# **Module– 2**

# **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?**

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| --- | --- |
| Traditional Marketing | Digital Marketing |
| Tv.,Newspaper,templates,magazines, hoardings,etc | Internet,social media,google,etc |
| Digital Platforms are better for marketing activities as it faster way to reach to the customers.Save costing,time,quick publicity | |

1. **What are the Marketing activities and their uses?**

* **Search Engine Optimization**(SEO)is the process of making our website pages better for search engine ,so that it can rank higher.
* **Search Engine marketing** (SEM) is inorganic(paid) based. It gives instant result.
* **Content Marketing** is the process of creating relevant content & distribute that through different channels/platforms & that should be in consistent manner.
* **Content automation** helps to optimize the content creation process with minimal human inputs.
* **E-commerce Marketing** is a way to promote a business to sell products online.
* **Campaign Marketing** is the efforts that helps us to sell our products,services or brand to achieve goals.It helps to increase brand awareness.
* **Social Media Optimization** is used to build our business by putting the content on LinkedIn,Instagram,facebook,etc.
* **Social Media Marketing** is the use of social media channels/platforms to promote our business or product.
* **E-mail directing** : advertise done through mails.
* **Display Advertise** : advertise done through hoardings,banners,templates,sms,etc.

1. **What is Traffic ?**

* The number of visitors or audience visit to our website or web page.It results in the increase of number of sales.

1. T**hings we should see while choosing domain name for a company ?**

* The domain name should be related to the product that we are going to sell. It should be catchy or memorable. Keywords should be related to the product & it should be ease to use.

1. **What is the difference between landing page & a Home page ?**

* Home page is the main page which provide us the overview of the company & landing page also called consideration focused in converting visitors into customers.

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

* Buy now, learn more, add to cart , parade of deal, restock & refresh, sign up,sign in,etc.

1. **What is the meaning of keywords & what add-ons we can use with them ?**

* Keywords are the words or phrases used by the customers when they search for particular information or product . For eg : latest updates, buy shares s,kids trending footwear ,etc.
* Keyword add-ons : price ,quality ,time & date ,intent to buy or sell,& location

Eg: Best, new, top ,date ,month ,year ,city ,state ,online

1. **Please write some of the algorithm updates & their effects on google rankings**.

* **Panda** – Feb 24,2011. It is assigns to improve quality score of web pages.Dublicate or plagerised
* **Penguin** – April 24,2012 reduce web spam & encourage high quality content.
* **Humming bird**- August 22,2013 its helps google to show the exact result that matches the searchers intent.
* **Mobile** – April 21,2015 it has shifted the focus from desktop to mobile version.
* **Rank brain** – October 26,2015 it helps google to understand the meaning behind the servers search & shows the best matching results.
* **Medic** – May 4,2018 it targeted the website in your money your life & healthcare.its purpose was to improve the Experience,Expertise,Authority & Trust (E-E-A-T)that can affects a person’s well being & happiness.
* **Bert**- October 22,2019 Poorly written content
* **Core Updates** : 2017 present.

1. **What is crawling & indexing process & who performs it ?**

* Crawling is the process to collect the information from world wide data & send it to local server i.e.hard disk.
* Indexing is the process of catogerizing information from local server. Eg: if we search for black dress, the we get only black dresses in SERP. It was performed by google.

1. **Difference between Organic & Inorganic results**.

* Organic provides long lasting results as it is free whereas inorganic provides fast results as it paid.
* Organic shows unpaid ranking in search results whereas inorganic shows paid ranking in search results.

1. Perform keyword research for [www.designer2developer.com](http://www.designer2developer.com).

Targeted keywords:

* iot app development 100 – 1K Low
* custom web application developers 10 – 100k Low
* app creation software 100 – 1K Low

Secondary keywords:

* leadership and team development  10 – 100k Low(in services)
* create an app for your business 100-1k Low

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

<https://www.blogger.com/u/1/blog/post/edit/2482198727725796991/784183751342876475>