**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?**

* Traditional Marketing Platforms.
* Print Media
* Broadcast Media
* Outdoor Advertising
* Events and Sponsorships
* Direct Mail
* Digital Marketing Platforms.
* Social Media
* Search Engines
* Content Marketing
* Affiliate Marketing
* Best Platform for Marketing Activity.
* Targeted Advertising

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?**

Marketing activities are diverse strategies and tactics employed to promote a business, product, or service.

* **Content Marketing.**

Build brand authority and trust by providing valuable information.

* **Email Marketing.**

Keep customers informed, and promote products or services.

* **Social Media Marketing.**

Engage with customers, build brand loyalty, and drive traffic to websites.

* **Affiliate Marketing.**

Partner with affiliates to promote products in exchange for a commission.

* **Influencer Marketing.**

Leverage influencers' reach and credibility to promote products.

1. **What is traffic?**

The number of visitors who access a website or online platform, typically measured over a specific period. It includes details about where the visitors come from (sources), how they interact with the site, and their journey through different pages.

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

Ensure your domain is unique and not easily confused with other brands.

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

* Landing Page : Focuses on one specific task, like getting visitors to sign up or buy something.
* Home Page : Provides information about the whole website and company.

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

* Add to cart
* Checkout now
* Quick view
* Shop now

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

* **Keywords** are specific words or phrases that people use when searching for information, products, or services online.
* Navigational Keyword.
* Keywords used to find a specific website or page.
* Example - "Facebook login," "Amazon customer service."

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

* Panda ( Feb 24, 2011 ) Duplicate, plagiarized or thin content; user-generated spam; keyword stuffing.
* Penguin ( April 24. 2012 ) Spammy or irrelevant links; links with over-optimized anchor text.
* Hummingbird ( Aug 22, 2013 ) Keyword stuffing; low-quality content.
* Mobile ( April 21, 2015 ) Lack of a mobile version of the page; poor mobile usability.
* Rankbrain ( Oct 26, 2015 )  Lack of query-specific relevance; shallow content; poor UX.
* Medic ( May 04, 2018 ) Lack of authority on YMYL websites; weak E-A-T signals.
* Bert ( Oct 22, 2019 ) Poorly written content; lack of focus; lack of context.
* Core Update ( 2017- Present )

1. **What is the crawling & indexing process and who perform it?**

* Crawling : The process where search engine bots (also known as spiders or crawlers) navigate the web to discover new and updated pages.
* Indexing : Indexing is the organization of information that occurs after crawling which allows pages to be seen on search engines.
* Perform Of Crawling & Indexing.

First We Have Created A Website.

Than Crawler's Can Come On This Website And Scan Some ( Google Search Relevant ) Related Content.

After That Crawler Has Been Scan Any Content That Can Be Put In Indexing.

When Any User Comes To The Search Engine And Searches For Any Topic, Then The Crawlers Take The Related Information From The Indexing Center And Show It.

1. **Difference between organic and inorganic results?**

* Organic : Organic results are the listings on search engine results pages (SERPs) that appear naturally based on their relevance to the search query, as determined by the search engine’s algorithms.
* Inorganic : Inorganic results, often referred to as paid or sponsored results, are listings that appear on SERPs because the website owner paid for placement through advertising.