

MODULE-2

***What is traffic**

Ans. Network traffic is the amount of data moving across a computer network at any given time. Network traffic, also called data traffic, is broken down into data packets and sent over a network before being reassembled by the receiving device or computer

***Things we should see while choosing a domain name for a company**

Ans. The making of a good domain name

Length

When it comes to a domain name, less is more. Shorter names are easier to remember and to type, which means users are more likely to find you. It's also easier to stand out when there's less to read. It's a good idea not to exceed two or three words.

Simplicity

You want people to remember your domain name and type it accurately. Complicated or uncommon words or names may be hard to remember and spell correctly.

Keywords

Relevant words help users find you in a search and recognise what you do at a glance. Keywords can include what you do or offer (like "coffee" or "cleaning"), or even your location. Including your location (like "pune") in your domain name might also help you target local customers and users.

Brand name

Your domain name should reflect your brand, and vice versa. Brands can take time to develop, and including your unique brand name in your domain can help you stand out, gain recognition and increase visits to your website. When creating your brand name and domain name, just be sure not to use any existing brand names or trademarks.

Website name

While it may seem obvious, your domain name should be the same as your brand name, or as close to it as possible. You don't want to confuse people who type in your domain name and get to a website with a different name.

Good, not perfect

Many people get caught up trying to choose the perfect name, when that time could be

spent building a great brand around a perfectly good domain name. Don't let choosing a perfect domain hold you back from starting your business or project.

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

Ans. A Landing Page is a standalone page, designed for a specific campaign. Landing pages have a call-to-action and there should be nothing to distract your clients from converting.

A homepage exists as a single page of a larger website. It has lots of information and focuses on introducing your company. Your homepage is an invitation to the visitor to explore your brand.

Here are 4 of the most common differences between a homepage and a landing page:

1. Landing pages have no navigation — Homepages do.
2. Landing page traffic comes from ads — Homepage traffic comes from many sources.
3. Landing pages are separate from a business' website — Homepages are the front page of a business' website.
4. Landing pages have a single goal — Homepages promote website browsing.