

Module-2 Assignment

Question-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?

Answer- Traditional platform:-

Billboards

Direct marketing

Printing

Radio Broadcasting

Digital platform:-

Google ads

Email marketing

Facebook

SEO

Linkedin

Youtube

Twitter

Question-2 What are the Marketing activities and their uses?

Answer- Marketing activities list

(1)Search engine Optimization(SEO)

(2)Search engine marketing(SME)

(3)Content marketing

(4)Influencer marketing

(5)Content automation

(6)Campaign marketing

(7)E-commerce marketing

(8)Social media optimization

(9)Social media marketing

(10)Email direct marketing

(11)Display advertising.

Question-3 What is Traffic?

Answer- In digital marketing, traffic is the number of times a website or web page is visited by users. It's a common way to measure how well a business attracts an audience online.

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

Answer- (1)Length

_____ (2)Keywords

_____ (3)Domain extension

_____ (4)Memorability

_____ (5)Availability

_____ (6)Variants

Question-5 What is the difference between a Landing page and a Home page?

Answer-Here the most common differences between a homepage and landing

page:Landing pages have no navigation -Homepages do.

Landing page traffic comes from ads- Homepage traffic comes from many sources.

Landing pages are separate from a business website- Homepages are the front page of a business website.

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

Answer- Inquiry form

_____ Buy a product

_____ Like our page

_____ Subscribe to a newsletter

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

Answer-Keyword add-ons:

(1)Price Quality-Best,Top,New,Popular

(2)Time Date-Month or Year or Date

(3)Intent-Buy sell

(4)Location-City,State,Online.

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

Answer- 1. Panda (2011)

- Focus: Content quality.
- Effect: Targeted low-quality content, including duplicate and thin content.
Websites with high-quality, unique content saw improvements in rankings, while those with poor content suffered.

2. Penguin (2012)

- Focus: Link quality.
- Effect: Aimed to reduce the effectiveness of manipulative link-building practices (like keyword stuffing). Websites with natural, relevant backlinks improved, while those with spammy links dropped in rankings.

3. Hummingbird (2013)

- Focus: Semantic search and context.
- Effect: Enhanced the understanding of search queries, focusing on the intent behind the words rather than just the keywords. Websites with well-structured, contextually relevant content gained visibility.

4. Mobilegeddon (2015)

- Focus: Mobile-friendliness.
- Effect: Prioritized mobile-friendly websites in mobile search results. Sites that were responsive and provided a good user experience on mobile saw ranking boosts, while those that were not mobile-friendly lost visibility.

5. RankBrain (2015)

- Focus: Machine learning and user intent.
- Effect: Improved how Google interprets search queries, especially long-tail keywords. This update enhanced the ranking of content that best matched user intent, even if it didn't contain exact keywords.

6. Bert (2019)

- Focus: Natural language processing.
- Effect: Helped Google better understand the nuances of language and context in search queries. Content that effectively answered complex questions or used natural language saw ranking improvements.

7. Core Web Vitals (2021)

- Focus: Page experience.
- Effect: Introduced user experience metrics (loading speed, interactivity, and visual stability) as ranking factors. Websites providing a better user experience, especially in terms of performance, benefited in search rankings.

8. Helpful Content Update (2022)

- Focus: Content usefulness.
- Effect: Aimed to promote content created for humans rather than search engines. High-quality, helpful, and informative content gained better rankings, while unhelpful content was demoted.

9. Spam Updates (Various)

- Focus: Identifying and removing spammy content.
- Effect: Regular updates aimed at combating spammy websites and tactics. Sites employing deceptive practices saw penalties, while legitimate sites benefited.

10. Product Review Updates (2021 and onwards)

- Focus: High-quality product reviews.
- Effect: Prioritized well-researched and insightful product reviews over generic content. Websites with comprehensive reviews that provide real value to users gained rankings.

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

Answer- Crawl- Search Engine primary job is to crawl every page available on the web.

Index- Once it has crawled page it 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.

Question-10 Difference between Organic and Inorganic results.

Answer-Organic marketing is traffic and brand creation sites and blogs,outbound email and newsletter marketing As the name suggests any activities performed that will result in increasing traffic and inquiries naturally using our own website,blogs,videos and newsletter,link building,keyword research.

Inorganic marketing comprises of all the activities the you will do to generate traffic using paid tools like Google Adwords,Facebook ads.

Organic Results:

- Refers to unpaid search results that are based on their relevance to the search query.
- Achieved through effective SEO strategies, such as optimizing content and building backlinks.
- Generally considered more credible by users.

Inorganic Results (Paid Results):

- Involves paid advertisements that appear on search engine results pages (SERPs).
- Examples include Google Ads, where businesses pay to have their links displayed prominently.
- Can yield immediate visibility, but may not be perceived as trustworthy as organic results.

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

Answer-

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

Answer- <https://bhudevcoolproducts.wixsite.com/bhudevcoolproducts>

Question-13 Perform Keyword Research for www.designer2developer.com