

## MODULE 2 Answers:

1. We can promote TOPS technologies through traditional methods like NEWS paper, hoardings, pamphlets, word of mouth publicity etc...  
And second method is digital marketing like Social Media Marketing, Email Marketing, SEO, Affiliate Marketing, YouTube marketing, Online Advertisement, WhatsApp Marketing etc...

As today's world due to increasing use of internet Digital Marketing Platforms will be the better option for TOPS TECHNOLOGIS marketing because through digital marketing platform we can reached targeted audience in a cost-effective way with measurable results.

2. Marketing activities are strategies that help a company to develop and promote its products or services to customers. This strategies help to identify the targeted audience and improve their products or services to conquered their customers' needs. It helps to achieve revenue goals, improve its brand awareness and help to increase customers as well.

Below are the marketing activities:

- Lead generation: this activity helps to capturing interest in our product or services to encourage prospective customers to make a purchase.
  - Advertising: it helps to create awareness of our products or services by using traditional as well as digital platforms.
  - Search Engine Marketing: it involves optimizing a company's website to help it rank higher in search engine results when customers search for a product or services.
  - Content marketing: it helps to creating helpful content for a company's target audience. And help to educating potential customers regarding our products or services.
3. Traffic is numbers of visitors to a website or a webpage.
  4. Choosing domain name is the first thing in any business. We should take care of the following things while selecting domain name:
    - Easy to remember
    - Use keywords
    - Keep it short
    - Easy to type
    - Target your geographical area
    - Build and protect your brand
    - Easy to search
    - Avoid numbers and hyphens

5. A landing page is standalone page that when we 'lands' on after clicking through from an Ad, email or any other website; while a Home page is designed to be main entry page appearing when user surf the website.

Every content strategy should include the use of landing pages to convert more traffic and increase conversions; while home pages usually offer a welcome to the Internet user, a text explaining the meaning of a website and a menu with links to other pages.

Landing page offers an engaging experience where he feels the user got what he wanted and once he is engaged gets him to roam around your website; while website home page design should be pleasing to the eye and create an impression and helps to increase customer base and also gain trust.

For example, if we search on Google engine Amazone.com and we landed to amazon website page it's called landing page and when Amzone website is open and we can show their products and services info mentioned it's called Home page of Amzone.

6. Here are some call-to-action which we usually see on e-commerce platform :

- Sign in
- Sign up
- Log in
- Book my demo
- Select subscription plan
- Limited edition
- Exclusive
- Don't miss out
- View offer details
- Attend free webinar
- Buy now
- Get the look
- Back in stock
- Don't miss
- Grab or gone
- Explore now
- Best picks
- Trending
- Choose the perfect look
- Watch free
- Redeem my voucher
- Buy 1 get 1 free
- Hurry, grab yourself a deal
- Subscribe now
- Get the latest update
- Download now

7. Keywords can be defined as words and phrases which are in your websites content that the user will use to search in different search engines. By using the right keywords helps to increase the traffic on our website.

Keyword add-ons are words that you add to the basic keyword to make it simpler for you to rank. For example, in current news IPL 2023 will start from tomorrow and I want to sell IPL Mumbai Indians jersey on my clothing website. It will be difficult to rank IPL jerseys but it may be easier to rank for IPL 2023 Jerseys or IPL 2023 Mumbai jerseys by adding few simple words can help to increase my rank.

8. This topic is not covered yet.

9. Crawling is the discovery process in which search engines crawl every page to find out updated new content.

While Indexing is when once it has crawled the page will index the page which allows it to remember where the content is so when a user searches for something it should know which page to show.

Web crawlers (also known as crawlers, spiders, robots)

10. Organic results are the unpaid listings that appear on a SERP based on factors valid SEO efforts, word of mouth publicity, user's search query etc. while Inorganic results are the generated through paid promotion to reach, target and engage to audience.

11. This topic is not covered yet.

12. <http://kari-world.weeblysite.com/>