Module:-2

Que.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.1 :

Traditional Platform: Television Ads, Print Ads (Newspapers, Magazines)

Digital Platform: Google Ads (Search Engine Marketing), Social Media Ads (Facebook Ads, Instagram Ads, LinkedIn Ads), Email Marketing, Influencer Marketing.

Recommendation: Social Media Ads

Reason: Social media ads would be a better platform for promoting TOPS Technologies Pvt. Ltd. Social media platforms such as Facebook, Instagram, and LinkedIn have a massive user base and offer targeted advertising options that can effectively reach the desired audience. They offer a wider reach, cost-effectiveness, and precise targeting capabilities compared to traditional print media.

Que.2: What are the Marketing activities and their uses?

Ans.2:

Advertising: Advertising involves creating and delivering persuasive messages through various channels like TV, radio, print, online platforms, and social media. Its purpose is to raise awareness, generate interest, and drive sales.

Public Relations (PR): PR involves managing the communication and relationship between a company and the public, including media outlets. It aims to build a positive brand image, handle crisis situations, and generate favorable publicity.

Sales Promotions: Sales promotions involve short-term incentives to encourage immediate sales. Examples include discounts, coupons, contests, giveaways, and loyalty programs. They are designed to stimulate customer buying behavior and increase sales volume.

Direct Marketing: Direct marketing involves directly reaching out to potential customers through channels like email, direct mail, telemarketing, or SMS. It aims to create personalized and targeted communication to generate leads, drive sales, and build customer relationships.

Content Marketing: Content marketing involves creating and sharing valuable, relevant, and engaging content (such as blog posts, videos, infographics) to attract and retain customers. It helps to establish thought leadership, build brand authority, and nurture customer relationships.

Digital Marketing: Digital marketing encompasses various online strategies, including search engine optimization (SEO), search engine marketing (SEM), social media marketing, email

marketing, and display advertising. It leverages digital channels to reach a wider audience, drive website traffic, and generate leads.

Social Media Marketing: Social media marketing involves using social media platforms like Facebook, Instagram, Twitter, LinkedIn, and YouTube to engage with the target audience, build brand awareness, drive website traffic, and foster customer loyalty.

Event Marketing: Event marketing involves organizing or sponsoring events like conferences, trade shows, product launches, or community gatherings. It provides opportunities to showcase products/services, connect with customers, and create memorable experiences.

Influencer Marketing: Influencer marketing involves partnering with influential individuals or celebrities who have a significant online following. They promote a brand's products or services through their social media channels, blogs, or videos, aiming to leverage their credibility and reach to attract customers.

Market Research: Market research involves collecting and analyzing data to gain insights into customers, market trends, competitors, and overall industry dynamics. It helps companies make informed marketing decisions, identify opportunities, and understand customer preferences.

These are just a few examples of marketing activities, and companies often combine multiple tactics to create comprehensive marketing campaigns tailored to their specific goals and target audience.

Que.3: What is Traffic?

Ans.3:

Traffic refers to the number of visitors or users that come to a website or other online platform. In digital marketing, traffic is an important metric because it can help to measure the success of a marketing campaign or website. The more traffic a website receives, the more potential customers or clients it has, which can lead to increased sales or engagement.

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

Ans.4:

When choosing a domain name for a company, it's important to consider the following factors:

1. Branding: The domain name should be memorable and easy to spell, and it should reflect the company's brand identity.

2. Relevance: The domain name should be relevant to the company's products or services, and it should be easy to understand what the company does just by looking at the domain name.

3. Length: The domain name should be as short as possible, while still being memorable and relevant.

4. Keywords: Including relevant keywords in the domain name can help improve search engine rankings.

5. Availability: The domain name should be available for registration, and it should not infringe on any existing trademarks or copyrights.

6. Extension: The domain name extension should be appropriate for the company's location and target audience. For example, a .com extension is generally preferred for businesses targeting a global audience.

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

Ans.5:

Landing page	Home page
A landing page, on the other hand, is a standalone page that is designed to capture leads or convert visitors into customers. Unlike a home page, a landing page has a specific goal or call-to-action (CTA), such as filling out a form, making a purchase, or signing up for a newsletter. A landing page is often used in digital marketing campaigns to drive traffic to a specific offer or product.	A home page is the main page of a website that serves as an entry point for visitors to the site. It typically provides an overview of the site's content and navigation options to help users find what they're looking for.

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

Ans.6:

Buy Now	Learn More
Add to Cart	Sign Up
Shop Now	Subscibe
Get Started	join Now
View Product	Request a Quote
Learn More	Book Now
Add to Wishlist	Compare products
Explore deals	Get Exclusive Offers
Shop sale	Limited Time offer
See All products	Find Your Perfect Fit

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

Ans.7:

Keywords are the words or phrases that people use to search for information online. In digital marketing, keywords are an important part of search engine optimization (SEO) because they help to determine which websites and pages appear in search results for a particular query. There are several add-ons that can be used with keywords to help with SEO, including.

1. Keyword research tools: These tools help you find the best keywords to target based on factors like search volume, competition, and relevance.

2. Keyword density checker: This tool helps you ensure that your content has the right balance of keywords and other content to rank well in search results.

3. Keyword tracking tools: These tools help you monitor your keyword rankings over time and track changes in search engine algorithms.

4. Long-tail keywords: These are longer, more specific keyword phrases that can help you target niche audiences and improve your SEO.

5. Negative keywords: These are keywords that you want to exclude from your campaigns or content because they are not relevant to your target audience.

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

Ans.8:

There have been many Google algorithm updates over the years. Some of the most significant ones include:

1. Panda: This update focused on content quality and penalized sites with low-quality or duplicate content. It was first released in 2011.

2. Penguin: This update targeted sites with spammy backlinks and over-optimized anchor text. It was first released in 2012.

3. Hummingbird: This update introduced a new algorithm to better understand search queries and provide more relevant results. It was first released in 2013.

4. Pigeon: This update improved local search results and focused on providing more accurate and relevant local results. It was first released in 2014.

5. Mobilegeddon: This update penalized sites that were not mobile-friendly and prioritized sites that were optimized for mobile devices. It was first released in 2015.

The effects of these updates on Google rankings varied depending on the specific site and its content. However, in general, the updates aimed to improve the quality and relevance of search results, so sites that followed best practices and provided high-quality content tended to see positive effects on their rankings.

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

Ans.9:

1. Crawling: Search engines use automated programs called "spiders" or "bots" to crawl the web and find new pages. These bots follow links from one page to another and collect information about each page they visit.

2. Indexing: Once a page has been crawled, the search engine adds it to its index. The index is like a giant database of all the pages the search engine has found. It contains information about each page's content, structure, and other relevant data.

Search engines perform the crawling and indexing process. When a user enters a search query, the search engine uses its index to find relevant pages and rank them based on a variety of factors.

It's worth noting that search engines don't crawl and index every page on the web. They prioritize pages that are popular, high-quality, and relevant to users' search queries. Additionally, some pages may be excluded from search results if they're blocked by a website's robots.txt file or if they contain content that violates the search engine's guidelines.

Que.10: Difference between Organic and Inorganic results.

Ans.10:

Organic Result	Inorganic Result
Organic search results are the listings on search engine results pages (SERPs) that appear based on their relevance to the search terms entered by the user. They are determined by the search engine's algorithm and are not influenced by paid advertising. Organic results are displayed in the main body of the search engine results page.	Inorganic search results, on the other hand, are the listings on SERPs that appear due to paid advertising. They are displayed at the top or bottom of the search engine results page and are labeled as ads. Inorganic results are displayed based on the advertiser's bid for the specific keyword and are not influenced by the search engine's algorithm.

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

Ans.11: https://denisha18.wordpress.com/

Que.12: Create a website for the business using Wix.com / Wordpress.com / Google Sites.

Ans.12: https://denishadaslani19.wixsite.com/glowsx

Que.13: Perform Keyword Research for www.designer2developer.com

Ans.13:

Number	Keywords	Volume	KD
1	Digital marketing services	14000	61
2	Mobile app development services	2200	61
3	Software development services	1900	53
4	Web app development	1800	29
5	Custom software development services	1600	66
6	Web app development company	800	44
7	Web app development services	600	28
8	Best digital marketing services	500	51
9	Custom Web app development services	250	16
10	digital marketing services company	250	60

INDIA :

Number	Keywords	Volume	KD
1	digital marketing services	12000	63
2	Mobile app development services	1400	47
3	Software development services	1100	44
4	web app development	1000	19
5	digital marketing services india	600	28
6	Custom software development services	500	42
7	best digital marketing services	450	50
8	web app development company	400	36
9	digital marketing services company	300	64
10	Web app development services	250	35
11	Mobile app development services india	150	38
12	Software development services company	100	47
13	Custom mobile app development services	100	26
14	Custom web app development services	100	30
15	Web and mobile app development services	60	42