

# **MODULE - 2**

**Que. 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. :**

**#To promote :**

***TOPS Technologies Pvt. Ltd., a balance of local presence and digital dominance is key. Here are the recommended platforms :***

**(1) Traditional Marketing Platforms :**

1. Newspaper Advertisements
2. Outdoor Media (OOH)
3. Colleges & Schools
4. Seminars and Workshops

**(2) Digital Marketing Platforms :**

1. Social Media Marketing (SMM)
  - Instagram & TikTok/Reels
  - LinkedIn
  - Facebook
2. Search Engine Marketing (SEM)
3. Email & WhatsApp Marketing

**#Digital Marketing is the better platform.**

**Reason:** Since TOPS Technologies targets **Gen Z and Millennials** (students and young professionals), their audience is primarily online. Digital marketing allows for **precise targeting** based on age and interests, is more **cost-effective** than print media, and provides **measurable data** (ROI) to see exactly how many students enrolled through a specific ad. Furthermore, as an IT training institute, a

*strong digital presence proves their own expertise in modern technology*

***Que. 2 What are the Marketing activities and their uses?***

***Ans. :***

***# Digital marketing activities and their uses :***

***1. Search Engine Optimization (SEO)***

- *Use: To rank higher in search results organically. It drives "free," long-term traffic by making your website easy for search engines and AI to find.*

***2. Content Marketing***

- *Use: To build trust and authority. By creating blogs, videos, and infographics, you solve customer problems rather than just pitching a product.*

***3. Social Media Marketing (SMM)***

- *Use: To build community and brand awareness. It allows for two-way communication and real-time engagement with your audience.*

***4. Pay-Per-Click Advertising (PPC)***

- *Use: To get instant results. You pay to appear at the top of search results or social feeds, which is ideal for quick sales or testing new products.*

***5. Email & SMS Marketing***

- *Use: To nurture leads and retain customers. It is a direct line to your audience, used for personalized offers, reminders, and building loyalty.*

## 6. Influencer & Affiliate Marketing

- *Use: To leverage "borrowed trust." Partnering with creators or third parties helps you reach niche audiences through voices they already listen to.*

## 7. Marketing Analytics

- *Use: To measure performance. It tracks user behavior (clicks, time on page, purchases) so you can stop wasting money on what doesn't work.*

### **Que. 3 What is Traffic?**

**Ans. :** *Traffic refers to the visitors coming to your website or digital platform, essentially the number of people engaging with your online presence from sources like search engines, ads, social media, or emails, acting as a vital metric to gauge marketing success, brand visibility, and potential for leads or sales. It's like foot traffic in a physical store, indicating interest and opportunity for conversion.*

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

**Ans. :**

*When choosing a domain, look for these "Gold Standards":*

- **Keep it Short** : *Ideally under 15 characters to avoid typos.*
- **Easy to Pronounce** : *If you have to spell it out loud, it's too complex.*
- **The ".com" Rule** : *Users instinctively type **.com**; use it if available.*
- **No Hyphens or Numbers** : *These make the URL look spammy and hard to remember.*

- **Brandable over Generic** : Choose a unique name (like Amazon) rather than a generic one (like <https://www.google.com/search?q=OnlineStore123.com>).

**Que. 5 What is the difference between a Landing page and a Home page?**

**Ans. :**

Here is the comparison between a Home Page and a Landing Page :

<u><b>Feature</b></u>	<u><b>Home Page</b></u>	<u><b>Landing Page</b></u>
<u><b>Primary Goal</b></u>	<u>Provides an overview of the brand.</u>	<u>Drives a specific action (Lead or Sale).</u>
<u><b>Audience</b></u>	<u>General visitors and explorers.</u>	<u>Specific audience from an ad or link.</u>
<u><b>Links/Navigation</b></u>	<u>Many links (Menu, Footer, Social Media).</u>	<u>Few or no links (to keep focus on one task).</u>
<u><b>Content</b></u>	<u>Broad information about many products.</u>	<u>Deep focus on one single offer or product.</u>
<u><b>Call-to-Action</b></u>	<u>Multiple (e.g., "Learn More," "Contact Us").</u>	<u>One clear "Hero" CTA (e.g., "Sign Up Now").</u>

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

**Ans. :**

1. **Sales** : Add to Cart , Buy Now , Proceed to Checkout
2. **Urgency and Scarcity** : Grab the Deal , Shop the Sale , Only 2 Left-OrderNow
3. **Lead Generation** : Sign Up , Get 10% Off , Join VIP

- 4. **Educational** : Learn More , Read More
- 5. **Navigational** : Visit Site , View More , See All
- 6. **Retention** : Add to Wishlist , Notify Me

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

**Ans. :**

**Meaning of keyword :** Keywords are the specific words or phrases users type into search engines (e.g., best running shoes).

**Add-ons (Modifiers):**

- 1. Transactional : Buy , Discount , Price , Coupon , Shipping , For Sale
- 2. Informational : How to , What is , Guide , Tips , Benefits , Meaning
- 3. Investigation : Best , Top 10 , Alternative , Comparison
- 4. Location : Near me , In [City Name] , Nearby , Open now

**Que. 8 Please write some of the major Algorithm updates and their effect on Google rankings.**

**Ans. :**

**Major algorithm updates :**

**1. In March 2025 Update :**

Focused on Content Satisfaction. It began using a new method called MUVERA to better understand complex user questions, favoring sites that provide a direct, satisfying answer over long, "fluffy" articles.

**2. In August 2025 Spam Update:**

Targeted "Scaled Content Abuse." It used AI to detect websites generating thousands of low-quality pages daily using LLMs (like ChatGPT) without human editing.

**3. In December 2025 Core Update:**

The most recent major shift. It heavily impacted News, Finance, and Health (YMYL) sites. It rewarded high-credibility networks like Substack while penalizing generic "SEO-optimized" news rehashes.

**Their effect on google ranking :**

**1. In March 2025 Update :**

**Ranking Effect:** Introduced **MUVERA** technology to understand complex user intent.

**Who Gained:** Pages that provide a **direct, satisfying answer** immediately (concise "how-to" steps, clear tables, and direct definitions).

**Who Lost:** "Fluffy" articles that bury the main answer under 1,000 words of introductory text. These pages are now frequently bypassed by **AI Overviews**.

**2. In August 2025 Update :**

**Ranking Effect:** Targeted **Scaled Content Abuse**. This update used an upgraded **SpamBrain AI** to detect mass-produced articles.

**Who Gained:** Quality niche creators who write less frequently but with deeper insights.

**Who Lost:** Sites that published hundreds of unedited AI articles daily. Some sites saw **90% traffic drops** as Google began to de-index "content mills."

**3. In December 2025 Update :**

**Ranking Effect:** Significant volatility for **YMYL (Your Money Your Life)** sites—specifically Health, Finance, and News.

**Who Gained:** High-authority networks like **Substack** and established news outlets with transparent author credentials.

**Who Lost:** Sites using "Fake Freshness" (changing dates on old articles without adding new info) and generic advice that lacked specific citations.

**Que. 9 What is the Crawling and Indexing process and who performs it?**

**Ans. :**

**Crawling :**

- **Definition:** The process where search engines send out automated software to find new or updated content on the web.
- **How it works:** These programs follow links from one page to another (like a spider on a web) to download the page's code and content.
- **Analogy:** A librarian walking through a massive bookstore looking for new books to add to the shelves.

**Indexing :**

- **Definition:** The process of analyzing, organizing, and storing the information found during the crawl into a giant database.
- **How it works:** The search engine decides if the page is high-quality enough to be saved. If it passes, it's added to the "Index" so it can be shown to users later.
- **Analogy:** The librarian taking those new books, categorizing them by genre and author, and filing them into the library's catalog.

**Who performs :**

<b>Search Engine</b>	<b>Name of the Crawler (Bot)</b>
<b>Google</b>	<b>Googlebot (Desktop and Mobile versions)</b>
<b>Bing</b>	<b>Bingbot</b>
<b>DuckDuckGo</b>	<b>DuckDuckBot</b>
<b>Baidu</b>	<b>Baiduspider</b>

**Que. 10 Difference between Organic and Inorganic results.**

**Ans.**

Differences between Organic and Inorganic results in a quick-reference :

<b>Feature</b>	<b>Organic Results (SEO)</b>	<b>Inorganic Results (PPC/Ads)</b>
<b>Definition</b>	Unpaid listings earned through high-quality content and relevance.	Paid advertisements placed at the top or bottom of search results.
<b>Cost</b>	<b>Free.</b> You do not pay for clicks, but you invest in SEO work.	<b>Paid.</b> You pay for every click (Pay-Per-Click) or impression.

<b>Placement</b>	<i>Below the ads, in the main body of the search page.</i>	<i>Labeled as "<b>Sponsored</b>" or "<b>Ad</b>" at the very top or bottom.</i>
<b>Timeframe</b>	<b>Slow.</b> <i>Takes months of effort to build authority and rank.</i>	<b>Instant.</b> <i>Your site appears at the top as soon as you pay.</i>
<b>Sustainability</b>	<b>High.</b> <i>Traffic continues even if you stop working on it for a while.</i>	<b>Low.</b> <i>Traffic stops the moment your daily budget runs out.</i>
<b>User Trust</b>	<b>Higher.</b> <i>Users view these as more credible and authoritative.</i>	<b>Lower.</b> <i>Some users skip ads to find "real" search results.</i>
<b>Control</b>	<b>Limited.</b> <i>Google decides exactly where and how you rank.</i>	<b>High.</b> <i>You choose the keywords, the ad text, and the target audience.</i>

**Que. 11 Create a blog for the latest SEO trends in the market using any blogging site.**

**Ans. :**

<https://piyushblg.blogspot.com/2026/01/the-lateset-seo-trends-in-market.html>

**Que. 12 Create a website for the business using www.blogger.com / Wordpress.com / Google Sites.**

**Ans. :**

**Blogger :** <https://piyushblg.blogspot.com/>