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?**

* **TREDITIONAL MARKETING :**
* Newspapers
* Billboards
* Magazines
* **DIGITAL MARKETING :**
* Social Media
* Google Ads
* Content Marketing
* Affiliate Marketing
* **Best Platform**
* Digital Marketing
* **Reason**

**Targeted advertising is a form of advertising, including online advertising, that is directed towards an audience with certain traits, based on the product or person the advertiser is promoting.**

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

* **Content Marketing:**
* Establishes authority in the industry, educates the audience, improves SEO, and attracts organic traffic.
* **Social Media Marketing**
* Increases brand awareness, fosters community engagement, drives traffic to the website, and promotes products/services.
* **Email Marketing**
* Nurtures leads, maintains customer relationships, promotes products/services, and drives sales.
* **Affiliate Marketing**
* Expands reach through affiliates who promote products/services for a commission, generates leads/sales, and increases brand exposure.

1. **What is Traffic?**

* **Website traffic** is the measure of the number of visitors to a website, including the various sources and channels through which they arrive, and their activity while on the site.

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

* Shorter domain names are easier to remember, type, and share.

1. **What is the difference between a Landing page and a Home page?**

* **Landing Page:**  A company runs a Google Ads campaign offering a free trial of their software. The ad directs users to a landing page with details about the trial, user testimonials, and a form to sign up for the free trial.
* **Home Page:** The same company’s home page provides general information about the company, links to various product offerings, blog articles, customer support, and an overall introduction to the brand.

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

* Subscribe
* Refer a Friend
* Get Offer
* Leave Feedback

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

* Branded Keywords:
* Keywords that include the brand name.
* Example: "Nike running shoes."

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

* **Panda (2011)**
* Duplicate, plagiarized or thin content; user-generated spam; keyword stuffing.
* **Penguin (2012)**
* Spammy or irrelevant links; links with over-optimized anchor text.
* **Hummingbird (2013)**
* Keyword stuffing; low-quality content.
* **Rankbrain (2015)**
* Lack of query-specific relevance; shallow content; poor UX.
* Mobile (2015)
* Lack of a mobile version of the page; poor mobile usability.
* Medic (2018)
* Lack of authority on YMYL websites; weak E-A-T Singles
* BERT (2019)
* Poorly written content; lack of focus; lack of context.
* **Core update (2017)**

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

* **CRAWLING**
* Crawling is the process of discovering new and updated pages on the web. Search engines use automated bots, often called crawlers or spiders, to systematically browse the web.
* **INDEXING**
* Indexing is the process of analyzing and storing the information gathered during crawling. The indexed data is organized so that it can be quickly retrieved during a search query.
* **GOOGLE Or Other Search Engines Are Performe Crawling & Other Search Engine**

1. **Difference between Organic and Inorganic results.**

* **Inorganic**
* Inorganic results, also known as paid results or advertisements, are listings on a SERP that appear because the website owner has paid to have their page displayed for specific keywords.
* **Organic**
* Organic results are the listings on a search engine results page (SERP) that appear because of their relevance to the search terms and the quality of their content, rather than being paid advertisements.