

## Module-2

Q1) Give the names of the traditional and Digital platforms where we can promote TOPS TECHNOLOGY which will b the better marketing activity?

**Ans) Traditional Marketing**

1. Newspaper-Reaches parents & local job-seekers
2. Pamphlet / Flyer Distribution-Very effective near colleges, hostels, PG areas.
3. Hoardings & Banners-Builds brand trust & local awareness
4. Fm Radio-Youth and parent reach

**Digital marketing platform**

1. Google Search Ads-Students searching “Digital marketing course near me”.
2. Instagram Ads-Maximim students audience.
3. Facebook Ads-Local area targeting.
4. YouTube Ads-Demo videos & testimonials.

Q2) What are the Marketing activities and their uses?

**Ans)** 1-Advertising-Increases brand awareness & admissions.

2-Digital Marketing-Generates daily high-quality leads.

3-SEO (Search Engine Optimization)-Free organic enquiries

4-Email Marketing-Course updates & offers.

5-Content Marketing-Educes & builds brand authority

Q3)What is traffic?

Ans)**Inbound**

Also called organic traffic means creating quality content that brings people 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 emails blasts informing them about your existence.

Q4)What is the difference between a landing page and home page?

Ans)**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.

**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 result from the search query. Main purpose is to increase the user interaction within website.

Q5) Things we should see while choosing a domain name for a company?

Ans) A unique name that identifies a website on the internet. Includes a top level domain(TLD). TLD is the domain extension.

Q6) List out some call to actions we use, on an e-commerce website?

Ans) Call to actions may vary. You may want your visitors to subscribe to register, to buy something, to bookmark your post, etc.

Q7) What is the meaning of keyword and what add-ones we can use with them?

Q8) Please write some algorithm updates and their effect on google ranking?

Ans) 1. Google Panda Update

### **Effect on ranking:**

- Websites with **low-quality or copied content** lose rankings

- Websites with **original, useful, and informative content** gain better visibility

## 2. Google Penguin Update

### **Effect on ranking:**

- Websites using **black-hat link building** are penalized
- Websites with **natural, high-quality backlinks** improve rankings

## 3. Google Hummingbird Update

### **Effect on ranking:**

- Google understands **user intent**, not just keywords
- Content answering **complete questions** ranks better

## 4. Google Mobile-Friendly

### **Effect on ranking:**

- Mobile-friendly websites rank higher on mobile searches
- Non-mobile sites lose mobile traffic

**Q9)What is crawling and indexing process and who performs it?**

**Ans)Crawling**

It is performed by software robots called web spiders or web crawlers. Each search engine has its web spiders to perform crawling. In this step the spiders visit websites or web pages and read them and follow the link to other web pages of the site.

**Indexing**

It involves building an index after crawling all websites or web pages 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.

**Q10)Create a blog for the latest seo trend using any blog site?**

**ans)**<https://mahekwp.wordpress.com/wp-admin/post.php?post=3&action=edit>

**Q11)Create a website using any blogger?**

<https://mahekblg29.blogspot.com/2026/01/seo-content-creation.html>

<https://mahekblg29.blogspot.com/2026/01/seo-strategy-for-ai-first-search-engines.html>

<https://mahekblg29.blogspot.com/2026/01/latest-seo-trend-in-market.html>



Q10) Difference between organic and inorganic traffic?

Feature	Organic Traffic	Inorganic Traffic
Define	Visitors come naturally search engine or social media	Visitors come through paid promoters and ads.
Cost	Free	Paid
Time to see Result	Slow	fast
Long term benefits	Long-lasting and sustainable.	Short-term, stops when ads sign
Sources	Search engine, social media, backlinks	Google Ads, Facebook Ads, instagram ads, etc
Trust factor	More trust and credibility	Less trust compared to organic traffic.
Example	Some searches “best interior design” and click	You run a google ad for “best interior design” and people

your site.

click it.