Module - 2

Q-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 Platforms:-

1. News paper
2. Magazines
3. Billboards & Hoardings
4. Radio & FM Channels

Digital Platforms:-

1. Google Ads (Search & Display Network)
2. Social Media Marketing (SMM)
3. YouTube Marketing
4. SEO & Content Marketing
5. Email Marketing
6. Affiliate & Influencer Marketing

Reason :- For maximum impact, a **combination of both** traditional (seminars, workshops) and digital (SEO, social media, YouTube) should be used. However, **digital marketing should be the primary focus** for better reach, cost-effectiveness, and ROI.

Q-2 What are the Marketing activities and their uses?

Market Research – Understand customer needs and market trends.

Branding & Positioning – Build brand identity and stand out from competitors.

Advertising – Promote products/services through TV, social media, and print ads.

Content Marketing – Engage and educate customers via blogs, videos, and infographics.

Social Media Marketing (SMM) – Increase brand awareness and engagement on platforms like Facebook & Instagram.

SEO (Search Engine Optimization) – Improve website ranking and attract organic traffic.

Email Marketing – Nurture leads and promote offers through newsletters.

PPC Advertising – Drive quick traffic with paid Google and social media ads.

Event & Sponsorship Marketing – Increase brand exposure through workshops and sponsorships.

Influencer & Affiliate Marketing – Leverage influencers to expand reach and credibility.

Q-3 What is Traffic?

Traffic refers to the number of visitors to a website or online platform.

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

1. Keep It Short & Simple
2. Use Keywords
3. Avoid Numbers & Hyphens
4. Choose the Right Extension
5. Make It Brandable
6. Easy to Pronounce & Spell

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

Home Page – The main page of an e-learning website with all course options.

Landing Page – A page for a Facebook ad promoting an online course.

Q-6 List out some call-to-actions we use, on an e-commerce website.

1. buy now
2. Add to cart
3. Skhop now
4. View Details
5. Checkout
6. Apply Coupon
7. Sign up

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

Keywords are words or phrases that people type into search engines (Google, Bing) to find relevant content. They help in SEO (Search Engine Optimization) by improving website visibility and ranking.

Types of Keywords:-

1. Short tail keywords
2. Long tail keywords
3. Branded keywords
4. Information keywords

Q-8 Please write some of the major Algorithm updates and their effect on Google rankings.

Panda (2011) 🐼

- Effect: Penalized low-quality, duplicate, and thin content.

- Solution: Focus on high-quality, unique, and valuable content.

Penguin (2012) 🐧

- Effect: Targeted spammy backlinks and keyword stuffing.

- Solution: Use natural link-building strategies and avoid over-optimization.

Hummingbird (2013) 🔨

- Effect: Improved search results by understanding search intent and synonyms.

- Solution: Use natural language and long-tail keywords in content.

Q-9 What is the Crawling and Indexing process and who performs it?

Crawling is the process where search engine bots (crawlers or spiders) scan websites to discover new and updated pages.

Who Performs Crawling?
✓ Googlebot (Google)
✓ Bingbot (Bing)
✓ Baiduspider (Baidu)
✓ Yandexbot (Yandex)

Q-10 Difference between Organic and Inorganic results.

 "organic traffic" refers to website visitors who find your site through unpaid search engine results, essentially coming naturally based on your website's content quality, while "inorganic traffic" comes from paid advertising sources like Google Ads, social media ads, or other forms of paid promotion, meaning you actively pay to get those visitors to your site.

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

https://sites.google.com/view/marco-ambrosi-salon/home