**Summer Internship (Digital Marketing - SEO)**

**Company Name** - ITXITPro Pvt. Ltd.

**Date** - 10th August, 2023 to 25th August, 2023

**Address** - 35/69, Sector 3, Rajat Path, Mansarovar, Jaipur.

**Name** - Karan Swami

**College** - Poornima Institute of Engineering and Technology

**Branch** - Computer Science (CS)

**Brief of the Project:**

Project Name - Invest Karado

Start Date - 01st August, 2023

I enrolled in this project of Invest Karado with the SEO Team as an Intern for the time period of this internship.

**About ITXITPro:**

ITXITPro is a prominent IT company offering a wide array of digital solutions specialised businesses of varying scales. With a proven track record, the company delivers efficient and outcome-oriented IT solutions to their esteemed global clients The various services provided by ITXITPro are:

1. Website design and Development.
2. Mobile app Development.
3. Software Development.
4. Digital Marketing.

### E-Commerce Solutions.

### Product Development.

And many more. The Company prioritises on providing the best solution in the best possible way to empowering businesses to thrive and excel in today's fiercely competitive market landscape.

**About the Project:**

Name of the Project - Invest Karado

Invest Karado is a local company with its roots in Jaipur and wants to expand and grow in Jaipur. The Company runs a Real Estate Business and provides Consultation, Commercial Property and residential property located on the Ring Road and is connected to all the national and state highways connecting to Jaipur.

Invest Karado is a Company which is new to the Digital Marketing Era and wants to enter this era with the help of ITXITPro. The company aims to establish its brand and connect with its target audience through a strong online presence, enabling it to expand its business successfully in the digital realm.

**Company’s USP:**

The Company has a strong focus on providing assured returns.

For more information visit : [Invest karado](https://investkarado.in/)

During my Time Period of Internship i.e., 15 days I was able to cover the following points about Digital Marketing - SEO and the allotted project.

1. I did a Brief study about Digital Marketing and understood the concepts of SEO (Search Engine Optimization).
2. In Project:

* On Page SEO

I acquired knowledge about On-Page SEO components such as Metadata, Meta Description, Titles, Headings, Site Content, and Keywords. Subsequently, I put this knowledge into practice on a project, receiving guidance and support from my team throughout the process.

* Off Page SEO

For Off page SEO, I learned its fundamentals and its importance and relevance with the links and how links affect a business by helping with its website ranking, traffic and visibility.

As part of Off-Page SEO, I engaged in Link Building with the guidance and assistance of my team.

* GBP (Google Business Profile)

GBP is the way to local SEO and it is a free tool that allows you to take charge of the way your business appears on Google Search and Maps.

For the GBP verification, I, with the concerned team at the company, did an office visit and also did the Keyword Research for the company.

* Content Search

Content being a very crucial part of search engine optimization plays an important role for the company, so I was given a brief to content writing and content optimization and how can I use correct keywords to optimise my content. I spent my time in content optimization and writing with the concerned writer for the company preparing the content for the client.

**Link Building:**

In my time period of my internship, I created a total of 20 links under the guidance of my coordinator, the links were both specific and non-specific. These links helped the client to increase their visibility and traffic on their website which caused their website to be visible in their niche.

Here is the link to the spreadsheet of the links that I prepared during my Internship: [Backlink](https://docs.google.com/spreadsheets/d/1FrRcnba74zXXZBfDHj2nKEcBtbmL2Aplm3Fq130RZbU/edit?usp=sharing)

**Keywords:**

During my Internship I was also given the task for the Keyword research for the clients website to optimise their website and improve their ranking on SERPs.

The Research on the Keywords was done through user queries on search engines.

Also, the research was done with the help of tools, while using tools for keywords research I worked with the concerned person as the tools are available for the company staff and are restricted to staff only.

Tools I used for the research are:

1. GKP (Google Keyword Planner)
2. SEMRush
3. Aherf

While I also did the research manually by going through many user queries and various company websites with the same niche as our client company.

Here is the link to the spreadsheet of the keywords that I prepared during my Internship: [Keywords](https://docs.google.com/spreadsheets/d/12BX7wEo5DWGBLNrHYuNTy6j38Wcfe3XeEZ_7llfU2VY/edit?usp=sharing)