

# Module-2

## QUESTION-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?

### Answer-1

#### **Traditional platforms:**

1. Print advertisements in newspapers and magazines
2. Television commercials
3. Radio advertising
4. Billboards and outdoor signage
5. Direct mail campaigns
6. Trade shows and events
7. Sponsorship of local events or sports teams

#### **Digital platforms:**

1. Social media marketing (Facebook, Instagram, Twitter, LinkedIn)
2. Email marketing campaigns
3. Search engine optimization (SEO) for website ranking
4. Pay-per-click (PPC) advertising
5. Display advertising on websites and apps
6. Influencer partnerships and collaborations
7. Content marketing through blog posts and videos
8. Mobile marketing strategies such as SMS campaigns or mobile apps.

#### **Suggestion:**

1. In today's world the best platform for Marketing activity is DIGITAL MARKETING PLATFORMS because the reason behind this is that the people are nowadays more active in digital devices.
2. Cost of marketing gets reduced.
3. Higher engagement of customers and TOPS TECHNOLOGIES will be conducted.
4. Publicity will be quicker.
5. Results will be real time.
6. Analytics will be easy.

7.Targeted Audience will be easily found.

8.Exposure will be higher.

## **QUESTION-2**

What are the Marketing activities and their uses?

## **ANSWER-2**

Marketing is the action or business of promoting and selling products or services, including market research and advertising.

Marketing is based on thinking about the business in terms of customer needs and their satisfaction.

In other words, marketing has less to do with getting customers to pay for your product as it does developing a demand for that product and fulfilling the customer's needs.

### USES OF MARKETING ACTIVITIES:

Marketing activities can be used for various purposes, including:

1. Creating brand awareness and visibility
2. Generating leads and increasing sales
3. Building customer loyalty and retention
4. Educating customers about products or services
5. Differentiating a company from its competitors
6. Establishing a strong online presence
7. Targeting specific customer segments
8. Launching new products or services
9. Building relationships with influencers and partners
10. Monitoring and optimizing campaign performance.

Overall, marketing activities are crucial for promoting a business, driving growth, and achieving business objectives.

## **QUESTION-3**

What is Traffic?

## **ANSWER-3**

Traffic refers to the flow of data transmitted over the internet or other digital networks. This data can include website visits, file downloads, emails, social media interactions, and other online activities. Digital traffic is typically measured and monitored to analyze website

performance, user behavior, and overall online engagement. It is an important metric for tracking the success of online marketing campaigns, optimizing website design, and ensuring optimal user experience.

Traffic generation happens in 2 ways:

**1. INBOUND/ORGANIC TRAFFIC:**

Organic traffic means creating quality content that brings people to your doors, the goal is to create such compelling content that user is attracted towards you and stays with you.

**2. OUTBOUND/INORGANIC TRAFFIC:**

Inorganic traffic means using mostly the paid channels to draw attention to your brand you are creating advertisements, sms or e-mail blasts informing them about your existence.

**QUESTION-4**

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

**ANSWER-4**

We can have our company name for our marketing materials and visiting cards but for better search rankings we can find a domain name that has our keywords in the domain name.

In case our domain name doesn't have keywords in our co name then we can take 2 domains 1 with our co name and another with the keywords. so the keyword friendly name should be selected.

**QUESTION-5**

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

**ANSWER-5**

A landing page is a standalone web page created specifically for a marketing or advertising campaign. It is designed with a singular focus - to guide the user towards a specific action, such as making a purchase or signing up for a newsletter.

On the other hand, a home page is the main page of a website that serves as the entry point for users. It typically provides an overview of the website's content and navigation options to help users explore further. Homepages are more general in nature and are not designed for a specific marketing or advertising campaign.

In summary, the main difference between a landing page and a home page is their purpose and focus. Landing pages are created for specific marketing campaigns, while home pages serve as the main hub of a website.

### **QUESTION-6**

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

### **ANSWER-6**

1. Buy now
2. Shop now
3. Add to cart
4. Get started
5. Read more
6. Sign up for our newsletter
7. Book now
8. Get exclusive access
9. Save now
10. Shop the sale
11. Learn more
12. Contact us
13. Follow us on social media
14. Explore our products
15. Join our loyalty program.

### **QUESTION-7**

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

### **ANSWER-7**

Keywords are specific words or phrases that are used in online content to help search engines understand and categorize the content. By using relevant keywords in your content, you can improve your search engine ranking and drive more organic traffic to your website.

There are several add-ons or tools that you can use with keywords to enhance your SEO efforts:

- 1.Price Quality-Best ,Top ,New ,Popular.
- 2.Time Date-Month or Year or Date.
- 3.Intent-Buy Sell.
- 4.Location-City,State,Online.

### **QUESTION-8**

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

### **ANSWER-8**

1. Google Panda: Panda update was designed to target websites with poor quality content, thin content, duplicate content, and keyword stuffing. The sites affected by this update saw a significant drop in their rankings.
2. Google Penguin: Penguin update targeted websites that were using manipulating techniques such as buying links or keyword stuffing. Websites that were found violating Google's guidelines were penalized and saw a drop in their rankings.
3. Google Hummingbird: Hummingbird update focused on understanding user intent and providing more relevant search results. Websites that focused on high-quality, informative content saw an increase in rankings as a result of this update.
4. Google RankBrain: RankBrain is a machine-learning algorithm that helps Google better understand the context of search queries. Websites that had relevant and well-structured content benefited from this update and saw an increase in rankings.
5. Google Mobilegeddon: Mobilegeddon was an update that gave preference to mobile-friendly websites in mobile search results. Websites that were not mobile-friendly saw a decrease in rankings on mobile search results.
6. Google Medic: The Medic update targeted health and medical websites. Websites in the health and medical space that lacked authority, trustworthiness, and expertise saw a decrease in rankings after this update.
7. Google BERT: BERT is a natural language processing algorithm that helps Google better understand the context of search queries. Websites that focused on providing relevant, conversational content saw an increase in rankings as a result of this update.

## **QUESTION-9**

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

## **ANSWER-9**

### **1. CRAWLING:**

It is performed by software robots called web-spiders or web-crawlers. Each has its web spiders to perform crawling.

In this step, the spiders visit websites or web pages and read them and follow the links to other web pages of the site.

Thus by crawling, they can find out what is published on the world wide web.

It also revisits the previous sites to check for the changes or updates in the web pages. If changes are found, it makes a copy of the changes to update the index.

## **2.INDEXING:**

It involves building an index after crawling all websites or webpages found on the world wide web.

An index of the crawled sites is made based on the type and quality of information provided by them and stored in huge storage facilities.

It is like a book that contains copy of each each web pages crawled by the spider.thus, it collects and organizes the informations from all over the internet.

Algorithms-Each of the search engines have diffrent algorithms on what search reasult will be shown.

Rankings-Each search engine ranks the page it has indexed just because one of your pages has the most relavent content doesn't mean your whole site will be ranked #1. Most users get attracted to the top 3 searche results the game is in getting your product or service in the top 3 results of the search result.

### **QUESTION-10**

Difference between Organic and Inorganic results.

### **ANSWER-10**

Organic results refer to the natural search results that appear on search engine results pages (SERPs) based on relevance to the user's search query and other factors determined by the search engine's algorithm. These results are not influenced by paid advertising and are determined solely by the search engine's algorithm.

Inorganic results, on the other hand, refer to paid search results that appear on SERPs as a result of paid advertising campaigns. These results are typically labeled as ads and appear at the top or bottom of the search results page, separate from the organic results.

Overall, the main difference between organic and inorganic results is that organic results are determined by the search engine's algorithm and are not influenced by paid advertising, while inorganic results are paid advertisements that appear on SERPs.

