



PSD Shastri Educational Foundation's
ASMA INSTITUTE OF MANAGEMENT
Approved by AICTE, New Delhi, Affiliated to Savitribai Phule Pune University (Inst. Code: 6164)
Shastri Campus: S. No. 85, NDA Road, Shivane, Pune - 411 023
Ph.: (020) 25291471, 25293332, 9011036202 Fax: (020) 25291461
E-mail: enquiry@asma.in, director@asma.in Website: www.asma.in

Project Report of Shreyas Hargude (303), (MBA)

Director

PSD Shastri Educational Foundation's
ASMA Institute of Management



A Summer Internship Project Report

On

"A Study on Search Engine Optimization and Web Developing"

AT

Brand Essence, Pune.

By

SHREYASH KARGUDE

MBA (Marketing)

Batch (2021-23)

Under the guidance of

Prof. Om Sharma

Submitted to

Savitribai Phule Pune University

In partial fulfilment of the requirement for the award of

Master of Business Administration Pune



S. no. 85, Shastri Campus, Prestige Public School Rd.,

NDA road, Shivane, Pune, Maharashtra- 411023.

Director

PSD Shastri Educational Foundation's
ASMA Institute of Management



A Summer Internship Project Report

On

“A Study on Search Engine Optimization and Web Developing”

AT

Brand Essence, Pune.

By

SHREYASH HARGUDE

MBA (Marketing)

Batch (2021-23)

Under the guidance of

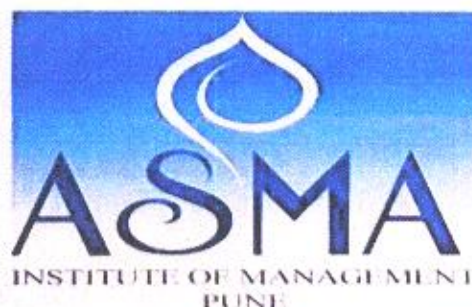
Prof. Om Sharma

Submitted to

Savitribai Phule Pune University

In partial fulfilment of the requirement for the award of

Master of Business Administration Pune



S. no. 85, Shastri Campus, Prestige Public School Rd.,

NDA road, Shivane, Pune, Maharashtra- 411023.


Director

PSD Shastri Educational Foundation's
ASMA Institute of Management



ACKNOWLEDGEMENT

This internship opportunity I had with Brand Essence Market Research, was a great chance for learning and professional development. I would like to express my sincere gratitude the organization for extending such an exciting opportunity of working under the Technology department of Brand Essence Market Research. I am also grateful for having a chance to interact with so many wonderful people and professionals who led me through this internship period.

It's been a great experience working under the mentorship of **Mr. Digvijay Chakravarty** (Research Manager, Brand Essence Market Research) whose constant guidance, monitoring, and encouragement despite his busy schedules, has had a huge impact on my overall learning and experience of the company.

I would also like to thank my college mentor, **Prof. Om Sharma** (ASMA Institute of Management Pune, and RIIM) for her support and guidance during my internship.



Director

PSD Shastri Educational Foundation's
ASMA Institute of Management



DECLARATION

I hereby declare that the project report entitled "A STUDY OF CONTENT DRIVEN DIGITAL MARKETING IN RESPECT TO SEO & SMO" carried out at "BRAND ESSENCE PVT. LTD." submitted by me to "SAVITRIBAI PHULE PUNE UNIVERSITY" in partial fulfilment of the requirement for the award of "MASTERS OF BUSINESS ADMINISTRATION" is a record of bonafide project work carried out by me. I further declare that the work reported in this project has not been submitted and will not be submitted, either in part or in full, for the award of any other degree or diploma in this institute or any other institute or university.

Place: Pune

Date: 18/03/2023

Shreyash Hargude
Shreyash Hargude

MBA 2021-2023


Director

PSD Shastri Educational Foundation's
ASMA Institute of Management





PSD Shastri Educational Foundation's

ASMA INSTITUTE OF MANAGEMENT

Approved by AICTE, New Delhi & Affiliated to University of Pune (Inst. Code - 6164)

Shastri Campus, S No. 85, NDA Road, Shivane, Pune - 411 023

Ph: (020) 25291471 Fax: (020) 25291461

E-mail: enquiry@asma.in, director@asma.in Website: www.asma.in

CERTIFICATE

This is to certify that the Project Report entitled

“A study of Search Engine Optimization and Web
developing at Brand Essence, Pune.”

Prepared by Mr./Ms. Shreyash Mangude

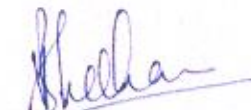
Student of **Second Year Master of Business Administration (M.B.A.) Semester-III,**
Academic Year 2021-2023. at ASMA Institute of Management, Pune -411023.

To the best of our knowledge, this is an original Study done by the said student and
important resources used by the student have been duly acknowledged in this report.

The report is submitted in partial fulfilment of **Masters of Business Administration
(M.B.A)** syllabus as per the rules and prescribed guidelines of Savitribai Phule Pune
University, Pune.


Project Guide




External Examiner



Director
PSD Shastri Educational Foundation's
ASMA Institute of Management





Brandessence Market Research & Consulting Private Limited

Viman Nagar, 3rd Floor, Sr. No. 208/1A, Office No
306, Finswell, Bajaj Finserv, Viman Nagar, Pune,
Maharashtra, 411014

Internship Certificate

TO WHOM IT MAY CONERN

This is to certify that Shreyash Hargude has completed the internship at Brandessence Market Research & Consulting Private Limited from 01/06/2022 to 30/07/2022 under the guidance of Digvijay Charkborty.

During the period of her internship program with us, he had been exposed to different processes and was found diligent, ~~hardworking~~ and inquisitive. We take this opportunity to thank him for enthusiastically performing the task.

We wish him a great life and career ahead.

Sincerely,

Sakshi Lechhramka

Human Resources Manager




Director

PSD Shastri Educational Foundation's
ASMA Institute of Management



EXECUTIVE SUMMARY

The study conducted at Brand Essence Pune aimed to explore the relationship between Search Engine Optimisation (SEO) and web development, with the objective of identifying best practices to improve website performance and search engine rankings. The research involved a thorough analysis of existing literature, case studies, and surveys conducted among web developers and SEO professionals.

The findings of the study reveal that SEO and web development are closely interlinked, with website structure, coding, and content being key factors that impact search engine rankings. The study highlights the importance of optimizing website structure and coding to ensure faster load times, improved user experience, and increased visibility on search engine results pages (SERPs).

Additionally, the study emphasizes the significance of creating high-quality, relevant, and optimized content that aligns with user search intent. The research suggests that incorporating relevant keywords, optimizing meta tags, and creating engaging multimedia content can significantly improve website visibility and search engine rankings.

Based on the research, the study provides a set of recommendations for web developers and SEO professionals, including best practices for website structure and coding, content creation, and keyword research. The recommendations aim to assist businesses in improving their website performance, increasing user engagement, and driving organic traffic through effective SEO practices.

Overall, the study provides valuable insights into the relationship between SEO and web development, offering a comprehensive guide to improving website performance and search engine rankings.



Director

PSD Shastri Educational Foundation's
ASMA Institute of Management



Table of Content

1	INTRODUCTION.....	6
1.1	OUTPUT:.....	7
1.2	OBJECTIVE:.....	8
1.3	SCOPE OF THE REPORT:.....	9
1.4	PRODUCT.....	10
1.5	Competitors.....	11
1.6	CLIENTS.....	12
2	OUTLINE OF TASK UNDERTAKEN.....	13
3	LITERATURE REVIEW.....	14
3.1	STEPS TO CONDUCT KEYWORD RESEARCH.....	21
4	DATA ANALYSIS.....	34
5	Learnings And Findings.....	38
6	CONCLUSION.....	39
7	BIBLIOGRAPHY.....	40
8	ANNEXURE.....	41



Director

FSD Shastri Educational Foundation's
ASMA Institute of Management



1 INTRODUCTION:

Brand essence provides digital marketing and web development services. Recently they started a new brand named.

Brand essence hosts

which deals in domain registration and web hosting services. The company is in **Bavdhan, Pune**

.It provides services throughout India.

Project title & Duration:

This project titled.

A Study of in respect to SEO & SMO is based on the work assigned to me to conduct digital marketing to increase the traffic and engagement rate on magicworkshost.com website during my internship period from **20th May 2019 to 14th August 2019**

DETAILS:

The reason to choose this company and the topic for my internship were that I wanted to explore the area of Digital Marketing and wanted to know and learn the various aspects of it. During the course of internship, I attended the training session conducted by our mentor to know about this industry, the company and the product we would be dealing with. After understanding all that we did tele-calling to the leads to convert them into customers. After we understood the current the scenario and customer's view towards the product, I started to work on Content writing. I used to write blogs on various topics related to the product offered by Brand essence. After the completion of blogs in all respect we used to conduct the SEO for the same blog and used to publish it on the website. The last and final step was to circulate the blog link on various social media platforms to increase the website traffic of magicworkshost.com and also engage the visitors. I used to generate weekly SEO and SMO Report each Friday to track down the performance of the website and take corrective measures wherever necessary.



Director
PSD Shastri Educational Foundation's
ASMA Institute of Management



1.1 OUTPUT:

I learned the following points during the internship period:

1. How to deal with the queries of various customers with different attitudes and thinking.
2. How to conduct keyword research and choose the appropriate one.
3. Different Social media platforms, their audiences and their use in digital marketing.
4. Choosing the right topic for blog writing after conducting research and how to write a blog.
5. Using various analytical tools to keep track of your performance and also to know the ways to improve it.



Director

PSD Shastri Educational Foundation's
ASMA Institute of Management



1.2 OBJECTIVE:

PRIMARY OBJECTIVE:

The primary objective of this report is to understand the roles, implication, and impacts of digital marketing.

SECONDARY OBJECTIVES:

Some of the more specific objectives of the internship and the report are listed as follows. I have tried best to fulfil these objectives during my internship period at Brand Essence Pvt. Ltd:

1. To get theoretical & practical knowledge of SEO.
2. To understand the corporate working culture and practices.
3. Acquire knowledge and learning by participating actively in a corporate environment. 4. To find out how SEO is helping to increase business profits and brand's equity.
4. To evaluate the purpose, methods, elements, and effectiveness of Digital Marketing.



Director

PSD Shastri Educational Foundation's
ASMA Institute of Management



1.3 SCOPE OF THE REPORT:

The specific scope of the report is to understand the different concepts of digital marketing, but while implementing it might differ from situation to situation.

1. This study helps me to get the reality check of a market where an actual comparison between the classroom knowledge and the real situation can be done. By just learning theory and facing actual situations its concepts and practices might vary.
2. This study helps to understand and know how to deal with different kinds of customers and how to make impressive online campaigns.
3. This study will help to get detailed knowledge about SEO (search engine optimization): Both on page & off page SEO.
4. We will learn more about Keyword research, keyword planner, metadata.
5. This report will also try to illustrate how different social media are used to conduct digital marketing.
6. At last, we can understand how the reports and performance checks are conducted using analytical tools for digital marketing.






Director

PSD Shastri Educational Foundation's
ASMA Institute of Management



1.4 PRODUCT

 A graphic for 'Web Development Services' featuring a green vertical banner with the text 'Web Development Services' in white and blue. To the left, there are several icons representing different devices and web services.	<p>Web Development Services</p> <ul style="list-style-type: none"><input type="checkbox"/> WordPress Web Development<input type="checkbox"/> E Commerce Web Development<input type="checkbox"/> Web Maintenance
 A graphic for 'Digital Marketing Services' featuring a blue vertical banner with the text 'DIGITAL marketing Services' in white. To the right, there is a cluster of colorful icons representing various digital marketing tools and a laptop displaying 'DIGITAL MARKETING'.	<p>Digital Marketing Services</p> <ul style="list-style-type: none">• Search Engine Optimization• Search Engine Marketing• Social Media Marketing
 A graphic showing various domain extensions like .org, .in, .club, .site, .biz, .net, .com, .info, and .gov arranged around a central blue 'SQUAD' logo.	



Director
PSD Shastri Educational Foundation's
ASMA Institute of Management



1.5 Competitors



Director
PSD Shastri Educational Foundation's
ASMA Institute of Management



1.6 CLIENTS



Thuse Electronics



Director
PSD Shastri Educational Foundation's
ASMA Institute of Management



2 OUTLINE OF TASK UNDERTAKEN

During the internship the following task were assigned to me:

1. I used to research a topic to write a blog. Generally, writing blogs used to take less time whereas to choose right topic and conduct research for same was time consuming. After research I used to create a blog with images that could grab the attention of the readers.
2. After completing the blog, we used to conduct keyword research for it. For the keyword research I used the google AdWords tools. Firstly, I used to collect a detailed report of trending keywords related to my blog. Then used to shortlist the suitable one. Final step was to choose the appropriate and right keyword for the blog after analysing all the details collected.
3. Selecting right primary and secondary keyword for the blog. Checking that all the SEO parameters is good before publishing the blog. For SEO parameters to be green we needed to make lot of changes in our blogs so that we can meet the criteria of all the parameters.
4. Posting the blog in the web page of the company on various social media with right content and hashtag used. Hashtags are the need of the hour in today's time. So, using right hashtags for your blog is extremely important. Content and hashtags were written keeping the targeted readers in mind.
5. Posting the blog on different social media groups related to the services offered by our company. But before posting in other groups we should be careful about following the rules of that group. Also, whether we are posting right blog in right group or not.
6. I used to generate weekly SEO and SMO report to keep track on the visitors of the website and check the performance of the blog using various analytical tools.



Director

PSD Shastri Educational Foundation's
ASMA Institute of Management



3 LITERATURE REVIEW

Shikha Goel et al. "Search Engine Evaluation Based on Page Level Keywords" (2012). this Paper highlights the approach of Search Engine evaluation which is based on page level keywords. Page level keywords are the keywords found in individual pages of website. A user creates a query and Search Engine designer design the database for this query and later the queries are run by the users to calculate the page level keywords and the results are calculated. Keywords are grouping of words that user use to find products on Search Engine Page level keywords include Title, header, and first word of title page, anchor text, page H1 tag, Meta description, image file name, ALT tags, and Page's URL string.

Zhou Hui, et al. "Study on Website Search Engine Optimization" (2012), this research paper highlights the Search Engine work principal. This research paper highlights the following contents of Search Engine optimization, Principal of Search Engine, Factors affecting search ranking, Method of website Search Engine optimization. Search Engine optimization points out the web page coding, web page content, web constitution, which describe how Search Engine work on web pages ranking strategies.



Director

PSD Shastri Educational Foundation's
ASMA Institute of Management



DIGITAL MARKETING



Digital marketing is the promotion of products or brands via one or more forms of electronic media such as search engines, websites, social media, email, and mobile apps. According to Wikipedia, Digital Marketing is an umbrella term for the targeted, measurable, and interactive marketing of products or services using digital technologies to reach and convert leads into customers and retain them. The key objective is to promote brands, build preference and increase sales through various digital marketing techniques. It is embodied by an extensive selection of service, product, and brand marketing tactics, which mainly use the Internet as a core promotional medium, in addition to mobile and traditional TV and radio.

Digital marketing is the use of technologies to help marketing activities to improve customer knowledge by matching their needs. In the developed world, companies have realized the importance of digital marketing. For businesses to be successful they will have to merge online with traditional methods for meeting the needs of customers more precisely. The introduction of new technologies has to create new business opportunities for marketers to manage their websites and achieve their business objectives. Online advertising is a powerful marketing vehicle for building brands and increasing traffic for companies to achieve success. Expectations in terms of producing results and measuring success for advertisement money spent, digital marketing is more cost-efficient for measuring ROI in an advertisement.

Today, monotonous advertising and marketing techniques have given way to digital marketing. Also, it is so powerful that it can help revive the economy and can create tremendous opportunities for governments to function more efficiently. More importantly, growth in digital marketing has been due to the rapid advances in technologies and changing market dynamics.

Director

PSD Shastri Educational Foundation's
ASMA Institute of Management



For digital marketing to deliver the result for businesses, digital content such as accessibility, navigation, and speed are defined as the key characteristics of marketing. Other tried and tested tool for achieving success through digital marketing is the use of word-of-mouth. WOM on social media and for making the site popular. Besides, WOM is linked with creating new members and increasing traffic on the website which in return increases visibility in terms of marketing.



Blogs as a tool for digital marketing have successfully created an impact on increasing sales revenue, especially for products where customers can read reviews and write comments about personal experiences. For businesses, online reviews have worked well as part of their overall strategic marketing strategy. Online services tools are more influencing than traditional methods of communication. As part of the study, it is proven that users experience an increase in self-esteem and enjoyment when they adapt to social media which itself is a motivating sign for businesses and marketing professionals. Web experiences affect the mental process of consumers and enhance their buying decision online.





Director
FSD Shastri Educational Foundation's
ASMA Institute of Management



The Internet is the most powerful tool for businesses. Marketing managers who fail to utilize the importance of the Internet in their business marketing strategy will be at a disadvantage because the Internet is changing the brand, pricing, distribution and promotion strategy.



Director
PSD Shastri Educational Foundation's
ASMA Institute of Management



SEARCH ENGINE OPTIMIZATION WHAT IS SEO?



Search Engine Optimisation (SEO) is the practice of increasing the number and quality of visitors to a website by improving rankings in the algorithmic search engine results.

The algorithmic ('natural', 'organic', or 'free') search results are those that appear directly below the top pay-per-click adverts in Google, as highlighted below.

In other words, Search engine optimization (SEO) is the process of increasing the quality and quantity of website traffic by increasing the visibility of a website or a web page to users of a web search engine.

Research shows that websites on the first page of Google receive almost 95% of clicks, and studies show that results that appear higher up the page receive an increased click through rate (CTR), and more traffic.

There are also various other listings that can appear in the Google search results, such as map listings, videos, the knowledge graph and more. SEO can include improving visibility in these result sets as well.

Director

PSD Shastri Educational Foundation's
ASMA Institute of Management



HOW SEO WORKS

Google (or any search engine you're using) has a crawler that goes out and gathers information about all the content they can find on the Internet. The crawlers bring all those 1s and 0s back to the search engine to build an index. That index is then fed through an algorithm that tries to match all that data with your query.

Specifically, Google scans its index of "hundreds of billions" of to find a set of results that will best answer your search.

Google uses over 200 signals in scoring their search results and SEO encompasses technical and creative activities to influence and improve some of those known signals. It's often useful to not focus too much on individual ranking signals and look at the wider goal of Google, to provide the best answers for its users.

SEO, therefore, involves making sure a website is accessible, technically sound, uses words that people type into the search engines, and provides excellent user experience, with useful and high quality, expert content that helps answers the user's query.

KEYWORD RESEARCH & KEYWORD PLANNER

Keyword Research – Analysing the types of words and frequency used by prospective customers to find brands services or products. Understanding their intent and user's expectations from their search.

Keyword Research



In layman language, Keyword research is the process of identifying Keywords, which get a good amount of search volume/month. For example, Keyword: "Keyword Spy", "Website SEO optimization tip" and so on. The idea behind performing research is to, find the keywords that can give maximum traffic and comes with less competition.


Director

By doing a complete Keyword search, you will be able to find keywords to drive targeted traffic, more revenue and more niche traffic. Moreover, when you are planning to target a small niche, for example, "Bug Spray", doing a Keyword search will help you to find many new Keywords that you might be missing out. You can also analyse the competitor site and find keywords which they were ranking for. Doing comprehensive Keyword research based on the data can drive immense traffic to your site.

Google

Keyword Planner

The Keyword Planner is a part of the Google AdWords advertising platform. It allows users to research and analyse lists of keywords for use in pay-per-click campaigns.

The keyword planner is designed as a paid search tool but its data is nonetheless extremely useful for SEOs.

Google Keyword tool is an official product from Google, which gives us a traffic estimation of our target Keywords and also helps in finding more relevant and related Keywords for your niche. Few Important things to know:

You need to have a Google AdWords account to use the Google Keyword Planner tool. It's free, and you don't need to spend any money to use this tool. You can simply create an AdWords tool and start using it.

You can also search for existing Google AdWords coupons to create one free account for yourself, and start using the Keyword Planner tool.

This tool is created to target AdWords advertisers, but it still gives a great deal of information when it comes to finding the right keyword for your blog and articles.

Using the Google Keyword Planner, you can research:

Director

PSD Shastri Educational Foundation's
ASMA Institute of Management

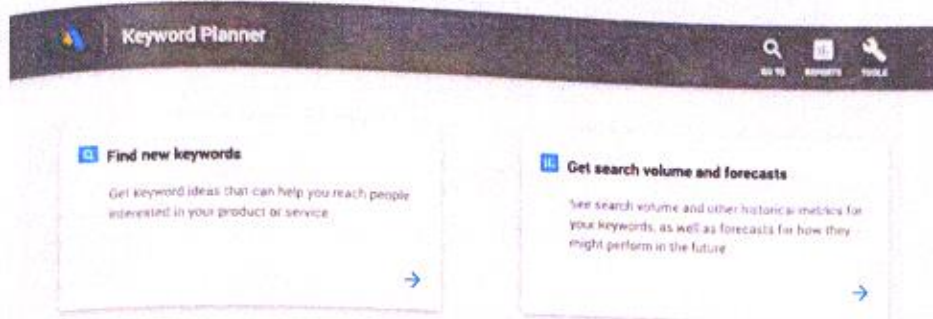


Keyword ideas based on a phrase, landing page or product category.

Average monthly search volume for a specific period.

Search volume trends for a single keyword or group of keywords over time.

3.1 STEPS TO CONDUCT KEYWORD RESEARCH



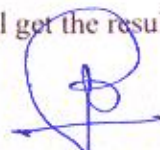
Step 1: Log in to your Google AdWords account and go to keyword planner.



Step 2: Enter the keyword or the URL for which you want to conduct the research.

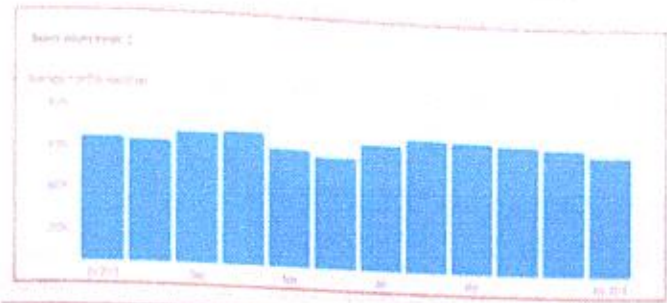
Keyword ideas	Avg. monthly searches	Competition	Top of page bidding (est.)	Cost per click (est.)
keyword ideas	100 - 1000	High	\$1.00	\$1.00
keyword ideas	100 - 1000	High	\$1.00	\$1.00
keyword ideas	100 - 1000	High	\$1.00	\$1.00
keyword ideas	100 - 1000	High	\$1.00	\$1.00
keyword ideas	100 - 1000	High	\$1.00	\$1.00
keyword ideas	100 - 1000	High	\$1.00	\$1.00
keyword ideas	100 - 1000	High	\$1.00	\$1.00
keyword ideas	100 - 1000	High	\$1.00	\$1.00
keyword ideas	100 - 1000	High	\$1.00	\$1.00
keyword ideas	100 - 1000	High	\$1.00	\$1.00

Step 3: You will get the result generated by the URL or keyword you entered.


Director



Learning
 Links from
 All products
 Draft
 Negative keywords
 Filter by
 Show avg. monthly searches for last 12 months
 Customize your search
Keyword filters
 Keyword options
 Show closely related ideas
 How keywords in my account
 How keywords in my list
 Keywords to include



Keyword ideas

Add all group and keyword ideas from the table to your plan
 Add all group and keyword ideas from the table to your plan
 Add all group and keyword ideas from the table to your plan

All group ideas	Keyword ideas	Columns	Download	Add to plan	
All group by relevance	Avg. monthly searches	Competition	Suggested bid	Ad imp. share	Add to plan
Best Seo (2)	best seo software, the best seo software, seo	5,330 Medium	\$22.67	-	+
Engine Software (2)	search engine optimization software, search	710 Medium	\$10.06	-	+
Ranking Software (2)	seo ranking software, keyword ranking soft	1,450 Low	\$7.21	-	+
Dashboard Google (2)	google analytics dashboard, google analytics	1,570 Medium	\$9.00	-	+
Free Seo (1)	free seo software, seo software free, seo free	2,530 Medium	\$8.66	-	+
Seo Tools (1)	seo software tool, seo tool software, seo soft	8,710 Medium	\$11.35	-	+
Top Seo (1)	top seo software, top 10 seo software, top se	1,490 Medium	\$27.44	-	+

search options

keyword results

Step 4: You can filter as per your need. Get the final keyword research with the filtered data.


 Director

PSD Shastri Educational Foundation's
 ASMA Institute of Management



META DATA OR META TAGS

Meta tags are snippets of text that describe a page's content; the meta tags don't appear on the page itself, but only in the page's source code. Meta tags are essentially little content descriptors that help tell search engines what a web page is about.

In short, they make it easier for search engines to determine what your content is about and thus are vital for SEO.



Why do meta tags matter?

As previously mentioned, meta tags offer more details about your site to search engines and website visitors who encounter your site in the SERP. They can be optimized to highlight the most important elements of your content and make your website stand out in search results.

Search engines increasingly value good user experience, and that includes making sure that your site satisfies a user's query as best as it possibly can. Meta tags help with this by making sure that the information searchers need to know about your site is displayed upfront in a concise and useful fashion.

Some types of meta tag relate to page structure and will ensure that your site is easy to navigate, while others tell search engines which parts of your page are important and which to overlook. Meta tags to improve the optimization of your site:

Director

PSD Shastri Educational Foundation's
ASMA Institute of Management



1. Title tag

The title tag is one of the first things that users notice in the SERPs. It's the title of your page that offers a preview of what your content is about. It's important as it shows up in the search results, but it's also pulled out to show up as anchor text and a title in social shares. This means that your title tag should be clear, descriptive and usually not more than 55 characters.



2. Meta description

The meta description is of equal importance to the title tag. If the title tag is the title that appears at the top of a search result, the meta description is the snippet that displays underneath.

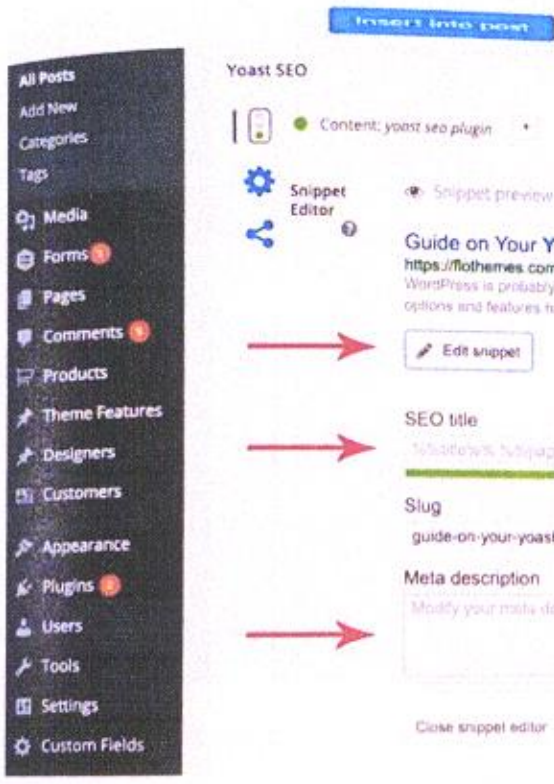
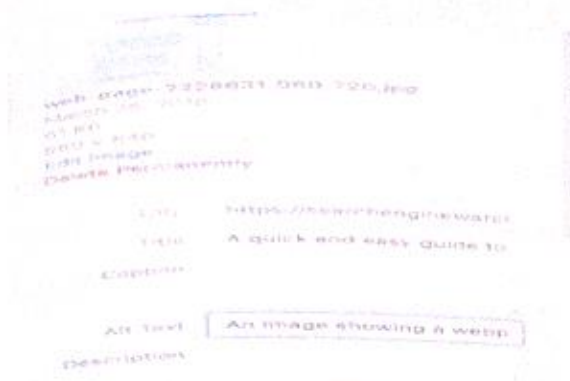
The meta description should provide an accurate description of the content of your page. It is usually the element that determines whether users will click on your page, which makes it important to spend time on its optimization. Previously, the optimum length for meta descriptions was 150-165 characters.

3. Alt text

Image optimization has become a very important element of modern SEO, as it offers an additional opportunity to rank in the search results, this time with your visual content.

Your images should be accessible to both search engines and people. Alt text can ensure both of these things: it provides a text alternative to images which will be displayed if the image doesn't load, or will be read out by a screen reader; it also tells search engines what that image is meant to represent.


Director



Picture: How to enter the meta title and description using Yoast SEO tool.


Director
PSD Shastri Educational Foundation's
ASMA Institute of Management



SOCIAL MEDIA OPTIMIZATION

INTRODUCTION:

Social media optimization (SMO) is the process of increasing the awareness of a product, brand or event by using a number of social media outlets and communities to generate viral publicity.



Social media optimization includes using RSS feeds, social news and bookmarking sites, as well as social media sites and video and blogging sites. SMO is similar to SEO (search engine optimization) in that the goal is to drive traffic to your Web site.

Obviously, SMO has to do with social networks and their growing importance to business.

This aspect of optimization deals with enhancing your company's presence and online reputation through interactive communities—not just Facebook and Twitter, but also blogs, forums, and anywhere your business is mentioned or linked to socially.

Working with SMO can help you strengthen your brand and boost visibility, as well as generate leads and increase sales. Optimizing your social media builds both familiarity with and trust for your business, because consumers will see you not only mentioned, but recommended by others.


Director



SOME POPULAR SOCIAL MEDIA

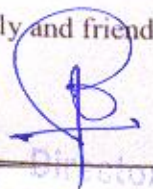
1. FACEBOOK – 2.23 BILLION MAUS



(MAUs stands for Monthly Active Users, and MUVs stands for Monthly Unique Visitors.)

Facebook is the biggest social media site around, with more than two billion people using it every month. That's almost a third of the world's population! There are more than 65 million businesses using Facebook Pages and more than six million advertisers actively promoting their business on Facebook, which makes it a pretty safe bet if you want to have a presence on social media.

It's easy to get started on Facebook because almost all content format works great on Facebook — text, images, videos, live videos, and Stories. But the Facebook algorithm prioritizes content that sparks conversations and meaningful interactions between people, especially those from family and friends.


Director

Always remember to optimize your content for mobile as 94 percent of Facebook's users access Facebook via the mobile app.

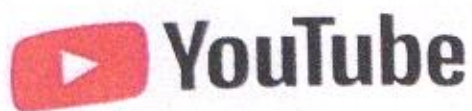


Director

PSD Shastri Educational Foundation's
ASMA Institute of Management



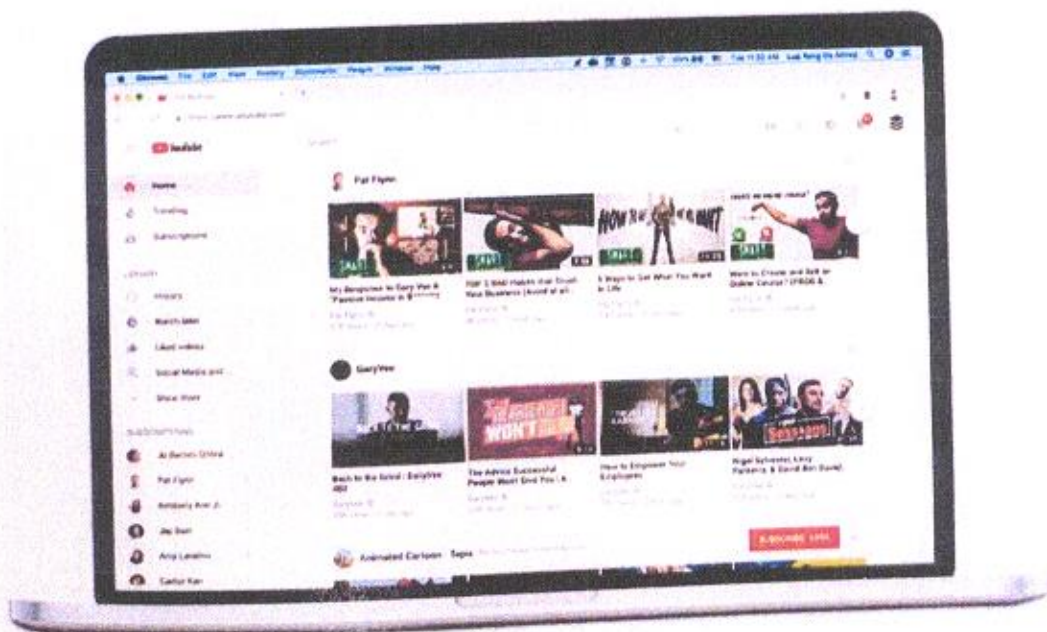
2. YOUTUBE – 1.9 BILLION MAUS



YouTube is a video-sharing platform where users watch a billion hour of videos every day. To get started, you can create a YouTube channel for your brand where you can upload videos for your subscribers to view, like, comment, and share.

Besides being the second biggest social media site, YouTube (owned by Google) is also often known as the second largest search engine after Google.

Finally, you can also advertise on YouTube to increase your reach on the platform.




Director

PSD Shastri Educational Foundation's
ASMA Institute of Management



3. WHATSAPP – 1.5 BILLION MAUS



WhatsApp is a messaging app used by people in over 180 countries. Initially, WhatsApp was only used by people to communicate with their family and friends. Gradually, people started communicating with businesses via WhatsApp.

WhatsApp has been building out its business platform to allow businesses to have a proper business profile, to provide customer support, and to share updates with customers about their purchases. For small businesses, it has built the WhatsApp Business app while for medium and large businesses, there's the WhatsApp Business API.




Director

PSD Shastri Educational Foundation's
ASMA Institute of Management



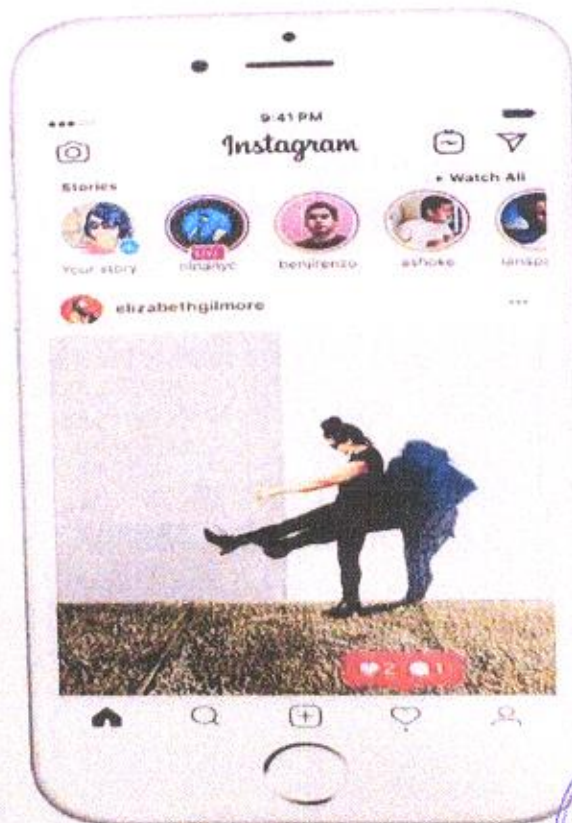
4. INSTAGRAM – 1 BILLION MAUS



Instagram is a photo and video sharing social media app. It allows you to share a wide range of content such as photos, videos, Stories, and live videos. It has also recently launched IGTV for longer-form videos.

Many of its users use it to post information about travel, fashion, food, art and similar subjects. The platform is also distinguished by its unique filters together with video and photo editing features.

As a brand, you can have an Instagram business profile, which will provide you with rich analytics of your profile and posts and the ability to schedule Instagram posts using third-party tools.




DIRECTOR



5. TWITTER – 335 MILLION MAUS



Twitter is a social media site for news, entertainment, sports, politics, and more. What makes Twitter different from most other social media sites is that it has a strong emphasis on Realtime information — things that are happening right now.

Another unique characteristic of Twitter is that it only allows 280 characters in a tweet (140 for Japanese, Korean, and Chinese), unlike most social media sites that have a much higher limit.

Twitter is also often used as a customer service channel. According to advertisers on Twitter, more than 80 percent of social customer service requests happen on Twitter. And Salesforce calls Twitter “the New 1-800 Number for Customer Service”.



Director

PSD Shastri Educational Foundation's
ASMA Institute of Management



6. LINKEDIN – 294 MILLION MAUS



LinkedIn is now more than just a resume and job search site. It has evolved into a professional social media site where industry experts share content, network with one another, and build their personal brand. It has also become a place for businesses to establish their thought leadership and authority in their industry and attract talent to their company.

LinkedIn also offers advertising opportunities, such as boosting your content, sending personalized ads to LinkedIn inboxes, and displaying ads by the side of the site.

A handwritten signature in blue ink, appearing to be 'P. Shastri'.

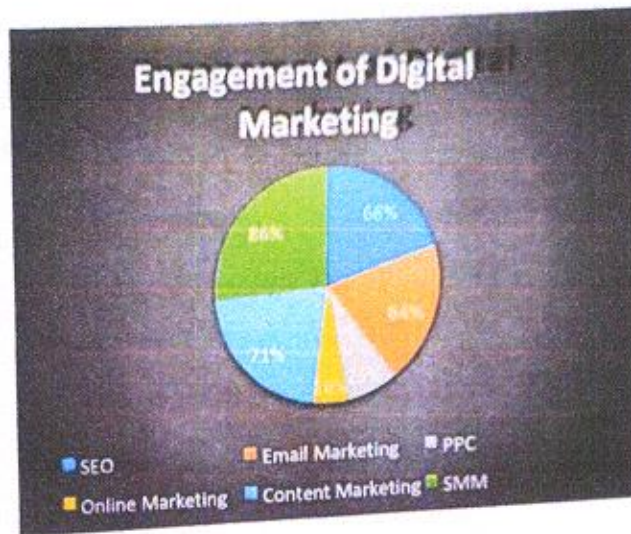
Director

PSD Shastri Educational Foundation's
ASMA Institute of Management



4 DATA ANALYSIS

1) What kinds of digital marketing do you engage in for your own business?



Key point

The top four digital marketing activities that marketing consultants engage in are content marketing, social media, SEO and email.

Analysis

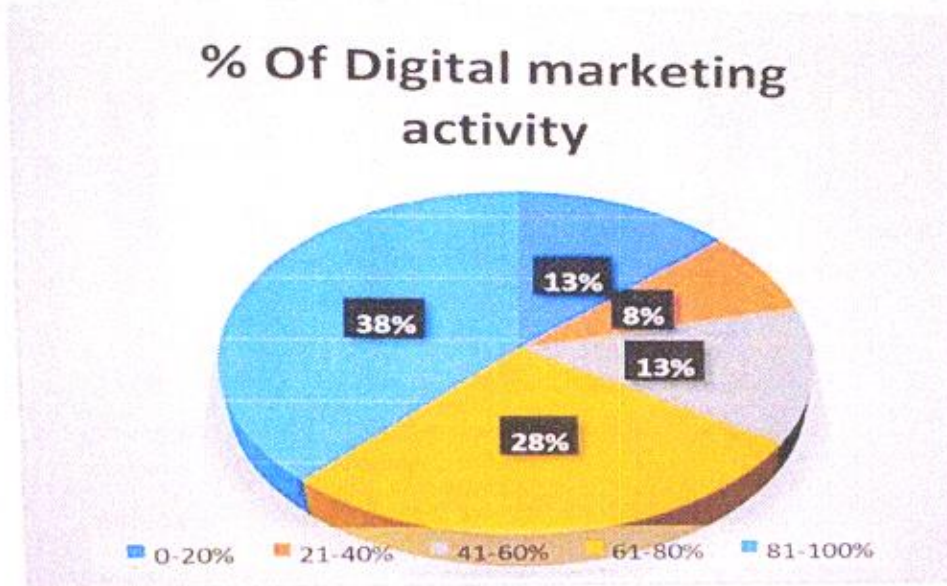
There is a clear preference for marketing activities that don't require much expenditure and that focus on attracting interest through high-value content, instead of advertising.

Director

PSD Shastri Educational Foundation's
ASMA Institute of Management



2) What percentage of the overall marketing activity for your business is digital?



Analysis

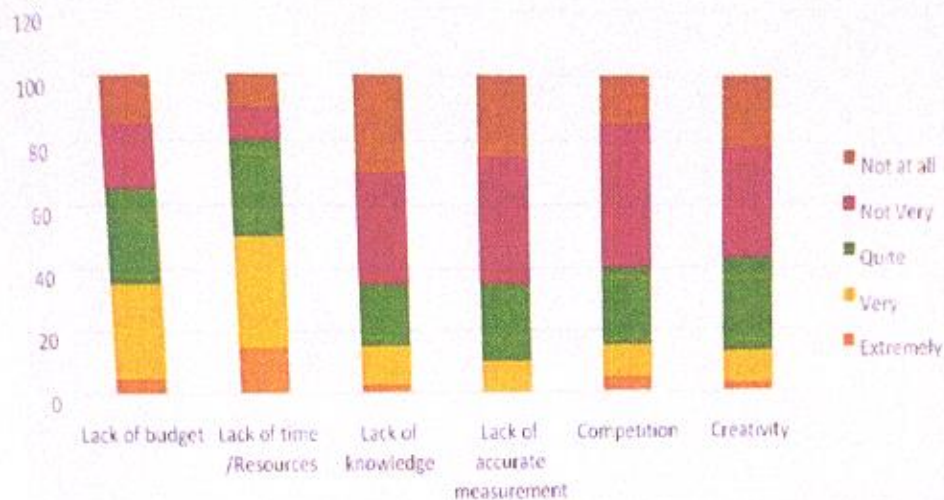
While the dominance of digital marketing is no surprise, we were still shocked by one finding: 13% of marketing consultants say that 80% of their marketing still happens offline. Of course, a lot of marketing still happens offline, but we would have expected marketing consultants to be exploiting every available opportunity.

Director

PSD Shastri Educational Foundation's
ASMA Institute of Management



3) How limiting does you feel these factors are on the success of your digital marketing?



Analysis

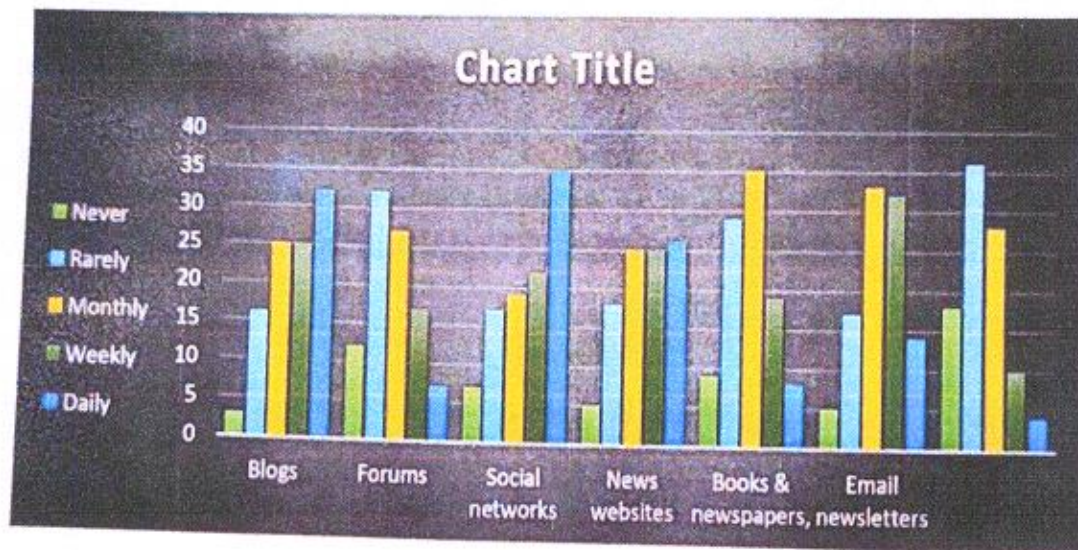
Lack of time/resources and lack of budget are the two primary factors limiting success in digital marketing.

Director

PSD Shastri Educational Foundation's
ASMA Institute of Management



4) How often do you seek advice / information about digital marketing from the following media sources?



Analysis

Social networks, news websites and blogs are the top daily media for marketing consultants with email newsletters the top weekly media. Trade organisations, forums and hard-copy media are the least used sources of information.

Limitations:

Lack of in-depth knowledge regarding the real-world corporate activities was one of the biggest limitations. Yet my organizational supervisors have been kind enough to walk me through all the process and familiarize me with the organization and its culture.

Based on this study, it can further be argued that knowing which social media sites a company's target market utilizes is another key factor in guaranteeing that online marketing will be successful. The effectiveness of Internet marketing with respect to different business can be analysed. The study can further be extended to compare the internet marketing techniques with specific to various businesses.

Confidentiality of Sensitive Information: Due to many of the information regarding the organizational structure and the product itself were confidential and sensitive, there might be some information gap left in the report at some places.

Director

PSD Shastri Educational Foundation's
ASMA Institute of Management



5 Learnings And Findings

In the Survey that was done through the medium of a questionnaire, a number of findings were to be made.

They are as follows:

- Age-Wise a large number of internet users are young adults, so companies should keep this in mind while doing demographic segmentation while planning for their marketing campaigns online.
- A large number of respondents said that they get various information about different products and services from various online platforms thus stating the fact that the increase in digitalization has led organizations to promote their brands online.
- A number of Users who search the Internet for various products and services said that it was the information or content that mattered the most to them, thus emphasizing on the importance of SEO in the field of Digital Marketing.
- A large number of internet users also emphasized on the importance of Google reviews and ratings for buying a certain product or taking a certain service. This puts forward the importance of off-page SEO in getting more reviews and ratings for a particular website or webpage.
- It was also found that a number of SEO tools like content writing, off-page SEO, organic promotional campaigns on various social media platforms have an important role to play in the field of Digital Marketing.



Director

PSD Shastri Educational Foundation's
ASMA Institute of Management



6 CONCLUSION

By completing this report, I have learned a lot that will help enrich my knowledge and experience. Before starting my internship, I was very anxious and nervous about the new department to work with and how I was going to fit into it. But I was glad to be able to join a team that has ingrained positivity and friendliness. Overall experience that I have got from this internship program would be an unforgettable experience and this would be working as a direction to my future career.

In this study, we acknowledged that businesses can really benefit from Digital marketing such as search engine optimization (SEO), social media optimization (SMO) and content marketing. It is demonstrated that we all are connected through WhatsApp and Facebook and the increasing use of social media is creating new opportunities for digital marketers to attract the customers through digital platform.

In today's modern age of technology and innovation, people are almost always occupied with something or the other to do. No longer do people only sit in front of the television after a day of hard work. As people are always on the move, smartphones have now become the media to witness all the day's happening activities as content include podcasts, news and YouTube views etc.

Also, we saw how digital marketing is cost effective and having a great commercial impact on the business. Indeed, small companies are now able to reach targeted markets at a minimized cost and are able to compete with bigger companies, on an equal footing.

Thus, Digital marketing have huge scope in this era both for an individual as well as for companies.



Director

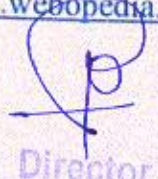
PSD Shastri Educational Foundation's
ASMA Institute of Management



7 BIBLIOGRAPHY

From Websites:

- http://dspace.bracu.ac.bd/xmlui/bitstream/handle/10361/10180/15164043_BBA.pdf?
- <http://www.managementparadise.com/documents/tag/digital%20marketing/>
- <https://magicworksitsolutions.com>
- <https://www.linkedin.com/company/magicworks-it-solutions-private-limited/>
- <https://magicworkshost.com/about-us-website-hosting-services/>
- <https://blogs.cornell.edu/cornelldigitalmarketing/2017/07/06/the-importanceofcontent-creation-for-digital-marketing/>
- <https://www.jeffbullas.com/7-step-content-creation-strategy-for-epiccontentmarketing/>
- <https://blog.hubspot.com/marketing/content-creation>
- <https://www.singlegrain.com/content-marketing-strategy-2/30-actionablecontentmarketing-tips-for-digital-marketers/>
- <https://backlinko.com/hub/seo/what-is-seo#how>
- <https://www.screamingfrog.co.uk/what-is-seo>
- <https://moz.com/learn/seo/what-is-seo>
- https://en.wikipedia.org/wiki/Search_engine_optimization
- <https://searchengineland.com/guide/what-is-seo>
- <https://www.shoutmeloud.com/google-keyword-planner.html>
- <https://backlinko.com/google-keyword-planner>
- <https://serps.com/library/guide-google-keyword-planner-seo/>
- <https://www.searchenginewatch.com/2018/04/04/a-quick-and-easy-guide-to-metatags-in-seo/>
- <https://moz.com/blog/the-ultimate-guide-to-seo-meta-tags>
- <https://yoast.com/metadata-seo-head-section/>
- <https://www.wordstream.com/meta-tags>
- https://www.webopedia.com/TERM/S/social_media_optimization.html


Director



8 ANNEXURE

QUESTIONNAIRE:

Company Name: _____

1. Company sector:
 - Real Estate
 - FMCG
 - Clothing & Textiles
 - Services
 - Others _____

2. Are you using Digital Marketing:
 - Yes/No

3. Who are your customers: _____

4. What is the geographic target coverage of your market:
 - Local
 - Regional
 - National
 - International

5. Current marketing channels – Ways you have gotten customers in the past?
 - Search Engine & Websites
 - social media & Video Sharing
 - Emails & SMS
 - Blogs, Chats & Newsletters
 - Advertisements


Director

PSD Shastri Educational Foundation's
ASMA Institute of Management



6. Most active social media handle of your company: _____



Director

PSD Shastri Educational Foundation's
ASMA Institute of Management



7. How many people work in your agency/consultancy?
- 1-5
 - 6-10
 - 11-20
 - 21 & more
8. What kinds of digital marketing do you engage in your own business?
- Search Engine Optimization (SEO) o Email Marketing o Pay Per Click Advertising (PPC) o Online Advertising (excluding PPC) o Content Marketing of Social Media Marketing
9. What percentage of the overall marketing activity for your business is digital?
- 0-20%
 - 21-40%
 - 41-60%
 - 61-80%
 - 81-100%
10. Overall, do you consider each of these activities better for driving awareness, for lead generation or for both equally?
- SEO: Awareness Lead generation Both equally o Email marketing: Awareness Lead generation Both equally
 - Pay Per Click advertising: Awareness Lead generation. Both equally o Online advertising: Awareness Lead generation Both equally o Content marketing: Awareness Lead generation Both equally o social media marketing: Awareness Lead generation Both equally.



Director

PSD Shastri Educational Foundation's
ASMA Institute of Management

