



# **INDUSTRIAL INTERNSHIP REPORT** **(Digital Marketing)**

**Degree of B. Tech CSE**

Submitted By

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Submitted To

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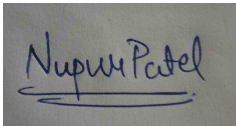
Internship Institution: **eHub Experts**

Internship Period: **4 Weeks**

Date of Report Submission: 20/01/2024

# DECLARATION

I hereby declare that the Industrial Internship Report entitled **Digital Marketing and Web Developer** is an authentic record of my own learning as requirements of Industrial Internship during the period from 18/12/2023 to 18/01/2024 for the award of degree **Bachelors in Technology CSE, GSFC University**, Vadodara, under the guidance of Mr Nishit Patel.

A rectangular box containing a handwritten signature in blue ink that reads "Nupur Patel".

**Nupur PATEL**  
**(22BT04075)**

**Date:** 20/01/2024

# **CERTIFICATE**

## ACKNOWLEDGEMENT

The Internship opportunity I had with eHub Experts was a great chance for learning and professional development as a Web Developer and Digital Marketing. Therefore, I consider myself very fortunate to have been a part of it.

I am also thankful for having the chance to work with the Proprietor of eHub Experts and it was moreover a friendly conversation from both sides that led me through this internship period. Being extraordinarily busy with duties and responsibilities, I took time out to listen, guide, and keep me on the correct path and allow me to carry out my daily-based project with my own creativity.

I express my gratitude to Mr. Nishit Patel, Proprietor of eHub Experts, for giving me the opportunity to work as a Web Developer and Digital Marketing. I choose this opportunity to acknowledge his support gratefully.

I perceive this opportunity as a personal expression of my career development. Hope to continue cooperation with all of you in the future.

Sincerely,  
Nupur Patel  
Vadodara, Gujarat  
20/01/2024

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## ABBREVIATIONS AND NOMENCLATURE

SEO	Search Engine Optimization
GSC	Google Search Console
TLD	Top level Domain
SSL	Secure Sockets Layer
TLS	Transport Layer Security
HTTPS	Hypertext Transfer Protocol Secure
PPC	pay-per-click
YMYL	Your Money or Your Life
SEM	Search Engine Marketing
SMM	Social Media Marketing
SERP	Search Engine Results Pages
HTML	HyperText Markup Language
CSS	Cascading Style Sheet
PHP	HyperText Processor
SQL	structured query languages
RDBMS	Relational Database Management System

# Chapter1: Introduction

Digital marketing is a dynamic and ever-evolving field that encompasses a broad range of online strategies to promote products, services, or brands. At the core of digital marketing is Search Engine Optimization (SEO), a crucial component that plays a pivotal role in enhancing online visibility and driving organic traffic to websites..Digital Marketing is defined by the use of numerous digital tactics and channels to connect with customers where they spend much of their time online. There are many types of Digital marketing Search Engine Optimization (SEO), Search Engine Marketing(SEM), Social Media Marketing (SMM).

SEO is the practice of optimizing a website's content, structure, and performance to improve its ranking on search engine results pages (SERPs). The primary goal of SEO is to make a website more attractive to search engines like Google, Bing, and Yahoo, ultimately leading to higher visibility when users search for relevant keywords. By understanding and implementing SEO best practices, businesses can increase their chances of reaching a wider audience and, consequently, boost their online presence.



Fig 5.1

Web developers create functional, user-friendly websites and web applications. They may write code, develop and test new applications, or monitor site performance and traffic. Front-end developers focus on the user-facing side of their work, while back-end developers make websites functional and secure.



Fig 5.2



## Chapter 2: Major components of Internship

**SEO involves five main step:**

**Keyword research:** Find what people search for.

**Content Creation:** Craft content for searchers.

**On-Page SEO:** Make your content as clear as possible.

**Link Building:** Build trust and authority from other websites.

**Technical SEO:** Help search engines find, crawl, and index your website efficiently

**Create a logical Site Structure:** It should be easy for visitors and search engines to find content on your site. That's why it's important to create a logical hierarchy for your content. You can do this by sketching a mind map.

### Use a Mind Map to Create Your Site Structure

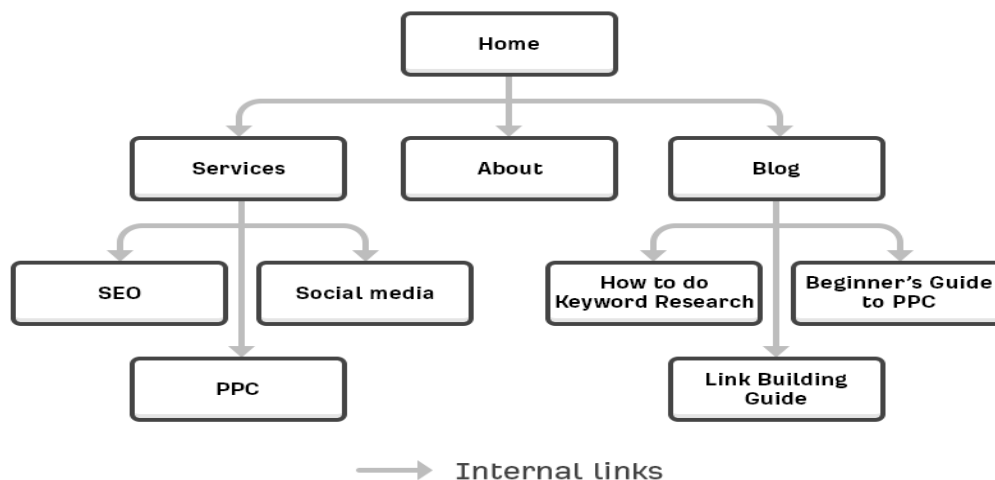


Fig 5.3

## How to Submit Your Website to Google

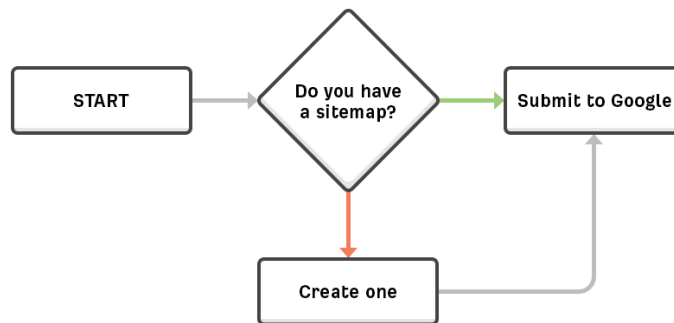


Fig 5.4(Submit your website to google)

The diagram shows a search engine results page (SERP) with several features highlighted by callouts:

- Backlinks:** Links from a page on one website to another. (Highlighted by a callout pointing to a link labeled "Visit this site for details").
- Keywords:** The words and phrases that people type into search engines to find what they're looking for. (Highlighted by a callout pointing to the search bar).
- Long-tail keywords:** Keywords with low search volumes. (Highlighted by a callout pointing to the search bar).
- SERPs:** This stands for Search Engine Results Pages. They're the pages that Google and other search engines show in response to a user's search query. (Highlighted by a callout pointing to the entire SERP).
- SERP features:** Non-traditional search results (not a 'blue link') like videos, tweets boxes, or featured snippets. (Highlighted by a callout pointing to a video result and a featured snippet).
- Featured snippets:** Answers to search queries pulled from a top-ranking page that show up near the top of the SERP. (Highlighted by a callout pointing to a featured snippet).
- Rich snippets:** Search results with additional valuable information displayed alongside them (e.g., star ratings, cooking times, etc.). (Highlighted by a callout pointing to a search result with star ratings).

Fig 5.5

### **Chapter 3: Methodology adopted to carry out a Project/Internship**

## Chapter 4: Tools and Technologies used

**The Following technologies were used in my internship:**

**HTML (Hypertext Markup Language):** HTML is the standard markup language for making blocks of the web. It defines the meaning and structure of web content. Other technologies besides HTML are generally used to describe a web page's appearance or functionality. "Hypertext" refers to links that connect web pages to one another, either within a single website or between websites.

**Cascading Style Sheet (CSS):** CSS is a stylesheet language that is used for designing of the HTML document or XML. CSS describes how elements should be rendered on screen, on paper, in speech, or on other media.

**Bootstrap:** Bootstrap is a free and open-source CSS framework directed at responsive, mobile-first front-end development. It contains CSS and JavaScript-based design templates for forms, buttons, navigation, etc.

**Visual Studio:** Microsoft Visual Studio is an IDE from Microsoft. It is used to develop computer programs, as well as websites, web applications, and mobile apps.

**PHP and MySQL:** PHP is the most popular scripting language for web development. It is free, open source and server-side (the code is executed on the server.) MySQL is a relational database management system (RDBMS) that uses structured query languages (SQL). It is also free and open source.

## **Chapter 5: Data On a Project**

## **Chapter 6: Snapshots**

## **Chapter 7: Observation**

## **Chapter 8: Result and Discussion**



## Chapter 9: Conclusion and Future Scope

**Digital Marketing-** is a dynamic and multifaceted field that encompasses various strategies to promote businesses online. Digital marketing, with a focus on SEO, is a powerful tool for businesses looking to thrive in the online landscape. By implementing effective SEO strategies and complementing them with other digital marketing efforts, businesses can increase their visibility, drive targeted traffic, and ultimately achieve their online marketing goals. SEO is a critical component of digital marketing, ensuring that websites are effectively optimized to rank higher on search engine results and attract organic traffic. Successful digital marketing campaigns often integrate multiple channels and strategies to create a cohesive and effective online presence. the future of digital marketing in SEO is likely to be shaped by a combination of technological advancements, changing consumer behaviors, and evolving search engine algorithms. SEO professionals who stay informed, adapt to new trends, and prioritize user experience and relevance in their strategies will be well-positioned for success in the evolving digital landscape.

**Web Developer-** The role of a web developer is pivotal in shaping the digital landscape, enabling the creation of interactive and dynamic websites and web applications. As technology advances, the future scope for web developers continues to expand, offering exciting opportunities and challenges. In essence, the future of web development is dynamic and holds vast potential for those who stay abreast of emerging technologies and trends. The ability to adapt, learn, and innovate will be key for web developers to thrive in this ever-evolving field. As the internet becomes more integral to various aspects of society and business, the demand for skilled web developers is likely to remain strong, making it an exciting and promising career path.

## References

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