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?
Answer

We can promote TOPS Technologies on **traditional marketing** like TV , Radio and reach an overseas audience. Traditional marketing is effective for mass marketing. We can make ads for TOPS Technologies and run on TV and radio platforms and connect to the people who watch and listen to Radio on their daily routine. On the other hand digital marketing is the best platform to promote TOPS Technologies like instagram and facebook ADS and we can connect huge groups of people the way is not more than costly to traditional marketing And more than effective.

2. What are the Marketing activities and their uses?
Answer

Marketing activities help organizations attract and retain customers by gathering and analyzing data, creating content, and promoting their products and services.

Social media marketing A popular way to reach new and existing clients

Email marketing channel that allows businesses to offer unique benefits to loyal users

Content marketing Creating and promoting valuable content to generate leads

Market research Analyzing the current market to understand data points and make decisions about products and methodology

Promotion: Educating target audiences about products or services to brand awareness

3.What is Traffic
Answer

Digital marketing traffic is the number of people who visit a website or web page. It's a key metric that helps digital marketers understand how well their marketing efforts are working.

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

When selecting a domain name for a company, prioritize factors like: keeping it short and memorable, avoiding hyphens and numbers, using relevant keywords, ensuring easy spelling and pronunciation, aligning with your brand identity, checking availability across different extensions (.com, .net, etc.), and researching potential trademark conflicts before committing to a name.

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

Landing page and a Home page

Objective	Direct visitor to relevant content	Deliver request content
Visitor intent	Broad range	specific
Traffic sources	Varied	Specific companion
Navigation	Full range of options	none(or minimal)

Content	gory and positioning	Specific to benefit of the desired action

6.List out some call-to-actions we use, on an e-commerce website.
Answer-
Here Are some example of call -to-action
Buy now
Encourages shoppers to complete a purchase.
Add to cart
Encourages visitors to add a product to their shopping cart.
Learn more
Invites visitors to explore a brand and learn more about products or services.
Download
Can be used to increase downloads of a resource, such as a report, webinar, or ebook.

7.What is the meaning of keywords and what add-ons can we use with them?
Answer
Keyword is a word or a phrase that we can use that we can help to get information on website
Price Quality – Best, TOP, New, Popular Time Date – Month or Year or Date Intent - Buy Sell
Location – City, State, Online

8. Please write some of the major Algorithm updates and their effect on Google rankings.
Answer-
PANDA – 24 February
It's goal to reduce the number of low quality websites on SEO by filtering out thin and irrelevant
pages panda helped user find more useful content on google
Penguin- 2012 that target website using manipulative link building tactics to artificially boost
ranking purpose is to identify and penalize site with spammy or irrelevant backlinks a well as
those
Hummingbird algorithm:
A search algorithm used by Google that was introduced in 2013 to improve the search
experience:
Rank brain:
 machine learning -based search engine algorithm, the use of which was confirmed by Google
on 26 October 2015. [1] It helps Google to process search results and provide more relevant
search results for users

9. What is the Crawling and Indexing process and who performs it?
Answer-
Crawling-
Firstly crawlers scan all the webpages and then indexing stores all those websites.
It is performed by software robots called web spiders or web crawlers. Each search engine has
its web spiders to perform crawling. It is like a book that contains a copy of each web page
crawled by the spider. Thus, it collects and organizes the information from all over the internet.

10.Difference between Organic and Inorganic results.

Difference between Organic and Inorganic results

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

B[latest SEO trends you need to know](#)

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

Answer- [Wordpress](#)