

## Module – 2

## Module – 2 Assignment

**Name – Swati dangariya**

**Batch – 28june\_DM**

**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 ?**

**Ans.**

### Traditional platform

1. Newspaper and magazines
2. TV
3. Radio
4. Billboards

## Digital platform

- 1.Email
- 2.Social media
- 3.Website
4. Video streaming
- 5.Google Ads
- 6.Blog posts and e-book
- 7.Advertisement

**This platform are promote tops technologies pvt.**

1. **Social media** Imagine spending as little as 6 hours a week in order to increase your business's recognition, traffic, and sales with little to no cost. That's right! About 90% of marketers claimed that social media generated immense exposure for their company, and that's only one of its many advantages. Social networks are now a substantial part of every marketing strategy, and the benefits of using social media are so great that anyone not implementing this cost-effective resource is missing out on a phenomenal marketing opportunity. It's easy to see that social media marketing is a key element for success in marketing and many marketers realize the potential for business

growth using the platform. However, some of these professionals are unsure of which tactics to apply and if they are effective. According to Social Media Examiner, about 96% of marketers are currently participating in social media marketing, but 85% of participants aren't sure which tools are the best to use. With our help, we will diminish the confusion by thoroughly explaining the advantages of using social media to market your business. Improve the institute in **Increased Brand Awareness, More Inbound Traffic, Improve search engine rankings , Higher Conversation Rates , Better customer satisfaction , Improved Brand loyalty , Gain Marketplace insights**

## 2. Website

A good website reflects your business brand, offers high-quality content and is easy-to-navigate.

Your website is the key to a successful digital marketing strategy because all other digital marketing elements direct guests to your website, which should effectively convert guests. Elements of website design that generate conversions are using best SEO practices and tools, having a great user experience, and capitalising on the wealth of analytics websites offer.

A website without effective SEO will not organically appear in the top spots on a SERP (search engine results page), and therefore won't generate many clicks from Google, Bing, and other search engines. These clicks are critical to your digital marketing efforts because you need to drive as much traffic as possible to your site to generate direct sales.

Even the most beautiful website will be mostly ineffective without the proper use of SEO. Using keywords that guests are likely to search for and optimising your site for search engines will improve your SEO and push your website to the top of the organic listings.

While Facebook and Twitter offer limited analytics to track marketing campaigns and tweets, your website has the ability to collect comprehensive information on who your guests are, how they find your site, and what they view while on your site. This information is invaluable when trying to understand and pinpoint your guests and can be used to market your resort to a targeted, engaged population.

Websites are able to capture much more information about how guests engage with your website and brand than social media analytics. Aside from data on your guests, website analytics have the power to track marketing campaigns so you'll quickly be able to determine how successful a campaign is by using this

All platforms are better for the tops technologies pvt.ltd. in Increased his services.

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

**Ans.** Marketing activities is under the given below

- 1.Data collections.
- 2.Content creation.
- 3.Target users that abandoned your 4.shopping cart or online form.
- 5.Welcome or activation programs.
- 6.Collect reviews.
- 7.Birthdays messages.
- 8.Sales emails.
- 9.Post sales email.

**1) Data collections**

Each one of your customer segments expects a different experience with your brand. If you are creating loyal customers, one time customers, and prospects all the same way, you are probably not serving any of these groups with the exclusivity they deserve.

**2) Content creation**

Upon classifying each of your customer segments by demographics and behaviors, you will be able to create content that is relevant for each one of them.

**3) Target users that abandoned your shopping cart or online form.**

If someone has already been into your website, added products into their shopping cart or started filling out a form on your website but then left for some reason, there are good chances this person is interested in your product or service. Use an automatic re-marketing campaign to reacquire these customers before they go to a competitor.

**4) Welcome or activation programs**

Make a strong first impression. Automating welcome or activation campaigns will allow you to introduce your company better, explain how your customer can get the most out of your product or service and collect additional customer information.

**5) Collect reviews**

Collecting and analyzing your customers` feedback is essential to provide a great service. By the way, the only way to know if your customers are happy with your company is by asking them.

**6) Birthdays messages**

Buyers are people. Even companies are made of people. Interact with your customer in a personal way and let them know you care about them. A simple birthday greeting can help you to differentiate your company from your competitors.

## **7) Sales emails**

Automated sales emails are a great opportunity to educate your customers about your products and policies, offer upsells, and finish transactions in the event the customer missed any steps.

## **8) Post-sales email**

Remember to ask if your customers are happy with your product and if they can tell their friends about you. Don't miss the opportunity to retain your customers and find new ones through word of mouth and social media referrals.

## **Q-3 What is Traffic?**

**Ans.** In marketing, it's not enough to know how many people are visiting your website; you also have to know where they come from. Identifying different types of web traffic allows you to segment your audience and see which of your strategies gives you the best ROI.

Traffic generation happens in 2 ways

1) Inbound

2) Outbound

Web traffic" refers to the visits that your website receives. Not all visits are created equal. Knowing the different traffic sources that bring people to your site will help you understand how to improve it.

To properly analyze web traffic, you must be able to distinguish between the total number of visits during a given period and the number of unique visitors, since the same person may visit the site several times.

You should also take into account factors related to the quality of the visit, such as duration or number of page views.

### **1. Organic Traffic**

Organic traffic is the number of visitors who enter a website after doing a search on Google or other search engines and clicking one of the links on the results page.

This type of web traffic can account for a very significant percentage of visits in the long run. To get more organic traffic, it is necessary to apply search engine optimization (SEO) techniques.

It is often said that organic traffic is free, but this is not entirely true. Although you are not paying directly for each click, optimizing your website for SEO involves an initial investment of time and resources as well as some maintenance.

## **2. Direct Traffic**

Direct traffic includes visitors from several different origins:

People who have directly typed the URL of your website into their search bar.

People who have saved your website's URL in their favorites and have arrived through it.

In order not to lose potential direct traffic, your URLs should be clean, simple, and easy to remember. You can also invite users to bookmark your site for future visits.

## **3. Referral Traffic**

This type of web traffic refers to people entering a website by clicking on a link from another site like a blog or a forum.

Increasing referral traffic involves participating in active link-building activities, like guest blogging or submitting your site to directories. However, it's crucial to take into account Google's policies on links to avoid possible penalties.

## **4. Email Marketing**

If you're doing email marketing campaigns, you can measure their success by tracking how many visitors come to your site through your messages.

Email marketing management programs provide plenty of information about your delivery rate, opening rate, clicks on links, total clicks, unique clicks, etc.

Use email marketing automation solutions to manage the whole process more efficiently.

## **5. Social Networks**

This traffic source refers to visitors who arrive after clicking on a social media post. You can distinguish between the different social networks and you can go deeper into the data on clicks and interactions.

## **6. Paid Media**

This type of traffic refers to visitors who arrive after clicking on a pay-per-click ad on a social network.

Social media ads (for example, Facebook Ads or TikTok Ads) can effectively attract visitors to your site and give you statistics on how users behave when they arrive there. Social ad platforms also provide you with a lot of data about your campaigns, like information about demographic and user interests.

## **7. Paid Search**

This category would include users who come to your website after clicking on an ad from Google Ads or other PPC platforms.

Search engine ads are a very effective way of getting short-term traffic and an excellent complement to organic positioning or SEO strategies. To optimize results, pay close attention to keywords and location targeting.

## **8. Offline Traffic**

So far, all the types of traffic we have mentioned come from digital channels. But it's also possible that visitors have come to your website from offline sources. Some web analytics programs, such as HubSpot, allow you to identify the traffic that has reached your site through these channels.

## **9. Other Campaigns**

Finally, you may be able to identify traffic coming from web campaigns that do not exactly fit into any of the types of web traffic we've discussed so far.

To do this, we recommend creating tracking URLs to associate each campaign to a unique URL redirected to a landing page. You can do this using HubSpot. Tracking URLs allow you to filter traffic according to unique URLs and attribute it to the correct campaign.

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

**Ans.**

Choosing the right domain name for your website is crucial for your success. If you choose the wrong domain name, then it can be a hassle to switch later on without hurting your brand and search rankings.

That's why it's extremely important that you choose the best domain name from the start.

When first starting out, it can be hard to come up with catchy business name ideas with a perfect domain name.

In this article, we'll share all the tools and tips you need to get domain name ideas, choose the best domain name, and register your new domain

## **3. Use Keywords in Your Domain Name Search**

Keywords play an important role in a domain. By using keywords in your domain name, you tell the search engines what your website is about. Together with quality content and good user experience, keywords in your domain can help you rank higher in Google.

It is very hard to find a good domain with your target keywords, that's not already taken.

You will need to be creative and combine your keywords with other words to make your domain stand out.

#### **4. Keep Your Domain Name Short**

While keywords are important, don't go overboard with domain length. It's better to have a domain name that's short and memorable

We recommend keeping your domain name under 15 characters. Longer domains are harder for your users to remember.

Not to mention, users will also be more prone to entering typos with longer domain names which can lead to loss traffic.

That's why it's a good idea to keep your domain length short.

#### **5. Make Your Domain Name Easy to Pronounce and Spell**

You should be able to easily share your domain name when speaking as well as writing. You never know when you'll be asked to share your domain name in person.

If you're planning to use your domain name to create a professional business email address, then it definitely should be easy to understand and spell for any listener.

#### **6. Keep it Unique and Brandable**

Your blog domain name must be unique, so you can stand out in your readers' minds. It's smart to research other blogs in your niche and find out what domain names they're using.

Brandable domain names are unique, catchy, and memorable. For example, "Amazon.com" is a much more brandable name than "BuyBooksOnline.com."

#### **7. Avoid Hyphens in Domain Name**

Never create a domain name with hyphens. Hyphens can be a sign of spam domains which you do not want to be associated with.

Hyphenated domains are also prone to typos. If you choose a domain name with hyphens because the domain you want is already taken, then your users will likely end up at your competitor's site if they forget to type in the hyphen.

#### **8. Avoid Double Letters**

It's a good idea to avoid domains with doubled letters, because it increases your chances of losing traffic to typos. For example, a domain like Presssetup.com will be more prone to typos, and result in lost traffic.

Avoiding doubled letters will also make your domain easy to type and more brandable.

## 9. Leave Room to Expand

It's smart to choose a domain name that's related to your industry / niche because it gives users some idea of what your website is about. But you also don't want to limit your long term options too much.

For example, a florist might choose a domain name like orchidblog.com, but then they may want to start blogging about other flowers beside orchids. In that case, the domain might prevent you from attracting readers interested in other flowers.

Properly moving your site to a new domain can be a frustrating process, and it can cause you to lose search rankings if you don't do it right. That's why it is important to pick a flexible domain name from the start.

## 10. Research Your Domain Name

Before you register a domain name, try to find out if there is already a registered business using the same name.

You can perform a trademark search to see if there is already a similar or exact name already trademarked.

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

**Ans.**

It all comes down to what they're designed for. The key difference between a homepage and a landing page is focus. And the proven lift in conversions— sales, signups, leads, or whatever action you want visitors to take—that results.

Focus is why landing pages are so effective for marketing. As opposed to homepages and websites, which are designed for exploration, landing pages are customized to a specific campaign or offer and guide visitors towards a single call to action. In short, landing pages are designed for conversion.

That's because a landing page's focus applies to several elements of a visitor's experience:

As the main gateway to a website, a homepage acts as an introduction to that business's brand, product, services, values, who and what it's for, who to contact, you name it. It's meant to set a "first impression," encompass all that a company has to offer, and direct visitors to learn more throughout different sections of the site.

that customized, streamlined experience is instantly broken and puts it on you to locate the offer amongst all of the other information, links, and calls to action. That interrupted



momentum and lack of focus makes it way more likely you'll abandon the offer out of confusion, frustration, or simple distraction.

Again, there are several elements of focus that give landing pages their conversion power.

A single goal, or call to action.

Think of a web page as a bucket and the traffic you're sending to it as water. A landing page bucket has one hole drilled into the bottom, so the stream of water naturally flows through that specific hole (call to action) and can be directed to a spot you've chosen. A homepage bucket has multiple holes in the bottom and around the sides. You can choose which tap that water is sourced from—Instagram, email, a Google Ad—but once it enters the bucket, you can't choose which hole it'll flow through or where it will land.

Those extra holes are conversion “leaks.” Landing pages zero in on one chosen conversion goal, giving you more control over where traffic flows, and ultimately, where your marketing efforts and ad dollars go.

Minimal distractions.

As discussed above, what's necessary for a homepage is inherently distracting in the context of a marketing campaign. Website navigation, extra links, information unrelated to your offer, and multiple different calls to action to encourage exploration compete for attention and draw it away from your conversion goal.

You don't want to leave it up to chance that visitors will take a specific action despite all of the other options they're given. You want to guide them directly to your offer with a clutter-free page dedicated to that offer alone.

A customized experience.

One of the biggest differences between a homepage and a landing page is the ability to completely customize a visitor's experience from ad, to click-through, to conversion. So you can apply that necessary focus on a really granular level, down to the very last pixel.

Audience targeting.

That customized experience lends itself to more precise audience targeting, too. One landing page can be duplicated, tweaked, and even A/B tested to speak to different members of your audience and hone in on what's relevant to them.

For example, if you've created an ecommerce landing page promoting a sale on running shoes, that offer can be further dissected by audience segment with different landing pages for women's, men's, or children's shoes, type of running shoe, brand, or whatever your audience may be searching for. (Dynamic Text Replacement is specifically designed

to match a landing page's copy to a visitor's search query, while Smart Traffic uses AI to send people to the page that's most relevant to them based on individual attributes.)

#### Get More Conversions Using Landing Pages

Ready to power your marketing with landing pages? Choose from over 100 templates below to get started and check out these landing page best practices while you're at it.

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

**Ans.**

#### List of call-to-actions

1. Buy now
2. Complete my purchase
3. Treat yourself today
4. Grab it today
5. Try out today
6. Get the look
7. Buy now to avoid disappointment
8. Claim my exclusive offer
9. Redeem my voucher
10. Grab a huge deal with our limited time offer
11. Sign me up
12. Subscribe now
13. Join the action
14. Find out more
15. Get the latest updates
16. Download my ebook
17. Try it now
18. Buy now and enjoy
19. Save big
20. Get my discount

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

**Ans .**

Keywords (also known as "SEO keywords," "keyphrases," or "search queries") are words and phrases that users type into search engines to find information on a particular topic.

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.

Keywords are ideas and topics that define what your content is about. In terms of SEO, they're the words and phrases that searchers enter into search engines, also called "search queries." If you boil everything on your page — all the images, video, copy, etc. — down to simple words and phrases, those are your primary keywords.

As a website owner and content creator, you want the keywords on your page to be relevant to what people are searching for so they have a better chance of finding your content among the results.

### **Types of keyword**

#### **Short Tail Keywords :**

- Short Keywords that are 1-3 words.

Ex. Make money online, Lose weight

#### **Long Tail Keywords :**

- More specific keywords that are usually three words or longer.

Ex. How to make money by blogging, How to lose weight quickly

- Long tail keywords are more profitable, as you will drive more targeted.

Traffic using these keywords.

### **Using keywords on your page**

It's no good just throwing keywords on your page. Creating compelling content is about providing real value for real people, not just sending hints to our robot friends at Google.

You can also look at working your primary keyword into your URL, an H1 tag on the page, the meta description, and alt attributes of images on the page; all of these places will help clue search engines in on what your content is really about.

Using your keywords in these areas is the most basic way to target your content to searches. It's not going to immediately shoot you to the top of the results, but it is essential SEO; failing to take these basic steps can keep you from ranking by other means

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

**Ans.** Google algorithm

1. Panda
2. Panguin
3. Hummingbird

4. Mobile
5. Rankbrain
6. Madic
7. Bert
8. Core updates

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

**Ans .** There is little doubt that SEO is taking longer to deliver results than ever before (assuming you comply with Google's guidelines as we do at Totally).

At the same time however, the value of being top of organic search has never been greater, 57% of B2B marketers say that SEO generates more leads than any other marketing initiative, which is why the SEO/Search industry has grown at such a rapid rate in recent years.

As more and more websites are developed and compete for attention, search engines have had to keep up with this growth while still focusing on delivering the most relevant content for a user. As a result, it is important to have a firm grounding in how search works in order to ensure your site is as search engine friendly as possible.

**Crawling**

Crawling is the process by which search engines discover updated content on the web, such as new sites or pages, changes to existing sites, and dead links.

As a search engine's crawler moves through your site it will also detect and record any links it finds on these pages and add them to a list that will be crawled later. This is how new content is discovered.

**Indexing**

Once a search engine processes each of the pages it crawls, it compiles a massive index of all the words it sees and their location on each page. It is essentially a database of billions of web pages.

This extracted content is then stored, with the information then organised and interpreted by the search engine's algorithm to measure its importance compared to similar pages.

Servers based all around the world allow users to access these pages almost instantaneously. Storing and sorting this information requires significant space and both Microsoft and Google have over a million servers each.

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

**Ans.**

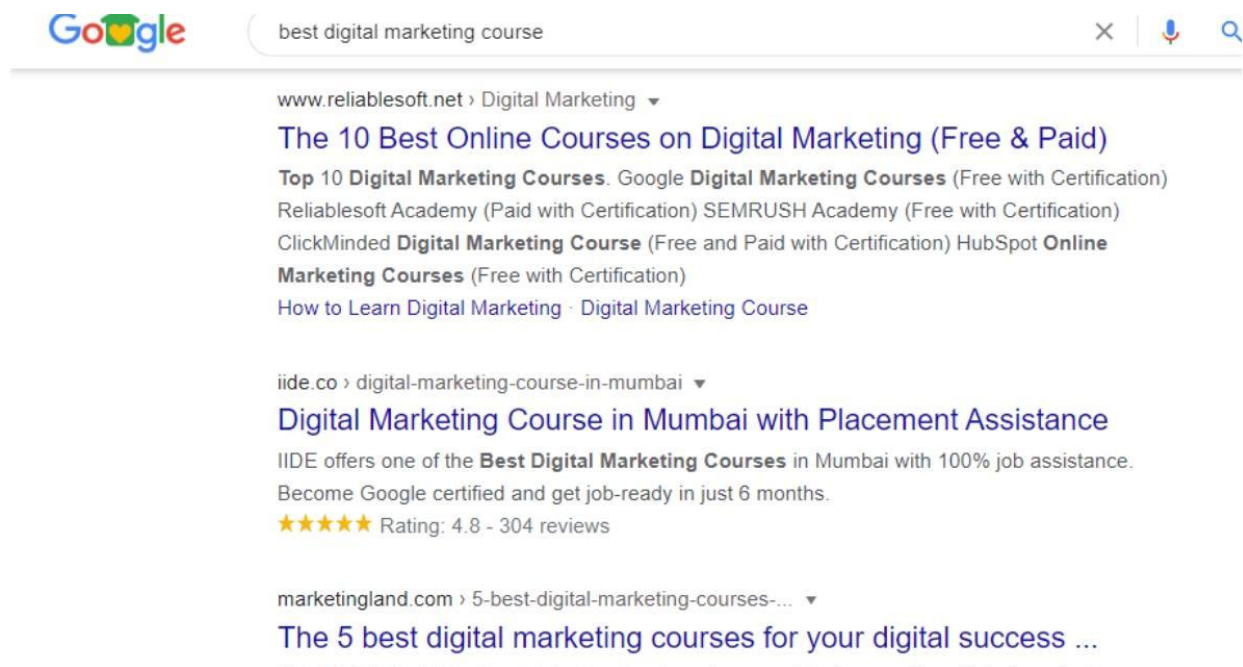
An individual uses a search engine n number of times a day. While getting results for their search, they come both Organic & In organic search results. Both of them have their own pros & cons &

are used by Advertisers as per their marketing strategy. So, let's go ahead & see what is the difference between Organic results & Inorganic results.

### **Organic Results**

Organic search results are the natural results that are found beneath the ads section of a search engine. They rank naturally as the search engines find these webpages to have the most relevant & informative content matching your search. This is the key difference between Organic Results & Inorganic Results.

It is the Search engine algorithm that decides which page shall rank for a particular



keyword/words on the basis of predefined parameters.

The search engine scans pages on the basis of the query entered by the user & then displays the pages on the basis of relevancy.

While scanning, the search engine takes into consideration many aspects of a webpage. These include Title tags, Meta description, URL, Keywords used, the content, etc.

So it is really important to optimize the web pages using SEO techniques so that Search Engines rank your page.

Nowadays, people spend a lot to hire a specialized SEO professional to rank on top in SERPs.

However, it must be noted that SEO is a long term process. It takes time to show results, at least 5-6 months of patience & consistency.

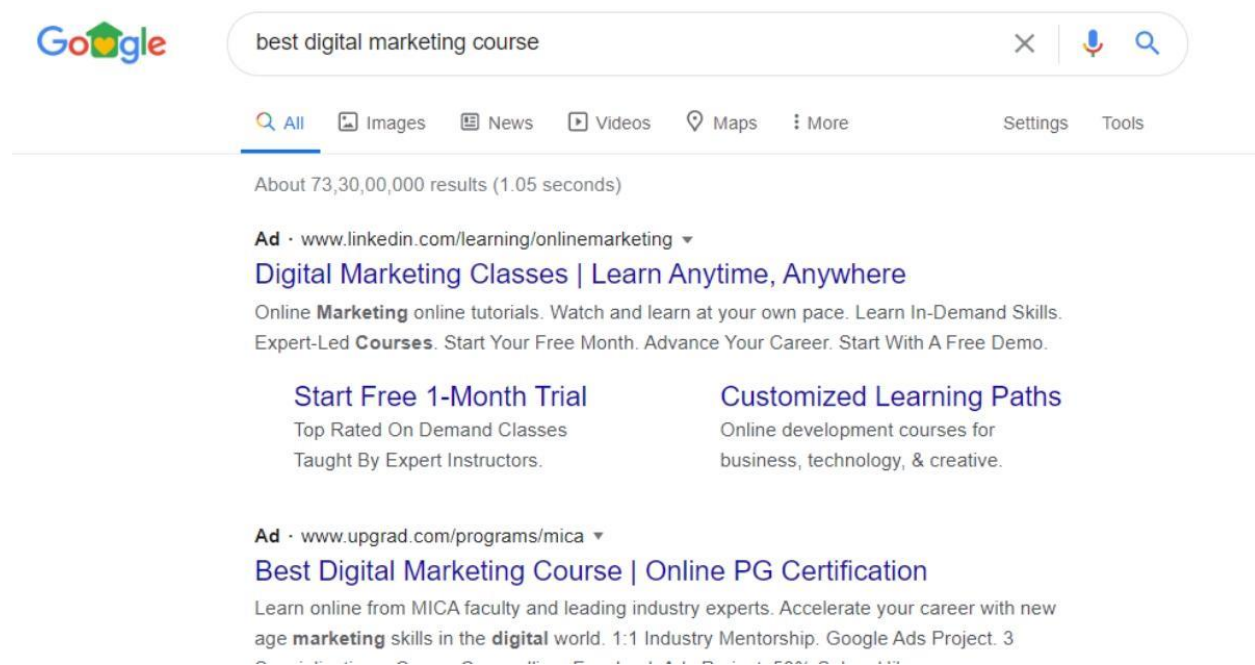
### **Inorganic Results (Paid Results)**

Inorganic results aka Paid results are paid ads that people run to get visibility & be on top of Search Engine. This is the difference between an Organic Result & Inorganic Result.

This is the fastest way to get on top of SERPs & increase traffic & conversion.

This method is also known as Search Engine Marketing(SEM). Marketers spend a lot of money to boost their web page for some specific keywords.

For ads on Google, Marketers use Google ad words, to create an ad & bid for the keywords they



wish to target.

It is easy to tell the Difference Between An Organic Result & Inorganic Results. Paid results are always on the top & have an Ad sign on the left of URL.

Even though one opts for a paid ad, Google still verifies that the Content of the Paid ad is relevant & informative enough to Rank on top of a Search Engine Ranking page.

### Organic Vs Inorganic Results

A successful Digital Marketer should know what is the difference between Organic search result & should be able to use both the techniques to his best advantages.

Organic results give long-lasting results, while Inorganic results give immediate ranking, driving huge traffic.

The biggest negative factor for Inorganic results is that the ranking goes down as soon as one opts no stop running ads.

So the trick is understanding the difference between Organic Result & Inorganic Result & blend them in such a way that it gives maximum & long term results.

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

**Ans.** <https://swatidangariya2002.wixsite.com/urban-deck/blog>

**Q.12 Create a website for the business using Wix.com / Wordpress.com / Google Sites.**

**Ans.** <https://swatidangariya2002.wixsite.com/urban-deck>