

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.

- **Traditional Platform**

1. Holdings
2. Brochure
3. Visiting Card

- **Digital Platform**

1. - Web Site
2. - Instagram
3. - Facebook
4. - Twitter
5. - LinkedIn
6. - Google
7. - Youtube

- **Social media** is the best platform for promotion. Today, most students actively use social media, and they are our primary target audience, running ads and campaigns here will give us maximum reach and better results.”

Q.2. What are the Marketing activities and their uses?

Ans.

- ❖ **Market Research**

Use: Helps understand customer needs, preferences, and market trends to design the right strategy.

❖ **Advertising**

Use: Creates awareness about products/services through platforms like TV, radio, print, and digital ads.

❖ **Sales Promotion**

Use: Boosts short-term sales using discounts, coupons, offers, and limited-time deals.

❖ **Public Relations (PR)**

Use: Builds brand image and trust through press releases, media coverage, and community engagement.

❖ **Digital Marketing**

Use: Uses SEO, social media, email, and paid ads to reach a large online audience effectively.

❖ **Content Marketing**

Use: Provides valuable blogs, videos, and guides to attract and engage potential customers.

❖ **Event & Sponsorship Marketing**

Use: Promotes the brand through seminars, workshops, exhibitions, and sponsorships to increase visibility.

❖ **Direct Marketing**

Use: Reaches customers directly via email, WhatsApp, SMS, or telemarketing for personalized communication.

❖ **Customer Relationship Management (CRM)**

Use: Maintains long-term relationships with customers to increase loyalty and repeat business.

Q.3. What is Traffic?

Ans.

Inbound Traffic

- **Meaning:** Visitors coming into your website/app from outside sources.
 - **Examples:**
 - Students clicking on a Google search result for “Best IT courses in Rajkot.”
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Outbound Traffic

- **Meaning:** Visitors clicking out from your website/app to other sites.
- **Examples:**
 - Clicking on a link on TOPS Technologies’ site that leads to another blog/partner site.
 - Users clicking external ads or references on your page.

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

Ans.

- A good domain should be short, brandable, keyword-friendly, easy to remember,

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

Ans.

- **Home Page** → The main page of a website. It shows company information, services, and contact details. (Example: TOPS Technologies' main website page).
- **Landing Page** → A special page made for one specific offer or service, with one clear goal (like filling a form or registering). (Example: "Digital Marketing Course" registration page).

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

Ans.


1. Add to Cart
2. Buy Now
3. Shop Now
4. Proceed to Checkout
5. Continue Shopping

6. View Product / View Details
7. Apply Coupon / Get Discount
8. Sign Up / Create Account
9. Login to Continue
10. Subscribe & Save

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

Ans.

Keywords = Words/phrases people search on Google to find info, products, or services.

Add-ons = Long-tail, LSI (related terms), Negative, Modifiers (*best, buy*), Branded, Geo-targeted. 

Q.8. What is the Crawling and Indexing process and who performs it?

Ans.

Crawling

- **Meaning:** Crawling is the process where search engine bots (also called spiders or crawlers) visit web pages to discover new or updated content.
- **How it works:** The bot goes from one page to another by following links, scanning text, images, and code.

Indexing

- **Meaning:** Indexing is the process of storing and organizing the crawled information in the search engine's database.
- **How it works:** After crawling, Google decides whether the page should be shown in search results and stores it in its index.

Q.9. Difference between Organic and Inorganic results.

Ans.

Organic Results:

- Free results shown by search engines through SEO.
- Take time but build long-term trust and visibility.

Inorganic Results:

- Paid results shown through ads (PPC/Google Ads).
- Give instant visibility but only for a short time.

Q.10. Create a website for the business using www.blogger.com / Wordpress.com / Google Sites.

Ans.

Wix - <https://princemundiya.wixsite.com/trainingguru>

Google Site -

<https://sites.google.com/view/training-guru/home?authuser=0>

Q. 11. Please write some of the major Algorithm updates and their effect on Google rankings.

Ans.

1. Google Panda (2011)

- **Focus:** Content quality
 - **Effect:** Websites with duplicate, thin, or low-quality content saw a drop in rankings. High-quality, original, and valuable content started ranking higher.
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2. Google Penguin (2012)

- **Focus:** Backlink quality
 - **Effect:** Sites using spammy or manipulative link-building tactics were penalized. Websites with natural, relevant backlinks gained better rankings.
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3. Hummingbird (2013)

- **Focus:** Semantic search & intent
 - **Effect:** Google started understanding search intent better, ranking pages that matched meaning rather than just keywords. Boosted conversational queries.
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4. Mobile-Friendly Update (Mobilegeddon) (2015)

- **Focus:** Mobile optimization
 - **Effect:** Mobile-friendly websites ranked higher in mobile search results. Non-optimized sites lost visibility.
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5. RankBrain (2015)

- **Focus:** AI & machine learning
- **Effect:** Google began using AI to interpret queries and user behavior. Pages offering the best user experience and relevance ranked higher.

Q.12. Create a blog for the latest SEO trends in the market using any blogging site.

Ans.

<https://princemarketingseo.blogspot.com/>