

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: The Google algorithms are a set of complex mathematical functions that let Google Search find and rank the relevant results on SERP for a given query. Google's algorithm updates fall under the following categories:

Core updates: These updates are important because, rather than affecting how a single page may rank for a keyword, they can impact domain-wide visibility.

Targeted updates: Google also carries out updates that target specific types of content. These align with ranking systems and include: Spam Updates, Link spam updates, Reviews updates

Unconfirmed updates: Google makes thousands of changes to its algorithm every year, yet only officially announces a fraction of these updates.

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

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