

<ul style="list-style-type: none"> <li>• 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?</li> </ul>			
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- Traditional platform

Traditional platform is like holding in educational area and banners is also part of traditional marketing.

- Digital platform

Digital platform is like social media, ppc, video content , people awareness compaining.( instagram,youtube ,linkdin)

Reason

- Digital platform is much better than traditional platform because in digital platform there is more people to watch and understand what actually tops are doing.

nowdays every age off people use digital platform like instagram, youtube, facebook,linkdin etc.google is the largest and most powerful serch engine so digital platform is much batter than traditional platform.

- What are the Marketing activities and their uses?

-Marketing activities are content marketing,social media marketing,social media optimization,campaign marketing,e-commerce marketing strategies that help businesses attract customers and sell their products or services.

marketing activities are everything understanding customers needs even after the sales.

Marketing activities are useful for engaging people.

- What is Traffic?

Traffic is like at one moment more people come to see together your page or website its call to trafic.

Traffic is a key point for the success of digital marketing efforts.

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

- Most important thing is relatable to business and short name so people easily find it.

Right domain name can help your business rank higher in search engine results and will be simple for people to remember.

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

-Landing pages are separate from a business' website — Homepages are the front page of a business' website

Landing page prompt single conversion - home page promote website browsing

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

- Ecommerce calls to action engage users with products or encourage them to learn more about a brand or service.

Sign Up Now.

Add to cart

[Go to checkout](#)

Buy now

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

- Users use keywords on search engines when they are looking for something on the internet.

add-ons

price quality- best,top,new, popppular.

Time date- Month or year or date

Location- city,state,online

- Difference between Organic and Inorganic results

- organic marketing is focused on generating traffic to your site over time - inorganic marketing, uses paid methods to target, reach, engage, and convert audiences fast.

organic marketing is that users react naturally - Inorganic marketing strategies include paid search ads, paid social media ads, sponsored posts, display ads, video ads on YouTube, etc.

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

## 1. Panda

Date: February 24, 2011

Effects: Duplicate, plagiarized or thin content; user-generated spam; keyword stuffing

## 2. Penguin

Date: April 24, 2012

Effects: Spammy or irrelevant links; links with over-optimized anchor text.

### 3. Hummingbird

Date: August 22, 2013

Effects: Keyword stuffing; low-quality content.

#### 4. Mobile

Date: April 21, 2015

Effects: Lack of a mobile version of the page; poor mobile usability.

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

- Google crawls through the web pages and index the pages. When search engine crawlers visit any link is crawling and when crawlers save or index that links in search engine database is called indexing.

- Create a website for the business using [www.blogger.com](http://www.blogger.com) / Wordpress.com / Google Sites.

<https://b-d-sports.blogspot.com/>

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

[https://first-spot-update.blogspot.com/2024/11/latest-video-seo-2024\\_18.html](https://first-spot-update.blogspot.com/2024/11/latest-video-seo-2024_18.html)