

Module – 2

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:

1. newspapers, magazine
2. Billboards
3. radio ads
4. offline workshops

Digital platform:

1. Instagram ads
2. Google ads
3. Facebook ads
4. WhatsApp marketing

Reason:

Traditional platforms: offline workshops- Seminars and hands-on training help TOPS technologies Pvt. Ltd. build trust to humans who attend seminars and student enrollments.

Digital platforms: Instagram and Google ads- if we use both platforms for TOPS technologies Pvt. Ltd. that we can reach to student and campaigns.

2. What are the Marketing activities and their uses?

ANS: SEO (Search Engine Optimization)- the use of SEO is to improve website ranking on search engines to attract more traffic on websites.

2. Social media marketing- The use of SMM is to promote content on social media platforms like YouTube, Instagram for more engagement.

3. Content marketing: content marketing means attracting customers through blog and videos on your website.

3. What is Traffic?

ANS: Traffic is the number of people who visit a website or web page. Traffic means attracting people through content.

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

Ans:

- Short & Simple: Easy to remember and type.

- Brandable: Unique and memorable.
- Domain Extension: Preferably .com, but others can work if necessary.
- SEO-Friendly: Use relevant keywords where possible.
- Avoid Hyphens & Numbers: Keep it clean and simple.

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

Ans: Add to Cart: add a product to user shopping cart.

Checkout: checkout page to complete user purchase.

Shop Now: exploring products and browsing through different categories.

Limited Time Offer: highlighting limited-time encourage visitors to act quickly.

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

Ans: Keywords are the words and phrases in your web content that make it possible for people to find your site via search engines.

Add-ons:

Price Quality – Best, TOP, New, Popular

Intent - Buy Sell ‡

Location – City, State, Online

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

Ans: Panda- penalized low-quality content.

Penguin – targeted spammy Links

Hummingbird-improved search intent

Mobile update-Boosted mobile friendly sites

RankBrain –used AI for better result

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

Ans: Crawling is when search engines scan websites to find new or updated content. Indexing is when they store and organize that content for search results.

9. Difference between Organic and Inorganic results.

Ans: Organic results are unpaid search rankings based on SEO. Inorganic results are paid ads that appear on top.

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

Ans: <https://sabaliyablog.blogspot.com/2025/02/The latest SEO trends to watch in 2025.html>

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

Ans:- <https://sabaliyablog.wordpress.com/>