# 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) Aadd 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

I**norganic** **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](http://www.blogger.com/) / Wordpress.com Google Sites.