**Module – 2**

**Module – 2 Assignment**

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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.Billbords

**Digital platform**

1.Email

2.Social media

3.Website

4. Video streaming

5.Google Ads

6.Blog posts and e-book

7.Advertismemt

**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**

1. 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.

Upon collect and analyzing data from multiple marketing channels and aggregating it in one place you will be able to understand each one of your customer segments in deep and then treat them accordingly.

**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.

1. **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.

People who have clicked on a link in a non-indexed document or in an opened email using email software.

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.

1. **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.

1. **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.

To improve web traffic from email marketing, we recommend two best practices:

Make A/B tests with different versions of the same email to optimize factors such as subject, images, or the time when the emails are sent out.

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

1. **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.

1. **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.

1. **Paid Search**

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

Remember that these platforms incorporate different types of ads and locations. For example, with Google Ads you can place an ad in search results, launch a campaign on YouTube, or place banners on third-party sites, among others. In order to properly evaluate the results, you will have to distinguish between different types of campaigns.

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.

1. **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.

1. **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

1. **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**.**

1. **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.

1. **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.

1. **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.

You don’t want to accidentally use a trademark name or get accused of copying another blogger.

You can also choose to pick a domain name that’s more brandable.

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

1. **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.

1. **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.

1. **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.

1. **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:

One goal, or call to action

Minimal distractions on the page

Messaging and design matched precisely to a campaign or ad

Audience targeting

What a Homepage is For

Homepages are great for what they do, which is provide general information and encourage visitors to explore.

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.

Being tasked with that high-level introduction means a homepage must speak to the broadest audience—including those who may have never even heard of the company, let alone know what it does, and why it’s valuable. All of this makes for relatively generic messaging, multiple page goals, and a whole lotta links, buttons, and navigation for visitors to take various actions.

While that’s perfectly aligned with a homepage’s goal of exploration (go homepage!), ummm not so much for effective marketing.

Exploration = distraction. When it comes to marketing, that distraction erodes your campaign’s focus with diluted messaging, competing links, and options to stray away from a specific conversion goal. In other words, if that PPC ad for 15% off hamster bowties sends people to your homepage, the chances they’ll end up on the About Us page instead of making a purchase (and wasting ad spend) are a lot higher.

Simply put, homepages can’t do it all. Let them focus on informing and directing traffic—and landing pages focus on turning traffic into conversions.

Why Landing Pages Convert More Traffic

We’ve talked about focus being the key factor in the difference between a homepage and a landing page. But let’s go over why that focus is so important for turning traffic into sales, leads, and customers.

On average, a great headline or cool page design isn’t what makes a visitor click that “Buy Now” button. It’s the overall experience from that very first ad, email, or social media click. The more customized and, yep—focused—that experience, the more compelling it is.

Let’s go back to the hamster bowtie example (if only for the mental image). If you get an email promoting 15% off hamster bowties, your expectations are aligned with that offer. Clicking through to a landing page dedicated to that exact promotion, with a gallery of bowtie designs, and call to action to buy before the sale ends, not only meets those expectations but guides you directly to the offer you’ve already expressed interest in by clicking through in the first place. Whereas if you’re sent to the Clothe Ur Rodent homepage, 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.

Sending people to a landing page customized to match the ad, email, or social media post—with targeted messaging, cohesive design, tailored information, and that single call to action—harnesses the interest they’ve already expressed and gives them the exact experience, or better, they subconsciously expect from that initial click.

That focused, flowing experience leaves less room for pause, fewer chances for distraction, creates more opportunity to showcase your offer, and shows visitors that you respect their time and attention by giving them exactly what they want. Which adds up to a far more compelling experience overall. And bonus—the more customized and relevant your landing page is to your ad, the more Google will reward you through Quality Score and cost-per-click.

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.)

The bottom line? The difference between a homepage and a landing page comes down to focus. And that focus is what will turn more of your traffic into sales, leads, and customers.

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 us with the 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 keyboard**

**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.

There are some basic keyword usage rules you should follow to get started. Unique keywords should be employed on each page of your site in the areas that bots and humans normally look to reassure them that you have what they’re after. This includes both the title tag and the body of your content, which leads to an important point: the pitfalls of clickbait. You may believe you’re enticing more clicks by offering tantalizingly vague titles for your content, but by disguising what the page is actually about, you’re opting out of some of the power of keywords.

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.**