

MODULE -2

Question 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: Traditional Platform

1. Newspapers & Magazines
2. Television & Radio Ads
3. Pamphlets & Brochures
4. Networking Events & Exhibitions
5. Seminars & Workshops
6. Billboards & Hoardings

Digital Platform

1. Social Media (Facebook, Instagram, LinkedIn, Twitter, YouTube)
2. Google Ads & SEO
3. YouTube Marketing
4. Email Marketing
5. Affiliate & Influencer Marketing

A combination of Google Ads, SEO, YouTube Marketing, and Social Media (LinkedIn & Instagram) will be the most effective for reaching students and professionals interested in IT training because of following reasons

1. Cost-effectiveness
2. Targeting capabilities
3. Global reach
4. Target audience alignment

Question-2 What are the Marketing activities and their uses?

Answer: 1. **Social Media Marketing** : Engaging with the audience on platforms like Facebook, Instagram, LinkedIn, and Twitter

2. **Content Marketing** : Educating and engaging the audience through valuable content.

3. **Pay-Per-Click (PPC) Advertising** : Drives immediate targeted traffic

- 4.**Email Marketing** : Nurtures leads and maintains customer relationships
- 5. **Influencer and Affiliate Marketing** : Partnering with influencers or affiliates to promote products/services.
- 6.**Direct Marketing** : Communicates directly with potential customers

Question-3 What is Traffic?

Answer : Traffic in a marketing context refers to the flow of visitors to a website, social media page. It represents the audience engaging with the brand and is a key metric for measuring marketing success.

Types of Traffic- 1. Website traffic means the number of users visiting a website

2. Social Media Traffic means users visiting social media pages or engaging with content.

3. Foot Traffic means number of people visiting a physical store or location.

Traffic is important because it represents marketing reach and potential customers. However, the quality of traffic is generally more important than quantity alone

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

Answer : 1. **Brand alignment** - The domain should clearly reflect your company name or core business

2. Keep It Short & Simple

3. Choose the Right Domain Extension (.com, .in, .tech, etc.)

4. Avoid Numbers and Special Characters

5. Make It SEO-Friendly by relevant keywords

6. Pronunciation clarity

7. Check for Trademark Issues

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

Answer: Home Page : 1. Serves as the main entry point to your website

- 2.Designed for exploration and general browsing
 3. Navigation featured content and links to various section of site
 - 4.Broad Audience exploring the website
 - 5.Includes multiple elements (about, services, products, contact info)
 - 6.Focuses on brand identity and comprehensive information
- Landing Page :**
- 1.Created for a specific marketing campaign or promotion
 - 2.Contains minimal or no navigation to reduce distractions
 - 3.Features content tailored to a specific audience segment
 - 4.Visitors come from ads, email marketing, or social media campaigns.
 - 5.Highly focused on one goal (e.g., single lead generation, downloads)
 - 6.Designed with a clear conversion path and single call-to-action

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

Answer :Product Pages-

- 1.Add to Cart

2. Buy Now
3. Check Availability
4. Get It Now
- 5.Add to Wishlist
- 6.View Product Details

Cart and Checkout-

- 1.Proceed to Checkout

- 2.Continue Shopping
- 3.Save for Later
- 4.Complete Purchase
- 5.Place Order
- 6.Apply Coupon

Sales and Promotions-

- 1.Claim Your Discount

- 2.Limited Time Offer
- 3.Grab the Deal

Customer Support -

- 1.Chat with Us

- 2.Need Help?Contact Us
- 3.Read Customer Reviews

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

Answer : Keywords are words or phrases that users type into search engines to find relevant content. They help in SEO by improving website visibility in search results. Keywords are important to reach right audience, improve search engine rankings and increase conversion rates.

Types of Keywords-1.Short-Tail Keywords 2.Long-Tail Keywords
3.Informational 4. Transactional 5.Commercial 6. Navigational

Add-ons- 1. **Geo Targeting Modifier-** It means adding location-based keywords for local SEO. eg- Dentist in Delhi

2.**Temporal modifiers-** It means time based terms. Eg-'2025 trends'

3.**Intent modifiers:** Words showing search intent. eg-"buy," "how to," "best"

4.**Hashtags (#)** – Used on social media platforms to categorize content.eg-#buy online

5.**LSI (Latent Semantic Indexing) Keywords-** Related terms that improve SEO. eg-

6.**Call-to-Action Add-ons** – Keywords combined with actions like “buy,” “download,” or “get free trial” increase conversions.

7.**Competitor keyword analysis:** Examining competitors' ranking keywords

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

Answer : 1. Google Panda(2011)- Implemented to prioritise high quality content over low quality content or spam content. It led to the "content is king" philosophy in SEO

Websites with useful content saw a boost to their SERP Ranking.

2. **Penguin(2012)-** It focus on Link Quality.It targeted manipulative link building practices on websites.

It blocks paid backlinks from low quality sites.

It led to sites with natural backlinks gained ranking boosts.

3. **Google Hummingbird (2013)-** It improves Google's ability to understand search intent and context.

It improves understanding of query meanings rather than just matching keywords

4.Mobile-Friendly Update (Mobilegeddon) (2015)- It focus on Mobile usability.

It gave reference to mobile friendly optimized websites.

It saw Mobile-responsive sites ranking boosts.

5. RankBrain (2015)- It focus on Machine learning and user intent.

It introduces AI to understand user intent better.

6.BERT (2019)- It is a major natural language processing (NLP) algorithm that helps Google understand and respond to user queries more accurately by considering the context of words, rather than just individual keywords.

It improves natural language processing capabilities

7.Core Web Vitals (2021)- They are three metrics that measure how well a website loads, how interactive it is, and how stable the page is. They impact how a website appears in search results.

Focused on page experience signals like loading speed, interactivity, and visual stability

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

Answer- Crawling- It is performed by software robots called web spiders or web crawlers. Each search engine has its web spiders to perform crawling.

Crawlers systematically explore the web, following links from one page to the next to find new and updated content. Thus by crawling they can find out what is published on the World Wide Web.

Indexing- It involves building and index after crawling all websites or web pages found on the world wide web. Indexed pages can appear in search results.

An index of the crawled sites is made based on the type and quality of information provided by them and stored

Question-10 Difference between Organic and Inorganic results.

Answer- Organic results-They appear naturally in search engine algorithm's rankings without paid advertisements.

It appears in the main body of search results.

It focus on long term results. It builds an audience through content creation,SEO, social media engagement, and other unpaid methods.

It focus on long-term relationships with customers and gains trust from users.

Inorganic results- It refers to paid strategies that drive traffic, leads, or sales to a business through channels like advertising, sponsorships, or other paid promotions.

It focused on immediate results through paid efforts.

They may appear at the top or button of the SERPs.

Eg- PPC Advertising, Social Media Ads etc.

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

Answer-

<https://whispersofantiquity.blogspot.com/2025/03/seo-trends.html>

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

Answer : <https://jreconsultancy.wordpress.com>

