Module 2

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?*

TOPS Technologies Pvt. Ltd. can use both traditional (Print media, Radio, Television, Outdoor advertising) and digital (Search engine optimization (SEO), social media marketing, Pay-per-click (PPC) advertising, Content marketing) marketing platforms to promote its technical skilled and certified IT courses. However, digital marketing is likely to be a more effective platform for reaching its target audience.

Here are some reasons why:

With digital marketing, TOPS Technologies can target its ads to people who are interested in IT courses, based on their demographics, interests, and online behaviour. This means that its ads are more likely to be seen by people who are actually interested in what it has to offer. TOPS Technologies can track the results of its campaigns, such as how many people clicked on its ads, how many people visited its website, and how many people enrolled in its courses. This information can be used to optimize its campaigns and get better results. Digital marketing can be a very cost-effective way to reach a large audience. For example, TOPS Technologies can use social media platforms like Facebook and LinkedIn to promote its courses for free or at a very low cost.

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

Marketing activities are the actions that a company takes to promote its products or services to its target audience. These activities can be divided into two main categories: paid marketing and earned marketing.

- **Paid marketing** involves using paid channels to reach potential customers, such as advertising on television, radio, print, online, or social media.
- **Earned marketing** involves generating positive word-of-mouth about a company's products or services through public relations, social media, customer reviews, and other channels.

Some common marketing activities include: Advertising, Public relations, Sales promotion, Direct marketing, Social media marketing, Content marketing, Search engine optimization (SEO), Email marketing, Affiliate marketing, Word-of-mouth marketing.

Marketing activities are used to achieve a variety of goals, such as improving brand image, increasing website traffic, generating leads or user engagement. The specific goals that a company uses marketing activities to achieve will depend on the company's overall business strategy.

3. What is Traffic?

Traffic is a count of the number of visitors to a website or web page, and the metric can be further defined by its source – for example, inorganic or organic search engine traffic, campaign traffic (from digital ads, emails, social media), direct traffic (direct visits perhaps following in-store promotions).

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

There are a few things we should see while choosing a domain name for a company:

- Use a .com extension
- Keep it short and simple
- Avoid hyphens, numbers, and doubled letters
- Stay unique, specific, and on-brand
- Add keywords
- Do your research
- Consider domain extensions
- Avoid vague or generic options

5. What is the difference between a Landing page and a Homepage?

A homepage and a landing page are both web pages, but they have different purposes. **A homepage** is the main page of a website, and it typically includes information about the company or organization that owns the website, as well as links to other pages on the website. **A landing page**, on the other hand, is a page that is specifically designed to achieve a specific goal, such as generating leads, making sales, or collecting email addresses.

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

Here are some call-to-actions we use, on e-commerce websites:

- Buy now
- Add to cart
- Subscribe to our newsletter
- Sign up for a free trial
- Contact us
- Follow us on social media

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

A keyword is a word or phrase that users type into a search engine to find information. When you create a website or web page, you can use keywords to help search engines find your content. By using keywords effectively, you can help search engines find your website or web page and improve your chances of ranking high in search results.

There are a number of add-ons that you can use with keywords, some of the most popular add-ons include:

- Keywords Everywhere
- SEO Minion
- MozBar
- KeywordsFX
- Word Tune

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

There are some of the major Google algorithm updates and their effects on Google rankings:

Panda: This update was designed to target low-quality content. As a result of this update, many websites that were relying on low-quality content saw their rankings drop significantly.

Penguin: This update was designed to target websites that engaged in manipulative or spammy link building practices. This update had a significant impact on the SEO industry, as many websites that had been ranking well for years saw their rankings drop overnight.

Hummingbird: This update was designed to improve Google's understanding of the meaning of search queries. This update made it more important for websites to create high-quality content that was relevant to the searcher's intent.

RankBrain: This is a machine learning system that helps Google understand the meaning of search queries. RankBrain is constantly learning and evolving, and it can have a significant impact on website rankings.

Core Algorithm Updates: These updates are designed to improve the overall quality of Google's search results. Core algorithm updates can cause significant changes in Google rankings, so it is important to keep your website up-to-date with the latest SEO best practices.

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

Crawling and indexing are two important processes that search engines use to find and make web pages searchable.

- **Crawling** is the process of a search engine's web crawlers (also known as spiders or bots) visiting websites and downloading the pages' content. The crawlers follow the links on each page to find new pages to crawl.

- **Indexing** is the process of storing the crawled pages' content and metadata (information about the page, such as its title, keywords, and URL) in a database. This database is called the search engine's index.

Crawling and indexing are performed by search engines, content aggregators, web analytics companies, and website owners.

10. Difference between Organic and Inorganic results.

Organic and inorganic results are two types of search results that can appear when you perform a search on a search engine.

- **Organic results** are the results that appear naturally, without the website owner paying for them to be displayed. They are ranked based on a number of factors, including the quality and relevance of the content, the number of backlinks to the page, and the search engine's algorithms.
- **Inorganic results** are the results that appear because the website owner has paid for them to be displayed. They are typically displayed at the top of the search results page, above the organic results. Inorganic results are also known as paid search results or pay-per-click (PPC) results.

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

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

https://marketingmadeeasy0.wixsite.com/digitalmarketing

13. Perform Keyword Research for www.designer2developer.com

There are some Perform Keywords Research for www.designer2developer.com:

Web design, Web development, Design to development, Design handoff, Design documentation, Coding, Front-end development, Back-end development, UX design, UI design, Responsive design, WordPress, Wix, Squarespace, Bootstrap, JavaScript, HTML, CSS, PHP, MySQL, GitHub.