**DIGITAL MARKETING ASSIGNMENTS**

**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?**

ANSWER 1

Google is a best platform to promote TOPS Technologies Pvt. Ltd. Because Marketing is based on thinking about the business in terms of customer needs and their satisfaction. Marketing has less to do with getting as it does developing a demand for that product and fulfilling the customer’s needs. Process of interactive marketing or promoting the product and service using Digital Technology and platforms.

Google is the largest and most powerful search engine.

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

ANSWER 2

Marketing Activities and their uses:

1. Search Engine Optimization (SEO): SEO is a set of practices designed to improve the appearance and positioning of web pages in organic search results.SEO is a lot of information to read about search engines and how the optimization process works and this can be overwhelming at first.

Steps of SEO is –Analyze all of your website data

-Conduct through keyword search

-Produce long and value rich content

-Optimize for on-page SEO

-Optimize for off-page SEO

-Optimize the website for mobile

-Get quality backlinks

2) Search Engine Marketing(SEM):

SEM is give services through paid advertising that displays on search engine result pages.The main goal of SEM is to increase the visibility of your business.

3) Content Marketing: Content marketing is a marketing strategy used to attract, engage users, and retain an audience by creating and sharing relevant articles about your products, videos, podcasts and other media.

4) Content Automation:

Content automation is a digital marketing strategy that focuses on removing the need for human intervention in the content lifecycle.

5) Campaign Marketing

Campaign marketing is a sets of strategic activities that promote your business’s goal or objective. Campaign marketing could be used to promote a product, service, and the brand. In campaign marketing, you get achieve the most effective result, campaigns are planned.

6) E-commerce Marketing

E-commerce is a commercial transaction which is happened over the internet. Online stores like Amazon, Flipkart, Myntra, Olx are examples of E-commerce websites.

7) Social Media Optimization (SMO)

Social media optimization is the use of social media networks to manage and grow an organization’s message and online presence. In digital marketing social media optimization can be used to increase awareness of new products and services, connect with customers.

8) Social Media Marketing (SMM)

Social media marketing is a form of internet marketing that uses social media apps as a marketing tool. Social media marketing is provide platform to your enable brands to connect with their audience, build brand, increase sales, traffic to a website, make a followers to share and engage with content.

9)E-mail Direct Marketing

E-mail Direct Marketing is a format for email based campaign in which advertisements are sent to targeted recipients. The format look like may be a text, HTML, and web based ads rather than email messages.

10) Display Advertising

Display Advertising means refers to the process of advertising a product and service through visuals like images and videos on network of publisher.

**3. What is Traffic?**

ANSWER 3

Traffic means the number of visitors that visits your website and a specific webpage.

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

ANSWER 4

Domain name is very important to our company. Domain name is too small, use keywords in your domain name search, make it easy to pronounce, avoid hyphens in domain name, avoid double letters, domain name keep it unique and brandable.

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

ANSWER 5

Landing page is a standalone page and Landing page is designed for a specific campaign. Landing pages have a call-to-action and there should nothing to distract your clients from converting.

Homepage exists as a single page of a larger website. It has lots of information and focuses on introducing your company. Always Home page makes an attractive to users.

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

ANSWER 6

Calls to action are most commonly used in sales and marketing to solicit the desired action from lead to customers. A call to action is an important on any webpage. Call to action links and buttons act as signposts telling users what they need to do next.

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

ANSWER 7

In digital marketing, keyword is used in webpage content as a way of ranking at the top of Google’s results for that same keyword. Important is any term used in a search engine that single word or a long phrase is considered a keyword. For example, the word “digital marketing” is a keyword.

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

ANSWER 8

Google’s algorithms are a complex system used to retrieve data from its search index and instantly deliver the best possible results for a query. The search engine uses a combination of algorithms and numerous ranking factors to deliver webpages ranked by relevance on its search engine results pages (SERPs).

In its early years, Google only made a handful of updates to its algorithms. Now, Google makes thousands of changes every year.

Most of these updates are so slight that they go completely unnoticed. However, on occasion, the search engine rolls out major algorithmic updates that significantly impact the SERPs such as

* Big Daddy
* Panda
* Page Layout Algorithm
* Penguin
* Mobilegeddon

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

ANSWER 9

Crawling means that the Googlebot looks at all the content on the page and analyze it.

Indexing means that the page is eligible to show up in Google’s search results.

**10. Difference between Organic and Inorganic results.**

ANSWER 10

Organic results give long-lasting results, while Inorganic results give immediate ranking, driving huge traffic.

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

ANSWER 11

BLOG Link : <https://learnmicrosoftword2007.blogspot.com/>

BLOG Link : <https://vidisha111.blogspot.com/2022/06/always-think-positive.html>

**12. Create a website for the business using Wix.com / Wordpress.com / Google Sites.**

ANSWER 12

We create website and link is below:

WIX WEBSITE: <https://vidishappanchal.wixsite.com/my-site-8>