows:

### 1. Search Engine Optimization(SEO)

**Uses:** SEO (Search Engine Optimization) is used to increase a website's visibility on search engines, drive free organic traffic, build trust, improve user experience, and support long-term business growth. It helps to attract the right audience, especially through local and targeted search results, without relying on paid ads.

### 2. Search Engine Marketing(SEM)

**Uses:** Search Engine Marketing (SEM) is used to quickly increase a website's visibility through paid ads on search engines. It helps drive targeted traffic, generate leads, promote specific offers, and measure results instantly. SEM is ideal for reaching potential customers who are actively searching for products or services.

### 3. Content Marketing

**Uses:** Content marketing is used to attract, engage, and retain customers by creating valuable and relevant content. It builds brand awareness, boosts SEO, drives website traffic, generates leads, supports sales, and builds trust with the audience over time.

### 4. Content Automation

**Uses:** Content automation is used to save time and improve efficiency by automating tasks like content creation, scheduling, publishing, and distribution. It helps maintain consistency, personalize content at scale, streamline workflows, and track performance across multiple channels.

## **5. Campaign Marketing**

**Uses:** Campaign marketing is used to promote specific goals like product launches, special offers, or events within a set time frame. It helps generate leads, increase sales, build brand awareness, engage customers, and measure the effectiveness of marketing efforts.

## **6. E-commerce Marketing**

**Uses:** E-commerce marketing is used to promote online products, drive website traffic, boost sales, and build brand awareness. It helps attract targeted customers, recover abandoned carts, increase repeat purchases, and personalize the shopping experience through digital channels like SEO, social media, email, and paid ads.

## **7. Social Media Optimization(SMO)**

**Uses:** Social Media Optimization (SMO) is used to increase brand visibility, drive traffic to websites, and engage with audiences through social media platforms. It helps improve content reach, boost follower growth, encourage sharing, and build a loyal online community, ultimately supporting lead generation and customer retention.

## **8. Social Media Marketing(SMM)**

**Uses:** Social Media Marketing (SMM) is used to promote products or services on platforms like Facebook, Instagram, and LinkedIn. It helps increase brand awareness, engage with the target audience, drive website traffic, generate leads, boost sales, and build customer loyalty through both organic posts and paid ads.

## **9. Email Direct Marketing**

**Uses:** Social Media Marketing (SMM) is used to promote products or services on platforms like Facebook, Instagram, and LinkedIn. It helps increase brand awareness, engage with the target audience, drive website traffic, generate leads, boost sales, and build customer loyalty through both organic posts and paid ads.

## 10. Display Advertising

**Uses:** Display advertising is used to promote brands, products, or services through visual ads (images, banners, videos) on websites, apps, and social media. It helps increase brand awareness, retarget potential customers, drive website traffic, and support lead generation with visually engaging content.

**Que 3.** What is Traffic?

**Ans 3.** In digital marketing, traffic refers to the number of visitors who come to a website or online platform. It shows how many people are reaching your site and interacting with your content or services.

Traffic generation happens in two ways:

1. **Organic Traffic:** Visitors who come through unpaid search engine results (via SEO).
2. **Paid Traffic:** Visitors who arrive by clicking on ads (Google Ads, Facebook Ads, etc.).

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

**Ans 4.** Following is the list of things to consider when choosing a domain name for a company:

1. Keep it short and simple
2. Easy to spell and pronounce
3. Memorable and brandable
4. Avoid numbers and hyphens
5. Use relevant keywords (if possible)
6. Choose the right domain extension (.com is best)
7. Check domain name availability
8. Avoid trademark conflicts
9. Check social media handle availability
10. Think long-term and scalable
11. Avoid slang or confusing words
12. Make it unique and professional

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

**Ans 5.** The main difference between a landing page and a home page lies in their purpose and design:

Home Page	Landing Page
It's the <b>main entry point</b> of a website.	A <b>single, focused page</b> created for a <b>specific goal</b> (e.g., sign-ups, sales, downloads).
Offers an <b>overview of the entire business</b> , including links to different sections (about, services, contact, etc.).	Often used in <b>marketing campaigns</b> (ads, emails, etc.).
Designed for <b>exploration and navigation</b> .	Designed to <b>convert visitors</b> by keeping distractions to a minimum.
Example: The front page of an online store or company website.	Usually doesn't include full navigation.

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

**Ans 6.** Here are some common call-to-actions (CTAs) used on an e-commerce website:

1. Add to Cart
2. Buy Now
3. Shop Now
4. View Product
5. Checkout
6. Continue Shopping
7. Apply Coupon
8. Get Started
9. Sign Up & Save
10. Subscribe Now
11. Learn More
12. Limited Time Offer – Order Now
13. Join Now
14. Track Your Order
15. Leave a Review
16. Wishlist / Add to Wishlist
17. Compare Products
18. Notify Me When Available
19. Download Now (for digital products)
20. Explore Collection

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

**Ans 7.** Keywords are the words or phrases people use in search engines to find information. In SEO, they help connect your content with what users are searching for, improving your visibility online.

**Add-ons we can use with keywords:**

1. **Long-tail keywords** – More specific phrases (e.g., "best running shoes for women")
2. **Location-based** – Add places (e.g., "cafes in Mumbai")
3. **Intent words** – Show purpose (e.g., "buy", "learn", "download")
4. **Time-related** – Add freshness (e.g., "latest phones 2025")
5. **Question format** – Turn into queries (e.g., "how to lose weight")
6. **Related terms** – Use synonyms or related words for better context (e.g., With "healthy food," also use "nutrition," "balanced diet," etc.)

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

**Ans 8.** Here are some of the major Google algorithm updates and their impact on search rankings:

1. **Panda Update (2011)**  
**Focus:** Content quality  
**Effect:** Penalized low-quality, thin, or duplicate content. Boosted rankings of high-quality, original content.
2. **Penguin Update (2012)**  
**Focus:** Link quality  
**Effect:** Targeted spammy or unnatural backlinks. Sites with clean, organic link profiles ranked higher.
3. **Hummingbird Update (2013)**  
**Focus:** Search intent and semantic understanding  
**Effect:** Improved understanding of user queries. Helped Google match search intent rather than just keywords.

**4. Mobile-Friendly Update (2015) (*Mobilegeddon*)**

**Focus:** Mobile usability

**Effect:** Gave ranking boosts to mobile-optimized websites in mobile search results.

**5. RankBrain (2015)**

**Focus:** Machine learning, relevance

**Effect:** Helped Google interpret complex queries and improve results based on behavior signals (like clicks and bounce rates).

**6. Possum Update (2016)**

**Focus:** Local SEO

**Effect:** Improved location-based search results. Gave a better variety of local business listings.

**7. Medic Update (2018)**

**Focus:** E-A-T (Expertise, Authoritativeness, Trustworthiness)

**Effect:** Affected health, finance, and YMYL (Your Money Your Life) sites. Emphasized credible, expert content.

**8. BERT Update (2019)**

**Focus:** Natural language processing

**Effect:** Helped Google understand context in longer or conversational queries. Improved search relevance.

**9. Core Web Vitals Update (2021)**

**Focus:** Page experience and speed

**Effect:** Prioritized fast-loading, stable, and mobile-friendly pages in rankings.

**10. Helpful Content Update (2022)**

**Focus:** People-first content

**Effect:** Rewarded original, helpful content written for humans over content created just for SEO.

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

**Ans 9.** **Crawling** and **Indexing** are two fundamental processes used by search engines (like Google, Bing, etc.) to discover, understand, and store web content for retrieval during a search query.

## 1. Crawling

### What is it?

Crawling is the process of **finding** new and updated web pages on the internet.

### Who performs it?

Search engines use **automated bots** called **crawlers** or **spiders** (e.g., Googlebot).

### How it works:

- Crawlers start with a list of known URLs (seed pages).
- They visit these pages, read the content, and follow the links on those pages.
- They discover more pages via internal or external links.
- This process is continuous and automated.

## 2. Indexing

### What is it?

Indexing is the process of **analyzing and storing** the content found during crawling into the **search engine's database (index)**.

### Who performs it?

Again, the search engine's system (using algorithms and data processors) handles indexing after the crawler collects the content.

### How it works:

- Extracts key information: keywords, images, metadata, freshness, structure.
- Determines what the page is about and how relevant it might be.
- Stores this data in a searchable index so it can be served to users in search results.

**Que 10.** Difference between Organic and Inorganic results.

**Ans 10.** Difference Between Organic and Inorganic Search Results:



Feature	Organic Results	Inorganic Results (Paid Ads)
<b>Definition</b>	Free listings shown based on relevance to the search query	Sponsored or paid listings shown through advertising
<b>Based On</b>	SEO (Search Engine Optimization)	SEM (Search Engine Marketing) or Pay-Per-Click (PPC)
<b>Cost</b>	No cost per click or impression	Cost is involved (advertiser pays for clicks or views)
<b>Position</b>	Usually appear below paid ads in search results	Appear at the top, bottom, or side of search results
<b>Trust Level</b>	Considered more trustworthy and credible by users	May be seen as less trustworthy because they are paid
<b>Longevity</b>	Long-term presence with good SEO	Appears only as long as payment continues
<b>Example</b>	A blog post ranking on Google naturally.	A Google ad shown at the top of the page marked as "Sponsored."

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

**Ans 11.** Here is link of created blog site for the latest SEO trends in the market using <https://blogger.com> : <https://theseoshweta.blogspot.com/>

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

**Ans 12.** Business website made using different platforms:

1. Using <https://www.wix.com> : <https://patelshweta134883.wixsite.com/spicedarbar>
2. Using <https://www.weebly.com> : <https://a1hairstylist.weebly.com/>
3. Using <https://wordpress.com> : <https://shwetapateldm.wordpress.com/>