

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 Platforms

- Print media (newspapers, brochures)
- Billboards / hoardings
- Events & exhibitions
- Radio / TV ads

Digital Platforms

- LinkedIn – for B2B & professional reach
- Google Ads & SEO – for lead generation
- Instagram & Facebook – for brand awareness
- YouTube – for video demos & tutorials
- Email marketing – for customer retention

Best Option

☐ **Digital platforms** are better for *Tops Technologies Pvt. Ltd*

Reason:

- Cost-effective
- Easy to target specific audiences
- Measurable results (clicks, leads, conversions)
- Ideal for tech & education-related businesses

Q-2 : What are the Marketing activities and their uses?

Ans:

Activity	Use
Advertising	Create brand awareness
Sales Promotion	Increase quick sales
Public Relations	Build brand image
Digital Marketing	Reach online audience

Activity	Use
Content Marketing	Educate & engage customers
Social Media Marketing	Connect with people directly
Email Marketing	Keep customers updated
Market Research	Know customer needs

Q-3: What is Traffic?

Ans:

Traffic

Traffic means the number of people visiting a website. It shows how many users come and from where.

Types:

- **Organic:** From search engines
- **Direct:** Typed your link
- **Social:** From social media
- **Paid:** From ads

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

Ans:

While Choosing a Domain Name

1. Keep it **short & simple**
2. Make it **relevant** to your business
3. Ensure it's **unique**
4. Use a proper **extension** (.com, .in)
5. **Avoid numbers & symbols**
6. Check **availability**

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

Ans: Here's a short and clear explanation

Difference Between Landing Page & Home Page

Aspect	Landing Page	Home Page
Purpose	Focused on one goal (e.g., sign-up, download, buy)	Provides overall info about the website/business
Navigation	Minimal or no navigation to avoid distractions	Full navigation to different sections/pages
Content	Short, targeted, and persuasive	Detailed, covers multiple topics and services
Traffic Source	Usually from ads, email campaigns, social media	Visitors can come from anywhere (direct, search, referral)
Conversion	Optimized for action (lead, sale, sign-up)	General information and brand introduction

In short:

- ☐ *Landing page = goal-oriented page for conversions.*
- ☐ *Home page = main page giving overall info about the website.*

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

Ans:

Common E-commerce CTAs

- Buy Now / Shop Now
- Add to Cart / Add to Bag
- Proceed to Checkout
- Sign Up / Create Account
- Subscribe (for newsletters)
- Get Offer / Claim Discount
- View More / Learn More
- Download App
- Check Availability
- Save for Later / Wishlist

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

Ans: Keywords

Words or phrases people type in search engines to find something.

Example: “Best smartphones”

Add-ons

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

Ans:

Major Google Algorithm Updates & Effects

- **Panda:** Penalized low-quality content
- **Penguin:** Penalized spammy links
- **Hummingbird:** Improved search intent understanding
- **Mobile-Friendly:** Boosted mobile-optimized sites
- **RankBrain:** AI-based ranking, better relevance
- **Medic:** Focused on health & YMYL sites (E-A-T)
- **BERT:** Better understanding of natural language
- **Core Updates:** General quality & relevance adjustments

Q-9 : What is the Crawling and Indexing process and who performs it?

Ans: Crawling

- **Definition:** The process where search engines **scan the web** to discover new or updated pages.
- **Performed by:** Search engine bots / spiders / crawlers (e.g., Googlebot).

Indexing

- **Definition:** After crawling, search engines **store and organize the page's content** in their database to show in search results.
- **Performed by:** Search engine algorithms (like Google's indexing system).

Q-10: Difference between Organic and Inorganic results.

Ans: Organic vs Inorganic Results

Aspect	Organic Results	Inorganic (Paid) Results
Definition	Natural search results shown based on relevance	Paid ads shown on top or side of search results

Aspect	Organic Results	Inorganic (Paid) Results
Cost	Free	Paid (CPC, CPM, or other models)
Trust	Higher credibility	Less trusted; marked as “Ad”
Ranking Factor	SEO, content quality, backlinks	Ad bids, budget, targeting
Duration	Long-term if SEO maintained	Only visible while campaign is active

Q-11: Create a blog for the latest SEO trends in the market using any blogging site. • Create a website for the business using www.blogger.com / Wordpress.com / Google Sites.

Ans:

https://rutvi9.wordpress.com/?_gl=1*1q5fqiz*_gcl_au*MTY5Njk0NDUzMj4xNzU5MzA5MDg2LjEwNjI2Nzg2MC4xNzU5ODk4NTgwLjE3NTk4OTg1OTA
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