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 platform : -
1. Newspaper ads
2. Radio
3. Hoardings
4. Posters
5. Offline event

Digital platform : -
1. instagram
2. Facebook
3. Youtube
4. Google
5. Email marketing
6. Blogs and website content

For Tops technologies digital marketing is better because students spend more time on social media . They search for courses on google, instagram and youtube

2. What are the Marketing activities and their uses?

1. Social media marketing : To talk with people on instagram , facebook, youtube and share posts, reels,videos.

2. SEO (search engines optimization):
 rank higher on google so people can find it when they search.

3. Email marketing : send offers and updates to people by email .

4. Advertising : Running ads on tv ,radio, newspaper and social media of your product and service .

5. Influencer marketing : To promote your brand with popular creators who have an audience.

6. Content marketing : share helpful blogs, videos and tips so people trust your brand .

7. Events : To meet people directly and explain your service .

8. Whatsapp marketing : To send messages with offers, course details .

3. What is Traffic?

Traffic means the number of people who come to a website or online platform. It shows how many people are finding and visiting your content and website .

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

● Short and simple name

- Unique and easy to remember
- It should relate to the brand or company name
- Check if the same name is available on social media

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

Landing page :
- If you click on any ads , you go to the landing page .
- its use for marketing and ads .
- it focuses on action like sign up , buy now , learn more

Home page :
- If you open website name directly you go to home page
- It shows the options like services, about us , contact ,menu ,blog.
- Help people to understand the website

6. List out some call-to-actions we use, on an e-commerce website
- Buy now
- Apply now
- Add to cart
- View details
- Login to continue
- Shop now
- Sign up now
- Send whatsapp

- Book now
- Visit page
- Read more

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

People type in google when they search for something like a specific product , information and service .

Add -
ons we can use:
Best,new, top ,buy Sell
Digital marketing classes in ahmedabad
Best running shoes for women
Buy gaming laptop online

8. Difference between Organic and Inorganic results.

Organic results : Organic results are unpaid . natural listing from search engines . offering long term value.

Inorganic results : Inorganic results are paid. shown through google ads.

Results disappear when you stop paying
9.Please write some of the major algorithm updates and their effect on Google rankings.

1. Panda : - february 24 , 2011
 Hazards: Duplicate, plagiarized or thin content; user-generated spam; keyword stuffing.

 2. Penguin :- Date: April 24, 2012
Hazards: Spammy or irrelevant links; links with over-optimized anchor text

3. Hummingbird :- Date: August 22, 2013
Hazards: Keyword stuffing; low-quality content

4. Mobile :- Date: April 21, 2015
Hazards: Lack of a mobile version of the page; poor mobile usability.

5. RankBrain : - Date: October 26, 2015
Hazards: Lack of query-specific relevance; shallow content; poor UX.

6. Medic :- Date: May 4, 2018
Hazards: Lack of authority on YMYL websites; weak E-A-T signals

7. Bert :- Date: October 22, 2019
Hazards: Poorly written content; lack of focus; lack of context

8. Core Updates :- Date: 2017-present

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

Crawling : - Crawling is the process where search engines (like Google) scan web pages using bots (crawlers/spiders) to discover new or updated content.

Indexing : - Indexing is the process where Google stores and organizes the information it found during crawling.When search engine crawlers discover a page , they analyze its content and add it to a massive database called an index.

 Both crawling and indexing are done by Google's automated programs.

11. Create a blog for the latest SEO trends in the market using any blogging site
https://www.blogger.com/u/1/blog/post/edit/2910463581601448771/2129123059273420373

12. Create a website for the business using www.blogger.com / Wordpress.com / Google Sites.
    https://atozproduct2.wordpress.com/