Digital Marketing Assignments

Module -1

- Please break down the URLs listed below. (list-out Protocol, Domain, TLD)
.   https://www.flipkart.com/
    https://www.irctc.co.in/
    https://www.allegro.pl/
    https://www.johnlewispartnership.co.uk/
    https://www.uidai.gov.in/
- What is HTTPS/SSL Update?
- List out 10 famous browsers used worldwide.

Module – 2

- 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?
- What are the Marketing activities and their uses?
- What is Traffic?
- Things we should see while choosing a domain name for a company.
- What is the difference between a Landing page and a Home page?
- List out some call-to-actions we use, on an e-commerce website.
- What is the meaning, of keywords and what add-ons we can use with them?
- Please write some of the major Algorithm updates and their effect on Google rankings.
- What is the Crawling and Indexing process and who performs it?
- Difference between Organic and Inorganic results.
- Create a blog for the latest SEO trends in the market using any blogging site.
- Create a website for the business using Wix.com / Wordpress.com / Google Sites.
- Perform Keyword Research for www.designer2developer.com

Module – 3

- What are the four important <meta> tags we use in SEO?
- What is the use of open-graph tags in a website?
- What tag we will use to add an image to the website? Explain the points we should care about while adding the image to the website.
- What is the difference between NOFOLLOW and NOINDEX?
- Explain the types of queries.
- What is the importance of Site Map and Robot.txt in SEO?
- Below is the list of pages for an e-commerce site that doesn't need to be crawled by any crawler.
  - *Admin pages*
  - *Cart page*
  - *Thank-you page*
  - *Images*

  How will you achieve this?
- What are on-page and off-page optimization?
- Perform an on-page SEO using available tools for www.designer2developer.com
- Prepare complete on-page and off-page SEO audit report for www.esellerhub.com
- What are the characteristics of "bad links"?
- Perform Keyword Research then create a blog on "Importance of IT Training" and provide a link to TOPS Technologies and connect it with the webmaster and Google Analytics
- What is the use of Local SEO?

Module-4

- What are the main factors that can affect PPC bidding?
- How does a search engine calculate actual CPC?
- What is a quality score and why it is important for Ads?
- Create an ad for your website/ blog in Google Ads that display on the display network with the properly targeted audience
- Create an ad for http://esellerhub.com/ to get the maximum Clicks.
- Create an ad for http://www.designer2developer.com
  - Create an ad for the display network.
  - Choose a proper Target audience.
  - Expected conversion: need maximum user engagement within the budget.
  - Budget: 5000.

Module-5

- List out the platforms available for Social Media Marketing.
- How many types of content we can use for Social Media Marketing? Explain any three.
- Why should we use Social Media Marketing to promote our business?
- What is the relationship between SEO and Social Media Marketing
- Prepare a word file in which you should add:
  - Type of content to create on YouTube for http://www.designer2developer.com
  - Suitable topic list for http://www.designer2developer.com according to your research on Google trends
  - List out the points to include in the video
  - Suitable title and description for the video
  - Keywords to target and its placement
- What are tools we can use for Marketing on a platform like Facebook and Instagram?
- What type of traffic you will get on platform like Linked-In?
- Create social media presence (page or account) which helps your website and blog.
- Prepare an excel sheet for posts of www.esellerhub.com to publish on Facebook, Instagram and Linked In.
- What is the use of E-mail marketing?
- What goals you can achieve with the help of email marketing?
- Set-up an automation email for www.esellerhub.com abandon cart.
  - Suggest a Subject for the email.
  - Prepare an email
- Create Sign-up / Subscriber pop-up form for your blog and website using email marketing tools to collect audience data.
- What is affiliate Marketing?
- List some famous websites available for affiliate marketing.
- Which are the platforms you can use for affiliate marketing?

Module-6

- What are events in Google analytics?
- Connect your created website and blog to search console, analytics, and google tag manager and add your faculty as user with required permission in it.
- Submit the sitemap and robot.txt file in the search console for your website.
- Submit the user flow and traffic source reports for your website.
- Connect your blog to Google Analytics and study the different types of traffic on your site.
- Create a goal for your business and study reports whether it has been completed or not.
- Track the following interactions in Google tag manager for www.esellerhub.com
- Link clicks
- Page load
- Time (How long a visitor stayed on a particular page)
- Button click