MODULE – 2

Q – 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: Newspapers, Magazines, Pamphlets, Billboards, TV, Radio.
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- Digital Platforms:Google Ads, Facebook, Instagram, LinkedIn, YouTube, Company Website, SEO.

- Better Platform: Digital marketing is better because it is cost-effective, allows targeted marketing, provides measurable results, and reaches a wider audience (especially students looking for IT courses).

Q – 2. What are the Marketing activities and their uses?

ANS –

- Advertising: To promote products/services.

- Sales Promotion: Discounts, offers to increase sales.

- Public Relations: Build company reputation.

- Direct Marketing: Personalized communication with customers.

- Digital Marketing: Online promotion, SEO, social media.

- Market Research: Understand customer needs and trends.

Q – 3. What is Traffic?

ANS –

- Inbound (also called Organic Traffic) means creating quality content that brings peoples to your doors, the goal is to create such compelling content the user is attracted towards you and stays with you

- Outbound (also called Inorganic Traffic) means using mostly the paid channels to draw attention to your brand you are creating advertisements, sms or email blasts informing them about your existence.

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

ANS –

- A unique name that identifies a website on the internet. •
- Example: www.tops-int.com
- Includes a Top-Level Domain (TLD) (e.g., .com in the example).
- TLD is the domain extension (e.g., .com, .in, .edu, .org)

`https://www.flipkart.com/`

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

ANS –

- Landing Page: Web page that visitors arrive at after they click the link on SERP. • It can be the first of the website or from one of the natural results from the search query. • Main Purpose is to increase the user interaction within website

- Home Page: A homepage is the main or introductory page of a website. It serves as the starting point for visitors and provides navigation to other sections of the site. Home Page

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

ANS –

- Buy Now

- Add to Cart

- Sign Up / Register

- Subscribe to Newsletter

- Download Now

- Contact Us / Get a Quote

➔ Example Business Models: • E-commerce Model – Selling products online (e.g., Amazon, Flipkart).

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

ANS –

Keywords: Words/phrases that users type in search engines to find content.

Add-ons:

- Long-tail keywords

- Negative keywords

- Location-based keywords

- LSI (Latent Semantic Indexing) keywords

Q – 8. What is the Crawling and Indexing process and who performs it?

ANS –

- Crawling: Search engine bots (like Googlebot) scan websites to discover new and updated pages.

- Indexing: Storing and organizing web pages in the search engine database so they can appear in search results.

- Performed by: Search engine crawlers (bots).

Q – 9. Difference between Organic and Inorganic results.

ANS –

Feature	Organic traffic	Inorganic traffic

Definition	Visitors come naturally through search engines.	Visitors come through paid advertisements.
Cost	Free (No direct cost, but requires time & effort).	Paid (Requires money for ads, cost per click).
Time to See Results	Slow (Takes time to build ranking and traffic).	Fast (Instant traffic as soon as ads run).
Long-Term Benefits	Long-lasting and sustainable.	Short-term, stops when ads stop.
Source	Search engines (Google, Bing), backlinks, social media.	Google Ads, Facebook Ads, Instagram Ads, Sponsored posts.
Trust Factor	More trust and credibility.	Less trust compared to organic results.
Example	Someone searches "best laptop under 50,000" and clicks your site.	You run a Google Ad for "best laptop under 50,000" and people click it.

Q – 10. Create a blog for the latest SEO trends in the market using any blogging site.

ANS –

- https://patolabyravi09.wixsite.com/mysite
- https://patolabyravi.weebly.com/contact.html