Dhruvi Jain Module 2 Assignment

Traditional & Digital Platforms to Promote TOPS Technologies Pvt. Ltd.

Traditional Platforms:

- Newspaper Advertisements
- Radio
- Television Ads
- Billboards and Hoardings
- Flyers and Pamphlets
- College Seminars & Educational Events
- Magazines

Digital Platforms**:**

- Google Ads (Search & Display)
- Social Media (Facebook, Instagram, LinkedIn, YouTube)
- Email Marketing
- SEO (Search Engine Optimization)
- YouTube & Video Marketing
- WhatsApp & Telegram Broadcast
- Blogging & Content Marketing

Digital Platforms are better because:

- You can reach the exact audience (students, job seekers).
- You get faster results and real-time performance tracking.
- It's cost-effective compared to TV or newspaper.

Marketing Activities and Their Uses

SEO(Search Engine Optimization)
Helps your website rank on Google and get free traffic.

Social Media Marketing
Creates brand awareness and builds a student   .
community

Email Marketing
Keeps students updated with offers and new batches.

PPC Ads
Instant results via paid ads on Google/Facebook.

Content Marketing
Sharing useful blogs, videos, etc., to educate students.

What is Traffic?

- Traffic means the number of visitors coming to a website. It shows how many people are interested in the company or services.
- Higher traffic increases the chance of getting more leads and admissions.

There are various types of Traffic:-

- Organic Traffic: Comes from search engines without paying.
- Paid Traffic: Comes from Google or social media ads.
- Referral Traffic: Comes from other websites that link to you.
- Social Traffic: Comes from platforms like Facebook, Instagram, or LinkedIn.
- Direct Traffic: Comes when users type the website address directly.

Things to Check While Choosing a Domain Name

- It should be easy to remember and spell.
- The name should relate to the business
- Avoid using numbers, symbols, or hyphens.
- Choose a suitable domain extension like .com, .in, or .edu.
- Make sure the name is available and not used by someone else.
- It should be short, unique, and look professional.

Difference Between Landing Page and Home Page

Landing Page	Home Page
Focused on a single goal, like getting leads or sales	Introduces the entire website and brand to the visitors.
Visitors coming from ads, email campaigns, or promotions.	Anyone visiting the website directly or through search engines
Talks about one product, course, or offer only.	Covers all services, products, and important links.
Has one strong CTA (e.g., "Join Now", "Get a Free Demo").	May have multiple CTAs like "Contact Us", "Explore Courses"
Created for specific campaigns (e.g., Facebook Ad users).	Designed for all types of visitors

Call-To-Actions

- Add to Cart
- Buy Now
- Book a Free Demo
- Download Brochure
- Sign Up Today

- Start Free Trial
- Join Course
- Call Now
- Chat with Us
- Apply Coupon

What Are Keywords and Add-ons You Can Use?

- Keywords are words or phrases that users search on Google. Example: "Best digital marketing course in Ahmedabad"
- Using the right keywords helps improve ranking and attract relevant users.

Add-ons with Keywords:

- Long-Tail Keywords: More specific searches like "best Java course online for beginners".
- LSI Keywords: Related words Google understands (e.g., "coding classes" for "programming courses").
- Location-Based Keywords: Like "Python classes in Surat".
- Negative Keywords: Used in paid ads to stop irrelevant traffic.
- Modifiers: Use words like best, top, affordable, or certified to attract interest.

Major Google Algorithm Updates and Their Effect

- Panda -> Removes websites with low-quality or copied content.
- Penguin-> Punishes websites with spammy backlinks.
- Hummingbird-> Helps Google understand the user's search intent better.
- RankBrain->Uses AI to improve search result accuracy.
- BERT Update-> Understands natural language and complex queries better.
- Helpful Content Update->Promotes original, user-friendly content and demotes AI-written or copied content.
- Mobilegeddon-> Boosted rankings of mobile-friendly websites and penalized those that weren't.
- Medic-> Focused on health and finance sites, rewarding expert and trustworthy content (E-E-A-T).

What is Crawling and Indexing? Who Does It?

- Crawling: When search engine bots (like Googlebot) visit your website and scan the content.
- Indexing: After crawling, Google stores that page in its database to show it in search results.This process is done by bots like Googlebot, Bingbot, and Yahoo's Slurp Bot.
- Without crawling and indexing, your website won't appear in Google results.

Difference Between Organic and Inorganic Results

Organic Results:

- Appear naturally based on SEO and good content.

- You don't have to pay for clicks.
- Trusted more by users.
- Takes time to build but gives long-term traffic.

Inorganic (Paid) Results:

- Appear because of ads on Google or social media.
- You pay per click or impression.
- Shown instantly after launching ads.
- Marked as "Sponsored" or "Ad".

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

https://www.blogger.com/u/1/blog/post/edit/7525027589491917449/1129234633720332987

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

https://gofashion55.wordpress.com/