ANSWER 6:

Here are some common call-to-action (CTA) examples that are commonly used on e-commerce websites.

- **SHOP NOW:** Encourage visitors to start browsing and shopping for products immediately.

- **ADD TO CART:** Prompts users to add a product to their shopping cart for eventual purchase.

- **BUY NOW:** Directly encourage users to make a purchase without adding items to the cart first.

- **SIGN UP:** Prompts visitors to create an account on the e-commerce platform, which can lead to personalized recommendations and a smoother checkout process.

- **SUBSCRIBE:** Invites users to subscribe to newsletters or email updates for promotions, new arrivals, or other relevant information.

- **ADD TO WISHLIST:** Allows users to save products they're interested in for future reference or potential purchase.

- **TRACK ORDER:** For returning customers, prompts them to track the status of their existing order.

- **APPLY NOW:** Used for special offers, discounts, or financing options where users can apply for credit or other benefits.

- **SHARE:** Encourages users to share a product or their shopping experience on social media platforms.

- **CONTACT US:** Directs users to get in touch with customers support for inquiries or assistance.

These CTAs are strategically placed throughout an e-commerce website to guide users towards specific actions and improving the user experience.

ANSWER 7:

Keywords can be defined as words and phrases which are in your websites content that the user will use to search in different search engines. Knowing the different keywords that your potential customers will search with will result in increasing the traffic multifold. Having your main page with certain keywords and the allied blogs/ articles/ supporting pages with other keywords which link to the main keyword page.

KEYWORD ADD-ONS:

- Price Quality – Best, TOP, New, Popular
- Time Date – Month or Year or Date
- Intent - Buy Sell
- Location – City, State, Online

Keyword Add-ons are words that you add to the basic keyword to make it simpler for you to rank. Example of how add-ons work. If I am selling IPL (Indian Premier League) Cricket Memorabilia and want to rank for it It will be difficult for me to rank for IPL Jerseys but slightly easier to rank for IPL 2015 jerseys or IPL Pune Jerseys or Cheap IPL jerseys. As you can see from the example by adding a few relevant add-ons I might make my target keywords easier to rank for. There are a lot of keyword tools that are available that can help you find add ons to your keywords. Some are paid and some are free you can select whatever you are comfortable with. Ubersuggest.com is a favorite and common among a lot of professionals it gives you results based on Google Autocomplete.

ANSWER 8:

Here are a few notable algorithm updates and their effects:

(1) GOOGLE PANDA [2011]:
- Effect: Google panda focused on identifying and penalizing low quality and thin content websites. It targeted sites with duplicate, low value or shallow content.

(2) GOOGLE PENGUIN [2012]:
- Effect: Google penguin aimed to combat manipulative link building practices and penalized websites with spam and unnatural backlist profiles.

(3) GOOGLE HUMMINGBIRD [2013]:
- Effects: Google hummingbird marked a shift towards understanding the intent behind search queries and focused on providing more relevant results based on user intent.

(4) GOOGLE MOBILE [2015]:
- Effects: This update emphasized the importance of mobile friendly designed and usability for websites, especially for mobile search rankings.

(5)   GOOGLE RANKBRAIN [2015]:
- Effects: Rank-Brain introduced machine learning to Google's algorithm, helping it better understand ambiguous and complex search queries.

(6)   GOOGLE FRED [2017]:
- Effects: Google Fred targeted websites with low-quality and ad-heavy content, impacting user experience negatively.

(7)   GOOGLE BERT [2019]:
- Effects: BERT (Bidirectional Encoder Representations from Transformers) improved Google's understanding of context and nuances of search queries.

(8)   GOOGLE CORE UPDATES [2017-PRESENT]:
- Effects: These broad update aims to improve overall search quality, and their effects can be diverse, impacting various aspects of search rankings.

ANSWER 9:

CRAWLING

Crawling refers to the automated process of discovering and fetching web pages from the internet. It's like a virtual "spider" that navigates through the web by following links from one page to another. The purpose of crawling is to gather information about web pages so that they can be indexed and included in search engine databases. During crawling, a search engine's bots, also known as crawlers or spiders, visit web pages, analyze their content, and follow links to other pages. This allows the search engine to keep its index up-to-date with the latest information available on the web.

INDEXING

Indexing is the process of organizing and storing the information collected during crawling. The collected information is stored in a structured manner in a database known as the index. This index is what the search engine uses to quickly retrieve and display relevant results when users perform searches. During indexing, the search engine processes and analyzes the content of web pages, extracting keywords, metadata, and other relevant information. This allows the search engine to understand what each page is about, categorize it, and determine its relevance to different search queries.

These processes are primarily performed by search engine companies like Google, Bing, and Yahoo. They develop and maintain complex systems that include crawling bots and indexing algorithms. These bots are automated scripts that visit web pages, and the collected data is then processed and stored in the search engine's index

In summary, crawling and indexing are crucial steps that search engines take to continuously update their databases with information from the web. This enables them to provide accurate and relevant search results to users when they perform searches.

ANSWER 10:

In the context of digital marketing, "organic" and "inorganic" typically refer to two different types of search results or traffic acquisition methods. These terms are commonly used in relation to search engine optimization (SEO) and paid advertising. Here's the difference between organic and inorganic results:

(1) ORGANIC RESULTS:

Organic search results are the natural results that are found beneath the ads section of a search engine. They rank naturally as the search engines find these webpages to have the most relevant & informative content matching your search. This is the key difference between Organic Results & Inorganic Results.

It is the Search engine algorithm that decides which page shall rank for particular keyword/words on the basis of predefined parameters. The search engine scans pages on the basis of the query entered by the user & then displays the pages on the basis of relevancy. While scanning, the search engine takes into consideration many aspects of a webpage. These include Title tags, Meta description, URL, Keywords used, the content, etc. So it is really important to optimize the web pages using SEO techniques so that Search Engines rank your page. Nowadays, people spend a lot to hire a specialized SEO professional to rank on top in SERPs. However, it must be noted that SEO is a long term process. It takes time to show results, at least 5-6 months of patience & consistency.

(2)   INORGANIC RESULTS:

Inorganic results aka Paid results are paid ads that people run to get visibility & be on top of Search Engine. This is the difference between an Organic Result & Inorganic Result. This is the fastest way to get on top of SERPs & increase traffic & conversion. This method is also known as Search Engine Marketing (SEM). Marketers spend a lot of money to boost their web page for some specific keywords.

For ads on Google, Marketers use Google ad words, to create an ad & bid for the keywords they wish to target. It is easy to tell the difference between an Organic Result & Inorganic Results. Paid results are always on the top & have an Ad sign on the left of URL. Even though one opts for a paid ad, Google still verifies that the Content of the Paid ad is relevant & informative enough to Rank on top of a Search Engine Ranking page.

In summary, organic results are unpaid search engine listings that are earned through effective SEO practices, while inorganic results refer to paid advertisements that appear at the top or alongside organic search results. Both methods have their merits and can be part of a comprehensive digital marketing strategy, depending on your goals, budget, and target audience.