

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?

Traditional Platforms

1. Newspapers (local & national)
2. TV ads
3. Radio spots
4. Billboards
5. Flyers & brochures

Digital Platforms

1. Facebook
2. Instagram
3. LinkedIn
4. YouTube
5. Google Ads

Platform:- Google

Reason:

Students don't scroll randomly when they want a course they search directly on Google with intent like:

- Python course near me
- Digital marketing course in Ahmedabad
- Software testing institute

2. What are the Marketing activities and their uses?

Marketing Activities

- Advertising - Promotes products/services to a large audience
- SEO - Improves organic visibility on search engines
- Social Media Marketing - Builds brand awareness and engagement
- Email Marketing - Nurtures leads and retains customers
- Content Marketing - Educates users and builds trust
- Google/Meta Ads - Generates instant traffic and leads

3. What is Traffic?

Traffic means the number of users visiting a website.

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

- Prefer .com or trusted TLDs
- Should be SEO friendly
- Check trademark availability
- Relevant to business or brand

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

Landing Page	Home Page
Single goal (lead/sale)	Multiple goals
Used in ads & campaigns	Brand introduction
Minimal navigation	Full navigation
High conversion focused	Informational

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

- Buy Now
- Add to Cart
- Shop Now
- Get Offer
- Apply Coupon
- Limited Time Deal
- Checkout
- Subscribe Now

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

Keyword:-Words or phrases users type into search engines to find information.

Add Ons:-

- Location (e.g., *SEO course in Ahmedabad*)
- Intent words (best, cheap, top, buy)
- Year (2025, latest)
- Modifiers (near me, online, with placement)
- Long-tail keywords

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

- Panda
Penalized low quality and duplicate content
- Penguin
Penalized spammy and paid backlinks
- Hummingbird
Improved search intent understanding
- Core Updates
Overall ranking quality improvement
- Helpful Content Update
Rewards user focused, original content

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

Crawling is the discovery process where search engine bots follow links to find new or updated web pages, while indexing is the organization and storage of that content in a massive database to make it searchable, allowing for fast retrieval when users search for keywords.

10. Difference between Organic and Inorganic results

Organic Results Inorganic Results

Free Paid

Long term Short term

Trust based Ad based

Takes time Instant visibility

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

<https://aidigital47.blogspot.com/2025/11/how-to-use-ai-in-digital-marketing.html>

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

<https://ojio1.wordpress.com/>