

DM Module 2

Introduction to Digital Marketing

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 where we can promote TOPS Technologies Pvt. Ltd :-

- 1) Hoarding
- 2) Flyer
- 3) Pamphlets
- 4) Radio
- 5) Broadcast

Digital platform where we can promote TOPS Technologies Pvt. Ltd :-

- 1) Instagram
- 2) Facebook
- 3) LinkedIn
- 4) Google Ads
- 5) Youtube

Digital platform will be better for marketing activity because nowadays most of the students, youngster this crowd use this platforms more show the ads, sponsored ads from this digital platform effectively convert visitors into customers.

2. What are the Marketing activities and their uses?

Ans. 1) Market Research
2) Content Writing
3) Search Engine Optimization (SEO)
4) Social media marketing

Uses :- **SEO** is use to improve website ranking on search engines

Content writing is use to create the content for blog, video, testimonial and is use for target audience

Social media marketing is use to connect with audience, promote product and improve customer engagement

Market research is use for understand customer need, identify market trend, target audience, reduce business risk.

3. What is Traffic?

Ans. Traffic refers to the number of users or visitors who visit a website, app, or digital platform their are different types of traffic are their like organic traffic, paid traffic, referral traffic.

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

Ans. One should keep domain name of the company short and simple, use relevant keywords, use brand name, avoid number and hyphens, select right domain, secure social media handles.

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

Ans. Landing page :- a web page that visitors land on after clicking a link in an email, ad, or other digital location.

Landing pages are designed with a single focus or goal, known as a call to action (CTA).

They can be click-through, leading to another page, or lead generation based

Home page :- the main page of the website serving as first impression for visitor and exploring the site content is known as home page

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

Ans.1) Buy Now

2) Add to cart

3) Shop Now

4) Claim your offer

5) sign up

6) Redeem your voucher

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

Ans. Keywords are the words and phrases in your web content that make it possible for people to find your site via search engines. Keyword is the first thing when you want to start optimize your website or blog.

Add ons :- 1) best walking shoes for female

2) restaurant near me

3) buy laptop online best institute for digital marketing

4) smartphones under 15000

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

Ans. 1) Panda :- Feb 24, 2011

Hazards :- duplicate, plagiarized or thin content , user generated spam, keyword stuffing.

2) Penguin :- April 24, 2012

Hazards :- Spammy or irrelevant links, links with over optimized anchor text.

3) Humming Bird :- August 22 , 2013

Hazards :- keyword stuffing, low quality content

4) **Mobile** :- April 21, 2015

Hazards :- lack of mobile version of the page, poor mobile usability

5) **Rank Brain** :- October 26, 2015 Hazards:- lack of query specific relevant shallow content, poor UX (user experience)

6) **Medic** :- May 4, 2018

Hazards :- lack of authority on YMYL websites, weak E-A-T signals

7) **Bert** :- October 22 , 2019

Hazards :- poorly written content, lack of focus, lack of context

8) **Core Updates** :- 2017 present

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

Ans. Crawling:- is the process of using bots to scan the website or webpage is known as crawling

Indexing:- the process of organizing and storing information about web pages in a search engine's database. And its is performs by the bots

10. Difference between Organic and Inorganic results.

Ans. Organic Results: These are unpaid search results that appear naturally based on relevance, keywords, and website quality.

Inorganic Results: These are paid search results or advertisements that appear at the top or bottom of search engine result pages (SERPs).

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

Ans. <https://www.blogger.com/blog/posts/4130141343281813720>

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

Ans. <https://rudrabelogs8.wordpress.com>
<https://www.blogger.com/blog/posts/4130141343281813720>

