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: A combination of digital and traditional marketing can help you reach a wide and diverse audience. In traditional marketing we can give ads in newspaper, there are also billboards, flyers etc and we can utilize digital platforms and technologies like website, social media, email, online ads and search engine

Q-2: What are the Marketing activities and their uses?

Ans: Marketing activities are the methods companies use to sell and promote their products or services to returning and new customers.

1. Content marketing: This marketing strategy includes coordinated content creation that provides potential customers with relevant text, video, and audio content. Examples of pieces of content used for this

type of marketing include advertising memes, entertaining videos, podcasts, and blog entries.

2. Digital ad marketing: This category covers many marketing tactics. Digital ad marketing includes web ads, podcast ads, email marketing, and webinars.

3. Market research: By gathering information about the behavior of potential and existing customers and analyzing and interpreting that information, businesses can make informed decisions about the development of a new product or service.

4. Search engine optimization (SEO): This tactic focuses on attracting targeted traffic to a website through organic or nonpaid rankings on a search engine results page (SERP).

5. Social media marketing: This digital marketing method engages new customers on social media platforms. Social media marketing campaigns include video ads, in-feed static ads, or paid partnerships with influencers.

Q-3 What is Traffic?

Ans: In digital marketing traffic refers to the number of visitors or users who come to a website, mobile app, or other digital platform. Traffic is a key metric for measuring the success of digital marketing efforts, as it indicates the reach and engagement of a brand's online presence

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

Ans: Choosing a domain name is a key step in establishing your online presence and building your brand. Here are few things we should see while choosing domain name:

1. Choose the Right TLD

2. Keep It Short and Simple

3. Avoid Using Double Letters, Numbers, and Hyphens

4. Watch Out for Trademarks

5. Implement Targeted Keywords

6. Consider Your Brand

7. Check Availability on Social Media

8. Check the Domain's History

9. Think Long-Term

10. Purchase the Domain in Advance

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

Ans: Your homepage informs people about your entire business, while a landing page promotes a specific product, service, or event. Homepages serve as a great introduction to your brand for new prospects and leads. Once someone is familiar with your business and knows what they're looking for, a landing page can then be used to turn them into a lead or customer.

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

Ans: Here are some CTA we use on a e-commerce website. Buy, Shop, Order, Reserve, Save, Add to Cart, View etc

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

Ans: Keywords are the foundation of SEO. They are the words or phrases that people search for when looking for information online. By strategically adding relevant keywords into your website's content, you can improve your search engine ranking and attract more organic traffic. Head: Shorter keywords with a larger search volume are usually more difficult to rank for. Long tail: These are more descriptive, multi-word search terms. These target more specific search queries, and may be easier to rank for.

Q-8 Please write some of the major Algorithm updates and their effect on Google rankings

Ans: Panda (2011): This update targeted low-quality content, penalizing sites with thin or duplicate content. It emphasized the importance of high-quality, original content.

Penguin (2012): Penguin focused on identifying and penalizing sites using manipulative link-building tactics,

such as buying links or participating in link farms. This update promoted natural link profiles.

PIRATE (2012): The pirate algorithm update was rolled out to prevent sites with copyright infringement reports from ranking well in Google's search results. Google recognized that piracy was a big deal, so they cracked down on it by verifying any sites that have been reported for copyright infringement in violation of the Digital Millennium Copyright Act (DMCA).

Hummingbird (2013): Hummingbird improved the understanding of search queries, emphasizing semantic search and the context of words. It allowed Google to better interpret user intent.

RankBrain (2015): It is a part of Google's Hummingbird algorithm. It is a machine learning system that helps Google understand the meaning behind queries and serve best-matching search results in response to those queries. Google calls RankBrain the third most important ranking factor.

POSSUM (2016): This was an important local SEO update. Google improved filters based on address and location, measures were taken to diversify results, and spam was further prevented from ranking well.

MEDIC (2018): There are a number of factors that influence EAT. At the time of this update, if your website had minimal reviews and backlinks, was thin on content, wasn't updated frequently, or lacked comprehensive profiles of the business and authors of the content, your pages might have been pushed down in search results in favor of links that completed more of this checklist.

BERT (2019): BERT (Bidirectional Encoder Representations from Transformers) enhanced the algorithm's ability to understand the context and nuances of words in search queries, improving the relevance of search results.

Page Experience (2021): It is a core algorithm update that prioritizes pages with a good user experience. Pages that are more user-friendly and straightforward will rank higher in Google search results. The Page Experience

Update is intended to improve the overall web-browsing experience on both mobile and desktop.

Helpful Content Update (2023): It is a significant algorithm update that aimed to reward helpful content and penalize unhelpful content. The update focused on content that's original, provides value, and satisfies user curiosity. It also added "E for Experience" to the E-A-T acronym, which indicates that content that feels authentically human will be rewarded

Q-9 What is the Crawling and Indexing process and who performs it?

Ans: Crawling is the discovery of pages and links that lead to more pages. This process is done by Google's Spiders or Crawlers. Indexing is storing, analyzing, and organizing the content and connections between pages. After crawling has been done, the result gets put on to Google's index (i.e. web search), which means Crawling and Indexing is a step by step process.

Q-10 Difference between Organic and Inorganic results.

Ans: Organic traffic refers to the visitors who find your

website through search engines, while non-organic traffic comes from other sources, such as social media, paid ads, email campaigns, or direct visits

Websites: https://threadthrillll.wixsite.com/threadthrill

https://threadthrill.weebly.com/