

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?**

Ans: Traditional platforms

1. Newspapers , Magazines
2. Hoardings
3. Billboards
4. Radio ads
5. Pamphlets, Brochures
6. Offline workshops, webinars

Digital Platforms:

1. Instagram ads
2. LinkedIn marketing
3. WhatsApp marketing
4. Telegram communities
5. Facebook ads
6. Google ads

Reason:

Traditional Platforms: offline workshops – Seminars and hands-on training help TOPS technologies Pvt.Ltd. build trust to humans who attend seminars and student enrollments.

Digital platforms: Instagram and google ads – If we use both platforms for TOPS technologies Pvt. Ltd. that we can reach to students and campaigns.

2. What are the Marketing activities and their uses?

Ans: 1. SEO(Search Engine Optimization) – The use of seo is to improve website ranking on search engines to attract more traffic on websites.

2. Social media marketing(SMM) – The use of SMM is to promote content on social media platforms like Youtube,Instagram,Facebook,LinkedIn for more engagement.

3. Content marketing – content marketing means attracting customers through blog and videos,infographics on your website.

3. What is Traffic?

Ans: Traffic is the number of people who visit a website or web page. Traffic means attracting people through quality content. Traffic generation has 2 ways 1.Inbound traffic
2. Outbound traffic.

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

Ans: Choose a short, simple, and memorable domain that reflects your brand. Avoid numbers, hyphens, and trademark issues. Keep it flexible for future growth.

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

Ans: The landing page is designed to focus on a single specific call to actions signing up for a newsletter or making a purchase, while a homepage provides an overview of a website, generally aiming to inform visitors about the brand as a whole that landing pages are focused on conversion.

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

Ans: The call-to-action we use for e-commerce websites is amazon, myntra, shopsy, flipkart and their call-to-action like Add to Cart, Buy Now, Shop Now, Checkout, View Cart, Track Order Apply Coupons.

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

Ans: Keywords are words or phrases people search for online. They help websites rank in search results. You can use add-ons like long-tail keywords, location-based terms, questions, and action words to improve SEO.

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

Ans: Panda – Penalized low-quality content.
Penguin – Targeted spammy links.
Hummingbird – Improved search intent.
Mobile Update – Boosted mobile-friendly sites.
RankBrain – Used AI for better results.

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

Ans : Crawling is when search engines scan websites to find new or updated content. Indexing is when they store and organize that content for search results.

10. Difference between Organic and Inorganic results.

Ans: Organic results are unpaid search rankings based on SEO. Inorganic results are paid ads that appear on top.

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

Ans:<https://chauhanblog12.blogspot.com/2025/02/the-latest-seo-trends-to-watch-in-2025.html>

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

Ans:<https://chauhansblog5.wordpress.com/>