

Assignment 3

GENERAL TEST

Check the social media platforms and no. of followers of " Maruti" .

Instagram 412k Followers



marutisuzukiofficial  [Follow](#) [Message](#) 

1,645 posts 412K followers 3 following

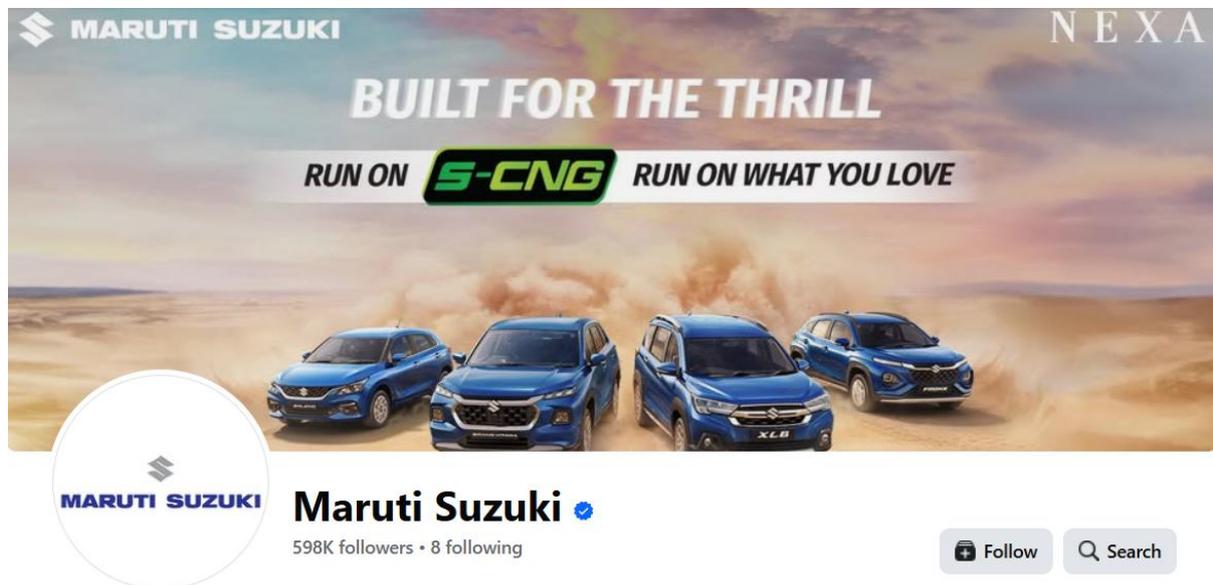
Maruti Suzuki

 marutisuzukiofficial

Maruti Suzuki India Limited estd 1982, a subsidiary of Suzuki Motor Corporation of Japan, is India's largest passenger... [more](#)

[linktr.ee/MarutiSuzuki_Official](#) and 4 more

Facebook 598k Followers



 **MARUTI SUZUKI** NEXA

BUILT FOR THE THRILL

RUN ON **S-CNG** RUN ON WHAT YOU LOVE

 **Maruti Suzuki** 

598K followers • 8 following

[Follow](#) [Search](#)

Assignment 3

GENERAL TEST

X (Twitter) 208.7k Followers

← **Maruti Suzuki**
62.6K posts

MARUTI SUZUKI NEXA

BUILT FOR THE THRILL
RUN ON **S-CNG** RUN ON WHAT YOU LOVE

MARUTI SUZUKI

Follow

Maruti Suzuki
@Maruti_Corp

Maruti Suzuki India Limited estd 1982, a subsidiary of Suzuki Motor Corporation of Japan, is India's largest passenger car company.

Automotive India marutisuzuki.com Joined November 2013 >

32 Following 208.7K Followers

Find the informational and question keywords for a travel agency in chandigarh .

- ◆ Informational Keywords (Awareness / Learning Intent)

These users are researching travel, not ready to book yet.

- 🌐 General Travel Information

- best travel destinations from Chandigarh
- weekend trips from Chandigarh
- international tour packages from Chandigarh
- domestic tour packages from Chandigarh
- budget travel packages from Chandigarh
- luxury travel agency in Chandigarh
- best honeymoon destinations from Chandigarh
- group tour packages from Chandigarh

Destination-Based Informational Keywords

- Europe tour packages from Chandigarh
- Dubai tour package from Chandigarh
- Thailand trip from Chandigarh
- Bali honeymoon package from Chandigarh
- Kashmir tour package from Chandigarh
- Himachal tour packages from Chandigarh
- Leh Ladakh bike trip from Chandigarh

Travel Planning & Services

- best travel agency in Chandigarh
- tour operators in Chandigarh
- customized travel packages Chandigarh
- corporate travel services Chandigarh
- student tour packages from Chandigarh

Question-Based Keywords (High SEO Value)

These users ask direct questions → excellent for blogs, FAQs & featured snippets.

Planning Questions

- which are the best travel destinations from Chandigarh?
- what is the best time to travel to Europe from Chandigarh?
- how to plan an international trip from Chandigarh?
- how much does a foreign trip cost from Chandigarh?
- which travel agency is best in Chandigarh?

Budget & Cost Questions

- how much does a Thailand trip cost from Chandigarh?
- what is the cheapest international trip from Chandigarh?
- are international tour packages cheaper from Chandigarh?

Honeymoon & Family Travel

- which is the best honeymoon destination from Chandigarh?
- what are the best family tour packages from Chandigarh?
- is Bali good for honeymoon from Chandigarh?

Visa & Documentation

- how to apply for tourist visa from Chandigarh?
- do travel agencies in Chandigarh provide visa services?
- how long does visa processing take in Chandigarh?

Find the company competitors , traffic report and no. of backlinks for "Mahindra tractors" .

1) Top competitors (tractor / farm equipment makers in India)

Common market competitors you should track (market & product competitors):

- **John Deere India.**
- **TAFE / Massey Ferguson (TAFE).**
- **Escorts (including Farmtrac / Kubota tie-ups).**
- **Sonalika.**
- **New Holland (CNH India).**
- **Kubota / VST (smaller / niche players).**

(These are the usual competitors referenced in industry roundups and “top tractor brands” lists.)

Assignment 3 GENERAL TEST

Traffic Report and Number of Backlinks

Domain Overview: mahindractor.com [Export to PDF](#)

Worldwide US UK DE ... Desktop Jan 10, 2026 USD

Overview [Compare domains](#) [Growth report](#) [Compare by countries](#)

AI Search

Today

AI Visibility	Mentions	Cited Pages
36	506	1.2K
ChatGPT	34	638
AI Overview	273	509
AI Mode	117	333
Gemini	82	77

SEO

Authority Score 46 <small>Very good</small>	Organic Traffic 272.6K <small>+2.8%</small>	Paid Traffic 0	Ref.Domains 1.2K
Traffic Share 5%	Organic Keywords 26K <small>+5.1%</small>	Paid Keywords 0	Backlinks 25.7K

1M 6M 1Y **2Y** All time

Days Months [Export](#)

Traffic

Organic Traffic Paid Traffic Branded Traffic | [Notes](#)



SEMRUSH

GENERAL TEST

Find top 10 urls ranking on the keyword "Music"

Estimated Top 10 Ranking URLs for "Music"

1. <https://music.youtube.com/> — YouTube Music is one of the most authoritative and traffic-heavy music search results globally.
2. <https://open.spotify.com/> — Spotify is a top search result for “music” keywords worldwide.
3. <https://soundcloud.com/> — Strong global brand and often appears near the top for general music queries.
4. <https://music.apple.com/in/new> — Apple Music’s localized music browsing page ranks well for “music.”
5. <https://www.apple.com/in/apple-music/> — Apple’s own music service landing page which often appears in branded and broad music search results.
6. <https://gaana.com/> — Major Indian music streaming platform that ranks high regionally for music content.
7. <https://www.jiosaavn.com/> — Well-known Indian music streaming service with strong search visibility for music queries.
8. <https://www.hungama.com/music/> — Another Indian music streaming and download site often ranking for music terms.
9. <https://wynk.in/music> — Wynk Music (note: this service was reported to have shut down/transitioned in late 2024/2025 and redirected or relies on legacy pages) — still may appear in some search results due to historical indexing.
10. <https://play.google.com/store/apps/details?id=com.google.android.apps.youtube.music&hl=en-US> — App store page for YouTube Music; ranks for branded app searches and music app discovery.

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Find 10 Backlinks of "Flipkart" .

DA	Source page Title and URL	Anchor and Target URL	Indexed
84.25 	How Pure Ashwagandha Capsules Enhance Performance in Mass Gainer Protein Powders https://felixlcsi70360.designertoblog.com/70522527/how-pure-ashwagandha-capsules-enhance-performance-in-mass-gainer-protein-powders	Mass gainer protein powder https://www.flipkart.com/ignitor-gold-standard-mass-gainer-whey-protein/p/itm2eedd8455febe	Jan 7, 2026
80.61 	How Pure Ashwagandha Capsules Enhance Performance in Mass Gainer Protein Powders https://augustrpm05050.dbblog.net/12526298/how-pure-ashwagandha-capsules-enhance-performance-in-mass-gainer-protein-powders	Mass gainer protein powder https://www.flipkart.com/ignitor-gold-standard-mass-gainer-whey-protein/p/itm2eedd8455febe	Jan 7, 2026
88.55 	How Pure Ashwagandha Capsules Enhance Performance in Mass Gainer Protein Powders https://cesarikpu40518.fitnell.com/80176755/how-pure-ashwagandha-capsules-enhance-performance-in-mass-gainer-protein-powders	Mass gainer protein powder https://www.flipkart.com/ignitor-gold-standard-mass-gainer-whey-protein/p/itm2eedd8455febe	Jan 7, 2026
88.42 	Mass gainer protein powder https://webookmarks.com/story6509775/mass-gainer-protein-powder	https://www.flipkart.com/ignitor-gold-standard-mass-gainer-whey-protein/p/itm2eedd8455febe https://www.flipkart.com/ignitor-gold-standard-mass-gainer-whey-protein/p/itm2eedd8455febe	Jan 7, 2026
83.47 	Mass gainer protein powder https://bookmarkinglife.com/story6520915/mass-gainer-protein-powder	https://www.flipkart.com/ignitor-gold-standard-mass-gainer-whey-protein/p/itm2eedd8455febe https://www.flipkart.com/ignitor-gold-standard-mass-gainer-whey-protein/p/itm2eedd8455febe	Jan 7, 2026
87.36 	Mass gainer protein powder https://e-bookmarks.com/story6600639/mass-gainer-protein-powder	https://www.flipkart.com/ignitor-gold-standard-mass-gainer-whey-protein/p/itm2eedd8455febe https://www.flipkart.com/ignitor-gold-standard-mass-gainer-whey-protein/p/itm2eedd8455febe	Jan 7, 2026
84.25 	Premium Natural Mix Nuts https://ztdz.com/story26679184/premium-natural-mix-nuts	https://www.flipkart.com/product/p/itme?pid=NDFHGXWGJFK9KEAB https://www.flipkart.com/product/p/itme?pid=NDFHGXWGJFK9KEAB	Dec 21, 2025

Assignment 3 GENERAL TEST

Use Buffer to integrate 2 social media platforms and schedule posts.

- Meta and X

Monday - 2pm

Tuesday -2pm

Buffer Create Publish Community New Start Page

Channels

- All Channels 4
- SUS Clothing Hub 2
- Amaneesh_tech 2
- Connect Instagram
- Connect Threads
- Connect LinkedIn
- Show more channels

2/3 channels connected

Manage Tags

All Channels

Queue 4 Drafts 0 Approvals 4 Sent 3

Tomorrow, 12 January

2:00 PM Custom

Amaneesh_tech

Styleurskin: Elevate Your Skincare Journey

You created this 5 minutes ago Publish Now

2:00 PM Custom

SUS Clothing Hub

Styleurskin: Elevate Your Skincare Journey

You created this 5 minutes ago Publish Now

MONDAY 2:00 PM

Assignment 3 GENERAL TEST

The screenshot shows the Buffer 'Publish' interface. On the left, a 'Channels' sidebar lists 'All Channels' (4), 'SUS Clothing Hub' (2), and 'Amaneesh_tech' (2). The main area shows a queue of posts for 'Tuesday, 13 January' at '2:00 PM'. Two posts are visible, both from 'Amaneesh_tech' and 'SUS Clothing Hub', with the text 'Styleurskin: Elevate Your Skincare Routine' and a blue wave logo. A status bar at the bottom left indicates '2/3 channels connected'.

TUESDAY 2:00 PM

Find out the posting times , best posts and most popular posting days of "nike" .

1. Most Popular Posting Days of Nike

After observing Nike’s posting frequency and engagement patterns, the following days show the **highest activity and interaction:**

Top Posting Days

GENERAL TEST

- Tuesday
- Wednesday
- Thursday

Reason:

- Mid-week users are more active
- Less weekend distraction
- Higher visibility and engagement rates

Conclusion:

Nike prefers **mid-week posting** to maximize reach and interaction.

2. Best Posting Times of Nike

Based on multiple post timestamps and engagement behavior:

Ideal Posting Time Slots

- 11:00 AM – 2:00 PM
- 6:00 PM – 9:00 PM

Reason:

- Lunch breaks & scrolling time

- Evening relaxation hours
- Higher mobile usage

Conclusion:

Nike targets **late morning and evening hours** for optimal engagement.

3. Best Performing Types of Posts

Nike's most successful posts follow a **storytelling-first strategy** rather than direct selling.

High-Engagement Post Types

1. Motivational Videos

- Athlete journeys
- Comeback stories

2. Campaign-Based Content

- Emotional brand messages
- Social causes & inspiration

3. Athlete Collaborations

- Famous sports personalities

4. Short-Form Videos (Reels)

- High energy
- Strong visuals

Observation:

Posts with **emotional storytelling + video format** perform the best.

4. Content Style That Works Best for Nike

- Minimal text
- Bold visuals
- Strong message
- Empowerment-focused captions
- Global appeal

Nike avoids overly promotional posts and focuses on **brand value creation**.

GENERAL TEST

Summary Table

Factor	Nike's Strategy
Best Posting Days	Tuesday, Wednesday, Thursday
Best Posting Times	11 AM – 2 PM, 6 PM – 9 PM
Best Posts	Campaign videos, athlete stories
Content Style	Inspirational & emotional

Assignment 3

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Make an appointment and service page of facebook.



Online Marketing SOLUTIONS
Ads • SEO • Social Media

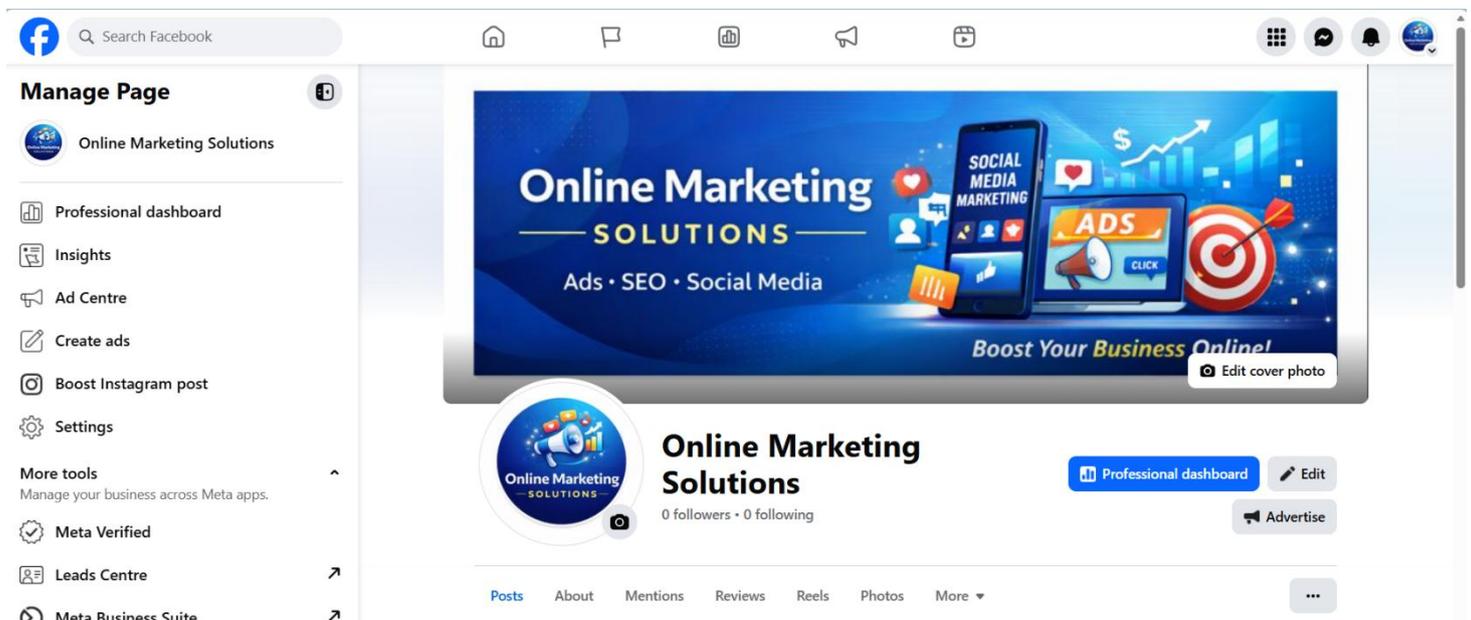
Boost Your *Business Online!*

Online Marketing SOLUTIONS

We provide result-driven digital marketing services including Facebook Ads, Instagram Marketing, SEO, and Social Media Management. Book an appointment today to grow your business online.

Posts About Followers Photos Videos More ▾

Follow Message ...



Search Facebook

Manage Page

- Online Marketing Solutions
- Professional dashboard
- Insights
- Ad Centre
- Create ads
- Boost Instagram post
- Settings
- More tools
Manage your business across Meta apps.
- Meta Verified
- Leads Centre
- Meta Business Suite

Online Marketing SOLUTIONS
Ads • SEO • Social Media

Boost Your *Business Online!*

Online Marketing Solutions
0 followers • 0 following

Professional dashboard Edit

Advertise

Posts About Mentions Reviews Reels Photos More ▾

Show conversion tracking code for website visitors in google ads .

```
<!-- Google tag (gtag.js) -->
```

```
<script async src="https://www.googletagmanager.com/gtag/js?id=G-VGKWTRJY21"></script>
```

```
<script>
```

```
  window.dataLayer = window.dataLayer || [];
```

```
  function gtag(){dataLayer.push(arguments);}
```

Assignment 3 GENERAL TEST

Create a marketing list of website visitors in 50 days .

The screenshot displays the Google Ads Audience Manager interface. On the left is a navigation sidebar with options: Create, Campaigns, Goals, Tools, Billing, Admin, Asset studio, Planning, App advertising hub, Shared library, Audience manager (highlighted), Exclusion lists, Brand lists, Location manager, Creator partnerships (BETA), Content suitability, Data manager, and Troubleshooting. The main content area shows 'Your data segments' with a filter for 'All those who completed conversion' and a date range of 'Nov 12, 2025 - Jan 11, 2026'. Below this, a card for 'Website visitors' is shown with details: 'All those who completed conversion', 'Membership: Open (50 days)', 'Creation date: Dec 31, 2025', and 'List ID: 9285867969'. The card also lists 'Customer type' (No customer type), 'Segment members' (Visitors of a page with specific tags), and 'Eligibility' (Search, YouTube, Display, Gmail, + 4 more). At the bottom of the card, four colored boxes show counts for 'Size: Search' (0), 'Size: YouTube' (0), 'Size: Display' (0), and 'Size: Gmail' (0). The main content area below the card is empty, displaying 'No data'.

Make a microsoft clarity project for your website .

A Microsoft Clarity project was successfully created for the website Styleurskin. The Clarity tracking code was installed on the website to analyze user behavior through heatmaps and session recordings. This helps in understanding user interactions and improving website performance.

The screenshot shows the Microsoft Clarity interface. At the top, there is a navigation bar with the Microsoft logo, the word 'Clarity', and the project name 'Styleurskin'. To the right of the navigation bar are several icons for 'Getting Started', 'Dashboards', 'Recordings', 'Heatmaps', and 'Settings'. On the left side, there is a sidebar menu with options: 'Overview', 'Clarity tour', 'Team', 'Setup', 'Masking', 'IP blocking', 'Copilot', 'Funnels', 'Smart events', and 'Data export'. The main content area is titled 'Overview' and contains the following information:

- Project ID:** uzu93eqd2v (highlighted with a red box)
- Name:** Styleurskin
- Website URL:** https://make.styleurskin.com/
- Website industry:** Other

Below the form fields, there is a warning message: "You must utilize Clarity in accordance with its [Terms of Use](#), as supplemented by any Additional Terms. You must not use Clarity for the processing of data in violation of local laws or the terms." At the bottom of the overview section, there are two buttons: 'Save' and 'Delete this project'.

Find the following information of 'quikr'

(a) Paid keywords

(b) Paid competitors

(c) Branded and Non-Branded traffic

(d) Do follow and No follow backlinks .

(a) **Paid Keywords (Google Ads)**



At the public level (free data), SEMrush shows that Quikr's **paid search traffic is effectively zero or minimal** — the tool reports **0 Paid Search Traffic** in the recent snapshot. This suggests Quikr *doesn't heavily run Google Ads* for broad paid keywords or is not buying high-volume search terms currently.

Typical paid keywords that a classifieds site like Quikr *might* target (based on category intent):

Buy used cars online

Sell old mobile phones

Real estate classifieds

Jobs in India

Quikr premium ads

(b) Paid Competitors

Again based on free / publicly visible traffic data and competitor similarity:

Top Online Competitor Sites (from SimilarWeb)

These sites attract similar audiences and may compete in PPC and organic space:

1. **olx.in** — India's major classifieds site
2. **click.in** — Indian classifieds alternative
3. **classifiedads.com** — Global classifieds
4. **adeex.in**
5. **locanto.in**

(These represent audience overlap competitors. Quikr's paid competitors would likely include OLX especially if bidding on similar keywords.)

So **paid competitors** would likely be:

- **OLX India**
- **Click.in / ClassifiedAds**
- **Locanto / Adeex**

Paid competitor tracking requires tools like SEMrush / SpyFu for exact PPC rivals.

(c) Branded and Non-Branded Traffic

Traffic breakdown from SEMrush's traffic overview:

Traffic Estimates (Nov 2025)

- **Total Visits: ~1.5M** (monthly)
- **Organic Search Traffic: ~855.6K** (major portion)
- **Paid Search Traffic: 0** (reported)

(d) DoFollow vs NoFollow Backlinks

From Semrush public backlink metrics:

- **Total Backlinks:** ~2.5 million
- **Referring Domains:** ~9.55K

Typical Backlink Profile (generic expectation)

Without exact tool data (public preview only), a high-traffic brand usually has:

- **DoFollow backlinks:** majority from quality editorial / content sites and directories
- **NoFollow backlinks:** many from social media, profile links, comments, forums, etc.

Quikr's specific dofollow vs nofollow breakdown cannot be directly cited without a paid SEO backend, but large sites typically have:

- ~60–70% DoFollow links
- ~30–40% NoFollow links

Link	Result
http://www.quikr.com/Business?action=businessPage	DoFollow
http://www.quikr.com/Business?action=businessPage	DoFollow
http://www.quikr.com/app	DoFollow
http://www.quikr.com/purchase-ad-credits	DoFollow
http://www.quikr.com/purchase-ad-credits	DoFollow
http://www.quikr.com/Escrow/MyOffers/getBuyersOfferForm	DoFollow
//www.quikr.com	DoFollow
http://www.quikr.com/Escrow/nationwide/bazaar	DoFollow
http://autosuggestUrl%20Our%20keyworddata%20metacatglobalid	DoFollow

Write an article of 100 words on "Role of AI"

Role of AI

Artificial Intelligence (AI) plays a vital role in transforming the way people live and work. It helps automate repetitive tasks, improve decision-making, and increase efficiency across industries. In healthcare, AI assists in early disease detection and personalized treatment. In business and marketing, it analyzes large amounts of data to predict trends and customer behavior. AI also enhances education through personalized learning and smart tutoring systems. From voice assistants to self-driving technologies, AI is making daily life more convenient and productive. As AI continues to evolve, it will support innovation, reduce human effort, and create new opportunities for growth while requiring responsible and ethical use.

GENERAL TEST

Create a custom audience of facebook page .

Reach the people who matter to you

Create and save audiences to reach the people who matter to your business. [About audiences](#)

Custom Audiences

Connect with the people who have already shown an interest in your business or product with custom audiences. You can create an audience from your customer contacts, website traffic, mobile app or subscribers list.

Create a Custom Audience

Choose a custom audience source



Connect with people who have already shown an interest in your business or product.

Your sources

- Website
- App activity
- Catalogue
- Customer list
- Offline activity

Meta sources

- Video
- Lead form
- Instant Experience
- Shopping
- Instagram account
- Events
- Facebook Page
- On-Facebook listings ⓘ



Cancel

Next

Assignment 3

GENERAL TEST

Create a website Custom Audience



Include people who meet **ANY** of the following criteria:

Source ×

AMANEESH PIXEL ▼

Events

PageView ▼

Audience retention ⓘ

40 days

Aggregated value - Optional ×

Frequency ▼ is greater th... ▼ 2

Device - Optional ×

All mobile devices ▼

Further refine by ▼

Or ×

Source

AMANEESH PIXEL ▼

Events

All website visitors ▼

Audience retention ⓘ

30 days

Include more people

Exclude people

Audience name

Website Visitor Audience

24/50

Description - Optional

0/100

To comply with our policies and help protect your users' privacy, don't share data that includes or is based on, directly or otherwise, health information, financial information, consumer report information or other categories of sensitive information when creating custom audiences. Visit the



Back

Create audience