

Diploma in Digital Marketing Assignment

Module - 2

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

Newspapers, Magazines, Radio, Television, Hoardings/Billboards, Flyers & Brochures, Seminars / Career fairs, Outdoor banners

Digital Platforms

Google Search (SEO & Google Ads)

Social Media (Instagram, Facebook, LinkedIn, YouTube)

Email Marketing

WhatsApp Marketing

Websites & Blogs

YouTube Ads

Online Webinars

Which is Better & Why?

Digital platforms are better for TOPS Technologies because:

- Their audience stays online more.
- Digital marketing gives targeted ads, cost-effective campaigns, analytics, and high engagement.

- Faster lead generation through forms and landing pages.

2. What are the Marketing activities and their uses?

Ans,

1. SEO (Search Engine Optimization)
Helps rank the website higher on Google and bring organic traffic.
2. Social Media Marketing
Builds brand awareness, community, and engagement.
3. Content Marketing
Blogs, videos, articles to educate and attract users.
4. Email Marketing
Sends offers, updates, and reminders for conversions.
5. Paid Advertising (Google Ads / Meta Ads)
Generates fast leads by targeting selected audiences.
6. Influencer & Affiliate Marketing
Expands reach through creators or partners.
7. Website Optimization
Improves user experience and increases conversion rate.

3. What is Traffic?

Ans,

Traffic means the number of users visiting your website.

Types of traffic:

- Organic Traffic

- Direct Traffic
- Referral Traffic
- Social Traffic
- Paid Traffic

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

Ans,

- Short, simple, and easy to remember
- Use keywords related to business
- No numbers or hyphens
- Use popular extensions like .com, .in
- Should match your brand name

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

Ans ,

Landing Page	Home Page
Created for a specific campaign	Intro page of the whole website
Focus: one goal (form fill, call, buy)	Shows many sections & links
High conversion rate	High navigation options
Used in ads	Used for direct visitors

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

Ans,

Buy Now, Add to Cart, Order Now, Shop Now, Get Offer, Apply Coupon, Checkout, Subscribe & Save, Track Order...

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

Ans,

Keywords

Words users type in Google to search something.

Example: "Java course in Ahmedabad"

Keyword Add-ons

- Long-tail keywords (more specific)
- LSI Keywords (related terms)
- Negative keywords (to avoid wrong searches in Ads)
- Branded keywords (company name based)
- Geo-targeted keywords (location based)

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

Ans ,

- Panda Update – penalized low-quality and duplicate content.
- Penguin Update – punished spammy backlinks.

- Hummingbird Update – improved understanding of user intent.
- Mobile-Friendly Update – ranked mobile-optimized sites higher.
- RankBrain – AI-based ranking system for better search results.
- Core Web Vitals Update – improved speed & user experience ranking.
- Helpful Content Update – boosted helpful human-written content.

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

Ans ,

Crawling

Google bots (Googlebot) visit websites and scan pages.

Indexing

Google stores the scanned pages in its database so they can appear in search results.

Performed by

Googlebot / Search Engine Bots.

10. Difference between Organic and Inorganic results ?

Ans,

Organic Results	Inorganic Results
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Free traffic	Paid traffic
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Comes through SEO	Comes from Ads
Long-term results	Immediate but temporary
Trustworthy	Performance depends on budget

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

Ans ,

<https://careerfree3.wordpress.com/2025/11/18/blog/>

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

Ans,

<https://myllama4.wordpress.com/>

Website has been created using WordPress to showcase business details, services, contact form, and SEO-friendly pages. The site includes a homepage, about section, services, contact page, and blog section.
