

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?

- Ans:-

Traditional Platforms

- (1) Newspaper by print advertising.
- (2) Telemarketing by call to students or targeted receiver.
- (3) Hoarding advertising.

Digital platforms

Facebook

Youtube

Instagram

Now days Instagram platform can use because of mostly students and teenagers use instagram and secondary by youtube can also promote TOPS Technologies.

- What are the Marketing activities and their uses?

Ans:- Marketing is a way to promote a business and encourage customers to buy products or services.

Activities

Google–SEO, Google Ads, and YouTube marketing.

Facebook & Instagram –Social media marketing and paid ads.

LinkedIn–B2B marketing and networking.

Twitter (X) –Brand awareness and customer engagement.

YouTube –Video marketing and ads.

- What is Traffic?

Ans: Traffic is a number of visitor who are visits on website or webpage in particular time period.

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

Ans:- For choose proper domain name some important things should be remember

- (1) Domain name should be short
- (2) Meaningful and related to respective business or company.
- (3) If possible include your main keyword.

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

Ans:-

Landing page:- Landing page is a standalone web page, created specifically for a

marketing or advertising campaign.

Home page:- A home page (or homepage) is *the main web page of a website*. Usually, the home page is located at the root of the website's domain or subdomain.

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

Ans:-

- (1) Buy,
- (2) Add to cart
- (3) Order,
- (4) Shop,
- (5) Try,
- (6) Get Started,
- (7) sign up,
- (8) subscribe,
- (9) download,
- (10) learn more,
- (11) swipe up,
- (12) continue
- (13) See more.

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

Ans:- Keyword is a word that people type into search engine and find required information related to key word.

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

Mobile

Date: April 21, 2015

Hazards: Lack of a mobile version of the page; poor mobile usability

Bert

Date: October 22, 2019

Hazards: Poorly written content; lack of focus; lack of context.

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

Ans:- Crawling is the process of search engine by crawlers. Search engine scan web page content and indexing for quick retrieval and ranking webpage.

- Difference between Organic and Inorganic results.

Ans:-

Organic results:

Long-term value
High quality traffic
Cost-effective

Inorganic results:

Immediate Results
Measurable:
Cost-Involved:
Targeted Reach

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

<https://swamienergy1.blogspot.com/2025/03/tatest-seo-trends.html>

- Create a website for the business using www.blogger.com /
Wordpress.com Google Sites.