



Tribhuvan University
St. Lawrence College
Chabahil, Kathmandu, Nepal

An Intern Report
On
Digital Marketing
At
Enliv Information Technology Pvt.Ltd

Submitted by:
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An Intern report submitted in partial fulfillment of the requirement for
Bachelor of Science in Computer Science and Information Technology
(BSc. CSIT) 8th Semester of Tribhuvan University, Nepal

Report of Internship from September to December

January 26, 2019

Mentor's Recommendation

I hereby recommend that this report prepared under my mentorship by **Mr. Abiral K.C.** in partial fulfillment of the requirements for the degree of B.Sc. in Computer Science and Information Technology of Tribhuvan University be processed for evaluation.

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Supervisor's Recommendation

I hereby recommend that this report prepared under my supervision by **Mr. Abiral K.C.** in partial fulfillment of the requirement for the degree of B.Sc. in Computer Science and Information Technology of Tribhuvan University be processed for the evaluation.

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LETTER OF APPROVAL

This is to certify that this internship report prepared by **Mr. Abiral K.C.** in partial fulfillment of the requirement for the degree of B.Sc. in Computer Science and Information Technology of Tribhuvan University be processed for the evaluation.

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Acknowledgement

The successful completion of this internship report would not have been possible without the support and assistance of many individuals and organizations. I feel immensely blessed to have gotten this during the course of my internship program. I would like to take this opportunity to offer my earnest admiration to each and every one of them.

First and foremost, I am highly indebted to **Mr. Uzzal Devkota** who took confidence in me and provided me with the opportunity to work as an Intern at **Enliv Information Technology Pvt. Ltd.** I had a wonderful and an unforgettable experience being part of such a lovely and lively team.

I express my sentiment of gratitude to Mr. **Sulabh Sharma**, an acclaimed Internet Marketer, who has been a continuous source of inspiration as my intern mentor. Without his constant guidance and suggestions, this report would have been nowhere near completion. My gratitude for his trust and generosity goes beyond words.

My special thanks to Mr. **Deepak Thakur** and Mr. **Tika Dahal** for their constant guidance towards preparing this report standard as per the norms and values.

I would not forget to remember the efforts of the **SEMrush, Figma, Powtoon, clicky, seoop** pioneers in Internet Marketing Service, who provided me with an extended subscription to their renowned products, solely for the successful completion of my internship program and this report.

Finally, my thanks and appreciations go to each and every one of my colleagues, and the entire Enliv IT team, who irrespective of the situation, always encouraged and supported me to prepare this report.

Executive Summary

Enliv Information Technology Pvt. Ltd is a group of people passionate about web and mobile technologies. They believe in the idea of making the web more entertaining, interesting and appealing. As a creative agency, they are sure that with clients who are as passionate as they are, can achieve the very best result.

They take each and every project as a new adventure. It is a new chance to learn, create something interesting and unique. Every project they undertake will have a team of experts who can design your project in the most creative and professional way.

The advent of Digital Marketing has fundamentally changed the way organizations approach their prospective customers. In today's digital world, reachability and visibility are critical to the growth and success of any business, which is why increasing number of IT firms are employing various digital channels to appeal to sets of potential clients

Digital Marketing encompasses all marketing efforts that use an electronic device or internet. Business leverage digital channels such as search engine, social media, email, and their websites to connect with current and prospective customers.

The author completed his Internship program in Digital Marketing, and this report basically outlines Digital Marketing activities carried out by the author at Enliv Information Technology Pvt. Ltd. It spans the use of Digital Marketing strategy implemented to improve the overall online presence of websites, and tools that were used to monitor, analyze and test the results.

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List of Tables

Table 1 Abbreviations used in this report

Table 2 Internship Duration

List of Abbreviations

AJAX	Asynchronous JavaScript and XML
API	Application Programming Interface
AWS	Amazon Web Services
BSc. CSIT	Bachelors of Science in Computer Science and Information Technology
CMS	Content Management System
CSS	Cascading Style Sheets
HTML	Hyper Text Markup Language
IT	Information Technology
JSON	JavaScript Object Notation
ONU	Optical Network Unit
OS	Operating System
PPC	Pay Per Click
RAM	Random Access Memory
SEM	Search Engine Marketing
SEO	Search Engine Optimization
SERP	Search Engine Results Page
SMO	Social Media Optimization
SQL	Structured Query Language
SWOT	Strength Weakness Opportunity Threat
UI	User Interface
URL	Uniform Resource Locator
UX	User Experience

Table 1 Abbreviations used in this report

Chapter I

1.Introduction of Internship

Internships are formal programs designed to provide practical experience in real world environment to students who are new to that field. Internships help build competent résumé by giving students visible work experience. Although colleges and universities assists students in finding the right Internship programs, it is the responsibility of the would-be interns to carefully examine internship programs, and see if those programs actually offer the training(s) they need.

There is no standardized duration for how long an Internship program lasts but typically an Internship is the period of three to twelve months. During this period, interns have the opportunity to explore their field of interest, find out what future they are diving into and whether or not their skill sets match their path of career.

Internship program provides a distinct platform to interns to build a solid foundation to their career, understand the workplace culture, gain vital work-related experience, develop relevant skills, and also presents the opportunity to find permanent employment in the host company.

The major benefits of Internship program that a student can get include: -

- Students can learn about the workplace culture and gain much needed work experience to compete in the job market.
- Students can finally experience practical implementation of things they have been learning in the classroom.
- Students can build a strong foundation that will bolster their career.
- Good performance in the internship program can secure permanent employment with the host company.

1.1 Purpose of Internship

Internship program provides a new perspective to the students. It provides learning opportunities outside the boundaries of the course curriculum and classroom activities. These opportunities enhance student's capability to apply theoretical understanding into real-world scenarios, thereby enhancing the students' academic and career goals

From the student perspective, internship assists with career development in different diverse fields such as coding, programming, networking, marketing, etc by providing vital work experience that allows students to explore their area of interests and develop relevant skills and competencies.

From the organization perspective, internship provides a unique opportunity to train fresh talents, enhance their professional development as well as aid the professional growth of the intern mentor/supervisor. Organizations can also find potential employees within the interns.

1.2 Objective of Internship

The major objectives of internship are:

- To expose students to a particular job and a profession or industry.
- To provide students with opportunity to develop skills in the field of interest.
- To assist students in gaining vital work related experience and building strong résumé for bright career.
- To help students in developing business contacts i.e. creating network contacts.
- To help students potentially land permanent or contractual jobs from host company.

1.3 Selection of Organization and Duration

The selection of the organization is done by the students according to the area of their interest and also depends upon the willingness of a company to take a student as an intern.

As a student in search of a company for internship program, students are required to prepare a competent résumé and perform well in the ‘interview’ and/or ‘assessment’.

Fascinated by the web technology and marketing done in the web or digital platform, I wanted to utilize the internship period to learn and explore about the dynamic field called “Digital Marketing”.

After exploring available options, I got the opportunity to do intern at “Enliv Information Technology” under the guidance and mentorship of Mr. Sulabh Sharma. It helped me to learn, experience and develop skills in the domain of Digital Marketing.

Thus, I completed my Internship program in partial fulfillment of the requirement for the Bachelor of Science in Computer Science and Information Technology (BSc.CSIT) 8th semester of Tribhuvan University, Nepal, on Digital Marketing from Enliv Information Technology. The information on duration, timing, and position is provided below:

Start date:	17 st September, 2018
End date:	17 st December, 2018
Total duration:	Three months
Intern Position:	Digital Marketing Manager
Mentor:	Mr. Sulabh Sharma (Director of Marketing)
Office hour:	9:00 A.M – 5:00 P.M.

Fig:-Internship Duration.

Chapter II

2. Description of the Host Company

2.1 Introduction of Organization

Enliv Information Technology is a group of people passionate about web and mobile technologies. They believe in the idea of making the web more entertaining, interesting and appealing. As a creative agency, they are sure that with clients who are as passionate as they are, can achieve the very best result.

They take each and every project as a new adventure. It is a new chance to learn, create something interesting and unique. Every project they undertake will have a team of experts who can design your project in the most creative and professional way.

Besides this, they work in the latest cutting-edge, most reliable technologies and frameworks. They mostly use Rails, Go, Solidity, Nodejs, Laravel for API and Smart Contract Development. For the frontend, they are experts in using JS, frameworks like React, Vue, Angular, Electron and many more. They use AWS and Google Cloud as a primary cloud solution. The team believes in being able to work on any platform and thus, seek for learning the linguistics and core concepts rather than the syntax.

2.1.1. Contact Information:



Enliv Information Technology

Address: Chakupat, Lalitpur

Telephone: +977 9851188806

Website: <https://enlivit.com/>

Email: info@enlivit.com

Twitter: @enlivit

Facebook: fb.com/enlivit

2.2 Types of Organization and Ownerships

Enliv Information Technology Pvt is a private consulting and Software Development Company established in 2015. It is located in Chakupat, Lalitpur, Nepal. The company handles the national as well as international projects. It mainly outsource its work from USA. The type of ownership in the company is a Limited Liability Partnership.

2.3 Major Function of Organization

Enliv Information Technology is established with the objective of transforming ideas into successful business products. Enliv IT is consulting and software development firm which primarily uses Ruby on Rails, a Ruby framework, along with other front end and back end tools for robust web and mobile application development. The different functions and services provided by the company are listed as follows:

2.3.1 Services Provided

- Artificial Intelligence
- Web App Development
- Mobile App Development
- Quality Assurance & Testing
- Blockchain Technology
- Work with Startups

2.3.2 Technology Used

- Core Application Technologies: Ruby and Ruby on Rails
- Web Application Technologies: AJAX, JavaScript, JSON, jQuery, CSS3, HTML5
- UI Frameworks: Twitter Bootstrap, Zurb Foundation, Backbone, Angular and Ember
- Cloud Platforms: AWS, Google Cloud
- Database Platforms: PostgreSQL, MySQL, MySQL Server, MongoDB
- Operating Systems: Linux, Windows, OS X

2.3.3 Product Developed

As the product developed are to be kept confidential. So, the products are represented as follows:-

- Product 1 (Email Navigation Software)
- Product 2(Crypto Currency Tax Calculator)
- Product 3(web platform for uplifting startups) etc

Chapter III

3. Profile of the Department Trained In

3.1 Introduction of Department

The Digital Marketing department is led by Mr. Sulabh Sharma, Director of Digital Marketing at Enliv Information Technology. The major objective of the department is to promote the visibility and reachability of client's product on the internet.

The Digital Marketing Department is responsible for making the developed application/product to be in reach of needy ones as well as promote it throughout the internet. The department comprises of content writer, graphic designer, video maker, seo expert, digital marketing consultant etc.

Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and their websites to connect with current and prospective customers.

3.2 Major Function of the Department

- Ensure that all websites and internet properties under the influence of Digital Marketing department at Enliv IT have been technically optimized.
- Help set, and work to, performance indicators for SEO that everyone understands and which compliment overall marketing business objectives
- Promote both offsite and onsite activities and also the interaction that build ranking, web presence and value added traffic.
- Develop SEO optimized contents as required by the client.
- Perform Social Media Optimization and develop Social Media strategy as required.

Chapter IV

4. System Used in Department and Operation

4.1 Tools and Software Used

4.1.1 Figma

Figma is an interface design application that runs in the browser—but it's actually much more than that. I would go so far as to say it's probably the best application for team-based collaborative design projects.

Figma gives you all the tools you need for the design phase of the project, including vector tools which are capable of fully-fledged illustration, as well as prototyping capabilities, and code generation for hand-off

4.1.2 Powtoons

Powtoons is the world's leading, most user-friendly, and most intuitive animation software. With Powtoon, anyone can create engaging, animated videos with a professional look and feel.

4.1.3 Google Analytics

Google Analytics is a premium web analytics service offered by Google that tracks and reports website traffic, currently as a platform inside the Google Marketing Platform brand. Google launched the service in November 2005 after acquiring Urchin.

Google Analytics is now the most widely used web analytics service on the web. Google Analytics also provides an SDK that allows gathering usage data from iOS and Android Apps, known as Google Analytics for Mobile Apps.

4.1.4 Google Search Console

Google Search Console (previously Google Webmaster Tools) is a no-charge web service by Google for webmasters. It allows webmasters to check indexing status and optimize visibility of their websites.

As of May 20, 2015, Google rebranded Google Webmaster Tools as Google Search Console. In January 2018, Google introduced a new version of the Search Console, with a refreshed user interface and improvements

4.1.5 Heap Analytics

Heap Analytics automatically captures every web, mobile, and cloud interaction: clicks, submits, transactions, emails, and more. Retroactively analyze your data without writing code.

4.1.6 Google Adwords Keyword Planner

Google Keyword Planner tool is used for the purpose of performing Keyword Research. With this tool, users can find keywords for SEO campaign. Users can filter Keywords based on competition (low, high, and medium), geographical location, or average monthly searches. It can also be used to forecast traffic estimates for Pay per Click (PPC) campaigns.

4.1.7 Google Data Studio

Google Data Studio gives you everything you need to turn your client's analytics data into informational, easy-to-understand reports through data visualization.

The reports are easy to read, easy to share and even customizable to each of your clients. You can select how you want to present the data — bar graphs, charts, line graphs and so on. You can even change fonts and colors and brand the reports with your logo.

4.1.8 Ahrefs

AHREFS is one of the most popular digital marketing analysis tools used for preparing audit report, backlink analysis, URL rankings, competitive analysis and many more. It is used extensively for SEO analysis. Apart from the SEO backlink analysis, for which it is well-known in the digital marketing field, it is also useful for keyword analysis and website rankings. AHREFS uses different SEO metrics to analyse and provide quantitative results for every website analysis done. About a year back, AHREFS also used to offer the free version. But today, that is not the case anymore.

4.1.9 Word AI

Word AI is basically a spinning tool which is different from other spinners you have probably seen or tried using in the past. This can spin sentences, words, phrases, and paragraphs into awesome and unique articles for your blog. This allows the user to come up with unique and readable content in just a click of a button

4.1.10 Click Meeting

Click Meeting is a browser-based web conferencing tool with robust features designed to make online meetings and webinars very productive. Designed to connect people regardless of location, operating system, or time zone.

Click Meeting is a great tool for communication and collaboration for large businesses and organizations with team members based in remote locations. Presenters and attendees can easily link with each other and start ad hoc meetings or deliver presentations, share YouTube videos, or share the screen to get their point across.

In our scenario we used click meeting to interview the experts as a way to approach them to use our products, impart the features and importance of our product as well collected the feedbacks from our remote clients. It helped a lot on the improvement of development side of the product.

4.2 Hardware Equipments

4.2.1 PC Configuration

- RAM: 4 Gigabytes
- Processor: 4th Gen Intel core i5 processor
- OS: 64 bit Windows 7 | 64 bit Windows 10
- Model: Lenovo G50

4.2.2 Network Hardware

- Optical Fiber Internet Connection (subscribed to Vianet and Worldlink)
- Wireless Broadband Router

4.3 Testing and Verification Methods

4.3.1 Google Analytics

Google Analytics is a freemium web analytics service offered by Google that tracks and reports website traffic. Through Google Analytics, test for various SEO related aspects can be performed. For instance, popularity of a website can be determined by carefully examining the metric called ‘Bounce Rate’.

Bounce Rate basically describes the percentage of people who leave the website from the entrance page without interacting with any further WebPages. Generally, lower bounce rates are preferred.

Similarly, Google Analytics data can be used to test the effectiveness of different campaigns – paid campaigns (such as Adwords advertisement) and unpaid Campaigns (such as links from SERP pages).

4.3.2 Google Search Console

Google Search Console (previously Google Webmaster Tool) is a free service by Google for Webmasters. Through Google Search Console, webmasters can perform a lot of different things. Some of them are as under:

- Check search analytics (such as search queries, clicks, Impressions)
- See backlinks to the website
- Check index status, crawl errors, crawl stats, etc
- Submit and Test a sitemap.
- Write and test a robots.txt file.

4.3.3 Product Testing

As a part of testing and verification, the department of digital marketing got a great opportunity to collaborate with the development team. For this, each and everyone in the digital marketing team tested the product by using all the features that are supported by it and filled anything that doesn't perform well as a bug with a proper description.

All the testing procedure was done in the client perspective, who are totally unknown about the product and its features.

This process helped the development team a lot for improving the product. As well as it also made them aware in some cases that they even didn't know before.

Chapter V

5. Intern Activities

5.1 Ads Campaign

As a part of launching the Ads Campaign, the author was given LinkedIn as a platform to promote the developed product of the company.

After doing some research on it he came with an idea of LinkedIn Inmails. As it helps to directly pitch the person that are related to the product. So, the author launched LinkedIn Inmails drafts for the target audience under the daily allocated budget.

In doing so the author can also tracked the performance of the launched campaign, did the A/B testing for determining which ad performed well comparatively and made the conversion out of it.

5.2 Competitor Analysis

To be particular, competitor refers to the ones working under the same or close to the niche that we are working on. Its always better to do competitor analysis because it helps us to give insight of how our products are better then other or what are the weakness they we have in our products etc.

Analyzing such aspects can definitely help us to be top on the competition which automatically generates leads and traffic for us.

5.3 Website templates design.

Prior to launching the product website, we first need to design the templates of the website in Figma . As mention before, Figma is an interface design application that runs in the browser—but it's actually much more than that. It is the best application for team-based collaborative design projects.

After working out on it constantly and making its UI/UX aspects better as well. Finally, the website was deployed using WIX.

5.4 Creation of an Explainer Video

An explainer video is a short animated video commonly used by businesses to quickly tell their brands' stories in a memorable way. In 2007, these videos started gaining popularity when the company Common Craft created one explaining how to use the new social media platform Twitter.

Explainer videos work perfectly well for companies like Twitter, which provide services that may be very hard to describe in a clear and succinct way. However, they are also useful for any business with a message they want to be heard.

Explainer video is considered as one of the important things in today's digital marketing scene. It is placed mainly in the homepage of the product site. These kinds of video though last maximum for 1 min but helps to depict all the information related to the product to the clients visiting the website.

5.5 SWAT analysis of the product

A SWOT analysis is an incredibly simple, yet powerful tool to help you develop your business strategy, whether you're building a startup or guiding an existing company.

SWOT stands for Strengths, Weaknesses, Opportunities, and Threats.

Strengths and weaknesses are internal to your company—things that you have some control over and can change. Examples include who is on your team, your patents and intellectual property, and your location.

Opportunities and threats are external—things that are going on outside your company, in the larger market. You can take advantage of opportunities and protect against threats, but you can't change them. Examples include competitors, prices of raw materials, and customer shopping trends.

Benefits of SWOT Analysis:

- Better understanding of product's strengths and weaknesses.
- SWOT Analysis can be used to timely address the weaknesses.
- Helps capitalize on business opportunities
- Strategic advantage of strengths and make better use of opportunities.

5.6 Case Study

Case study is a research methodology, typically seen in social and life sciences. There is no one definition of case study research. However, very simply, a case study can be defined as an intensive study about a person, a group of people or a unit, which is aimed to generalize over several units. A case study has also been described as an intensive, systematic investigation of a single individual, group, community or some other unit in which the researcher examines in-depth data relating to several variables

Case study was done of almost all of the product the author have worked.

Its very much important from various perspective like competitor analysis, SWAT analysis, KPI, ROI etc.

5.7 Social Media Marketing.

Social media marketing refers to the process of gaining traffic or attention through social media sites. Some of the popular platform of social media marketing are Facebook, Twitter, Instagram, LinkedIn, Reddit etc

As a part of the SMM, in our scenario we used reddit as our main platform for promoting our product, bringing traffic and generating leads from it.

5.8 Monitoring and Reporting

Author performed SEO monitoring using **Google Analytics** and **Google Search Console**.

Monitoring basically focused on four major aspects:

- **Audience** (the visitors)
- **Acquisition** (how did the visitors come),
- **Behavior** (what did the visitors do)
- **Search Analytics** (Click through Rate, Average position in the SERPs).

And the reporting was done to the mentor in a well-documented format in every end of the week.

5.9 Creation of own wordpress site and making it SEO friendly.

As a part of the internship program, the author developed his own wordpress with the domain name “allinonenepal.com” and implemented the SEO strategies on it.

Some of the strategies associated with the site are link building, site audit and on-site optimization, keyword research, content writing etc. It made the practice of SEO techniques more familiar and easier for him.

Chapter VI

6. An Assessment of the Internship

6.1 Learn from the Internship

6.1.1 Opportunity to Work in a Corporate Environment

The internship program presented author with the opportunity to work in a real world working scenario and experience the workplace culture and tradition.

This has developed several skills within the author like interpersonal skill, communication skill, presentational skill etc.

6.1.2 Team Work and Collaboration

Team work and collaboration is vital in context of an organization. The author experienced how a project is completed with the combined efforts of all the group members. Additionally, author came across several project management tools like Axosoft and Slack for collaboration in the group project.

6.1.3 Working Mechanism of Search Engines

Good understanding of how search engines work is extremely important for the proper functioning of SEO. The internship program helped author become well versed in the working mechanism of search engines which majorly includes deploying of web spider, crawling, indexing, encoding, relevancy and ranking and serving the results through SERPs

6.1.4 Finding Keywords for SEO Campaign

Keyword research is an important part of SEO process. But, what's more important is finding the right keywords. During the internship, author found out that the only way of finding the right keywords is research and some more research.

6.1.5 Using different tools.

The author got the experience of using various tools that are important and output driven for the field of digital marketing. He analyzed that how those tools made the work more easier and result oriented.

As mentioned before the tools that the author used the period of internship are as follows:-

- Figma
- Powtoon
- Google Analytics
- Google Search Console
- Google Data Studio
- Heap Analytics
- Google Adwords Keyword Planner
- Ahrefs
- Word AI
- Click Meeting etc.

6.1.4 Monitor, Analyze and Test SEO Results

Author learnt that a successful SEO is all about data and analytics. Timely monitoring, analysis and tests must be performed to ensure each data is properly measured, and necessary measures are taken.

6.1.5 Learnt to write SEO Optimized Contents

One of author's major tasks during the internship was SEO copywriting.

Before, He was unaware about the difference between the normal content and the SEO optimized content.

While very poor in the beginning, author has had an improvement in his copywriting skills. And, the author solely credits his Intern supervisor for constant support and guidance.

6.2Challenges

6.2.1 A New Routine

Author had to adjust to the new routine and new lifestyle. For, the first couple of days, author found it extremely difficult being surrounded by strange people and sitting in front of a laptop for seven to eight hours straight. Also the company was quite far from his residential area which would result into end of a day just going and coming back from the workplace.

6.2.2 Lack of Relevant Work Opportunity

The main reason author joined the Internship was to gain valuable work experience but at times author felt extremely dejected and frustrated with lack of relevant work opportunities, opportunities that added value to both the company and the author

6.2.3 Identity

In the beginning, author's identity was unknown to the existing staffs. It took a time for the author to mark his presence in the company. On multiple occasions, author was mistaken for a developer and graphics designer.

6.2.4 Not Enough Feedback

Author lacked timely feedback from the supervisor and other staffs of the host company. Author believes weekly meetings with the supervisor would have helped to foster the overall growth.

6.2.5 Not Enough Direction

Occasionally, author was presented with unclear assignments to which he had absolutely no clue. Author's reluctance to ask questions made the matter worse.

In most case, the author used to deliver the work doing a deep research on his own expertise.

Chapter VII

7. Conclusion

7.1 Summary

The internship program has been an excellent and rewarding experience for the author. It has provided author with the opportunity to develop understanding of real world working environment as well as establish network contact with different personnel from the IT industry. The author has gained valuable insights into the dynamic field of Digital Marketing. SEO as a part of Digital Marketing is generally seen as a small phase in the web development technologies. But during this internship, the author learnt that SEO is in itself a vast field which can be considered a potential career choice. Last but not the least, the internship has made one thing very clear to the author and that is there is no such thing as an overnight success when it comes to Digital Marketing. It is a slow process but done the right way the fruit it bears is really sweet.

7.2 Recommendation

7.2.1 Paid Internship

Students consider various factors (such as company reputation, work experiences offered) for an Internship program. Among them is the opportunity for a 'paid internship'. The number of companies that pay their interns are on the rise. Paid internship programs boost performance and elevate commitment levels, eventually getting more out of interns.

7.2.2 Proper Evaluation

All the workers are always concern about whether the company is loving their work or not. Are they contributing the company to meet its expectation?

Such kinds of thoughts develop among them . So, the company should try to give review to the employee and do their honest evaluation.

7.2.3 Frequent Switching of Employee.

It's a bad practice of switching of employees from one project to another frequently. It deprives the employee from being an expert of a particular field and gradually results in the low productivity of the company as well.

7.2.4 Expert to Host Meeting

While hosting the meeting for tracking the overall progress from the department, an expert belonging to the field of the department should host it. In doing so, the track of the progress of the employee becomes easier and the work co-ordination among the employees also settles well.

7.2.5 Regular Contents

Given the work force and time commitment, preparing content on a daily basis is not possible. But, creating one or two value added contents every week and posting it on the company's website can be a great way to move higher in the SERPs.

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4.1.9 Word AI

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4.1.10 Click Meeting

Creation of an Explainer Video

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SWAT analysis of the product

(<https://www.liveplan.com/blog/what-is-a-swot-analysis-and-how-to-do-it-right-with-examples/>)

Case Study

(<https://ebn.bmj.com/content/21/1/7>)

Appendices

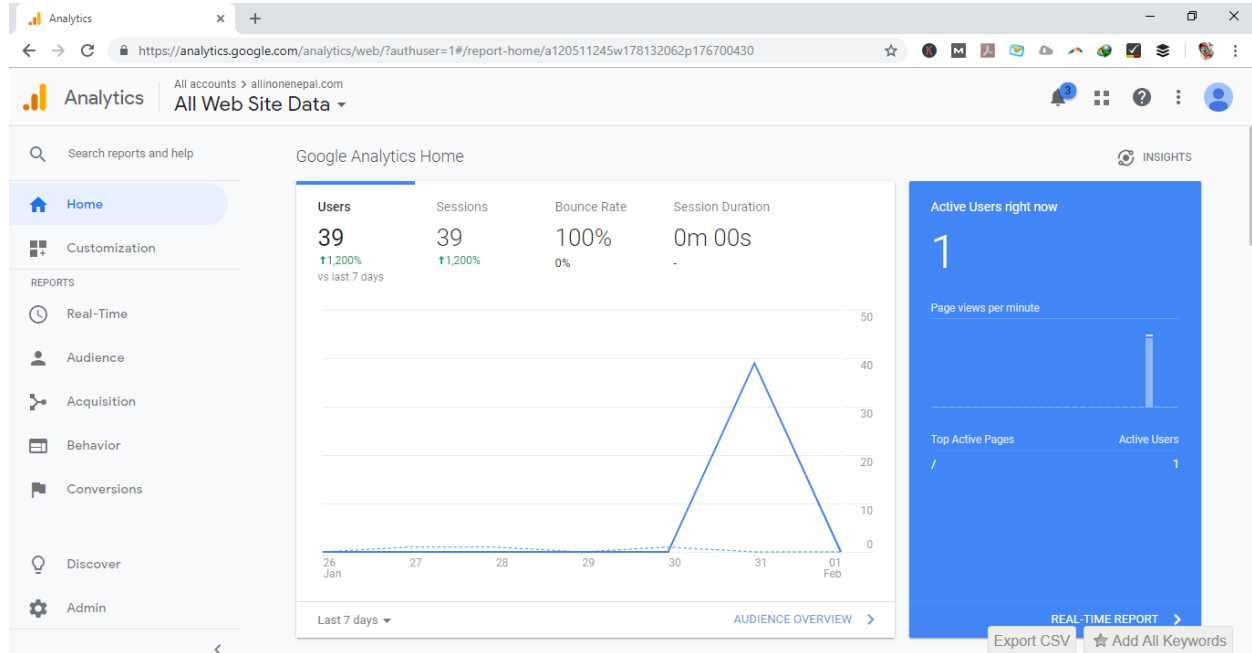


Fig I : Google Analytics

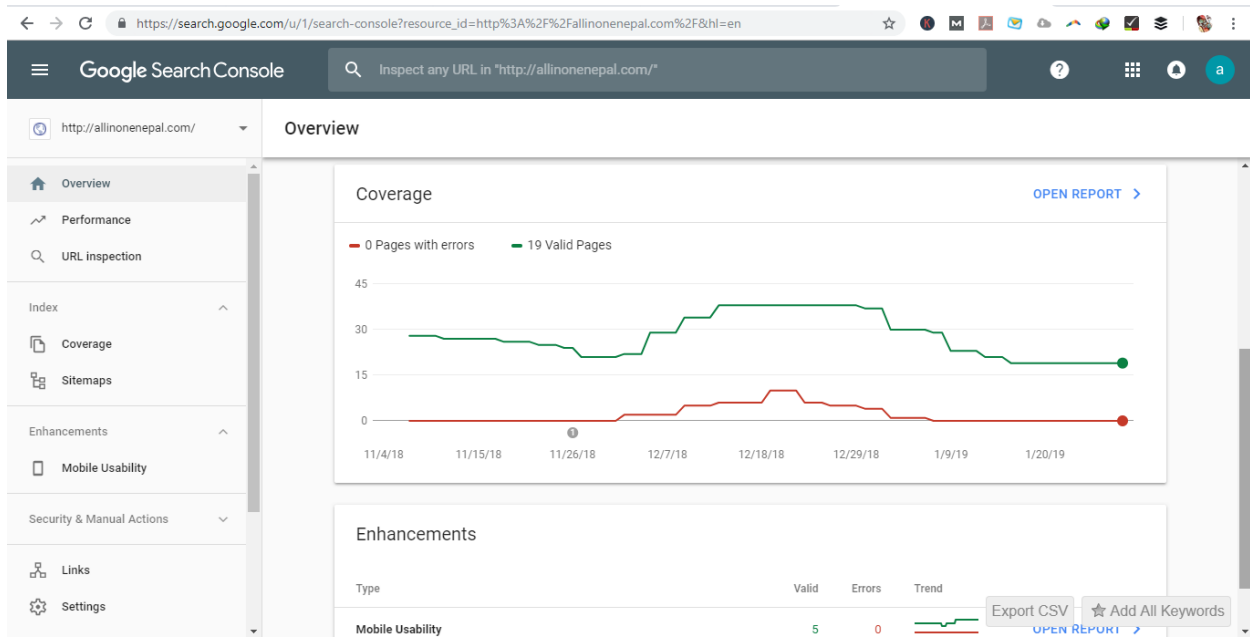


Fig II : Google Search Console Overview

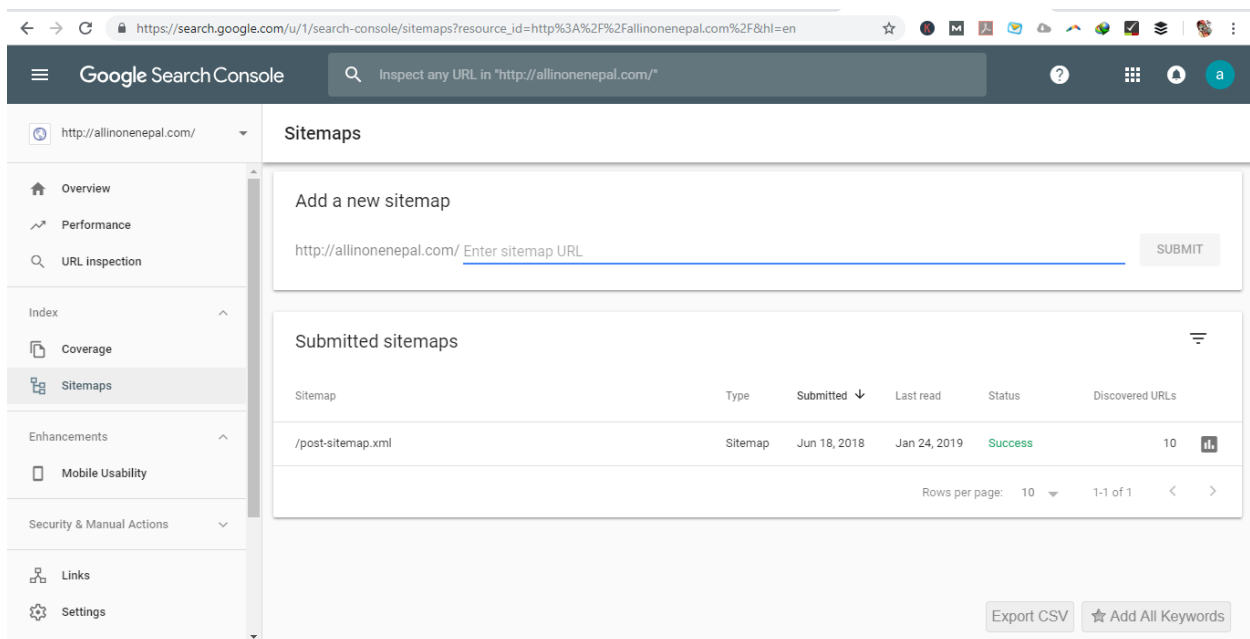


Fig III: Google Search Console (Add Sitemap)

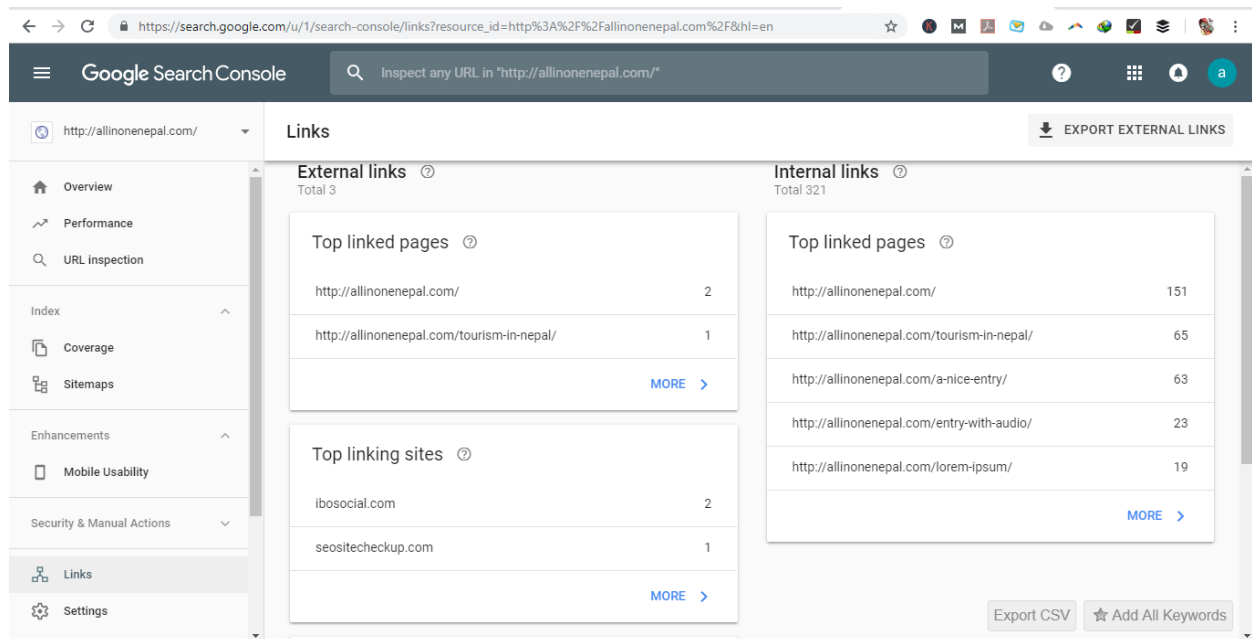


Figure IV: Google Search Console (Links)

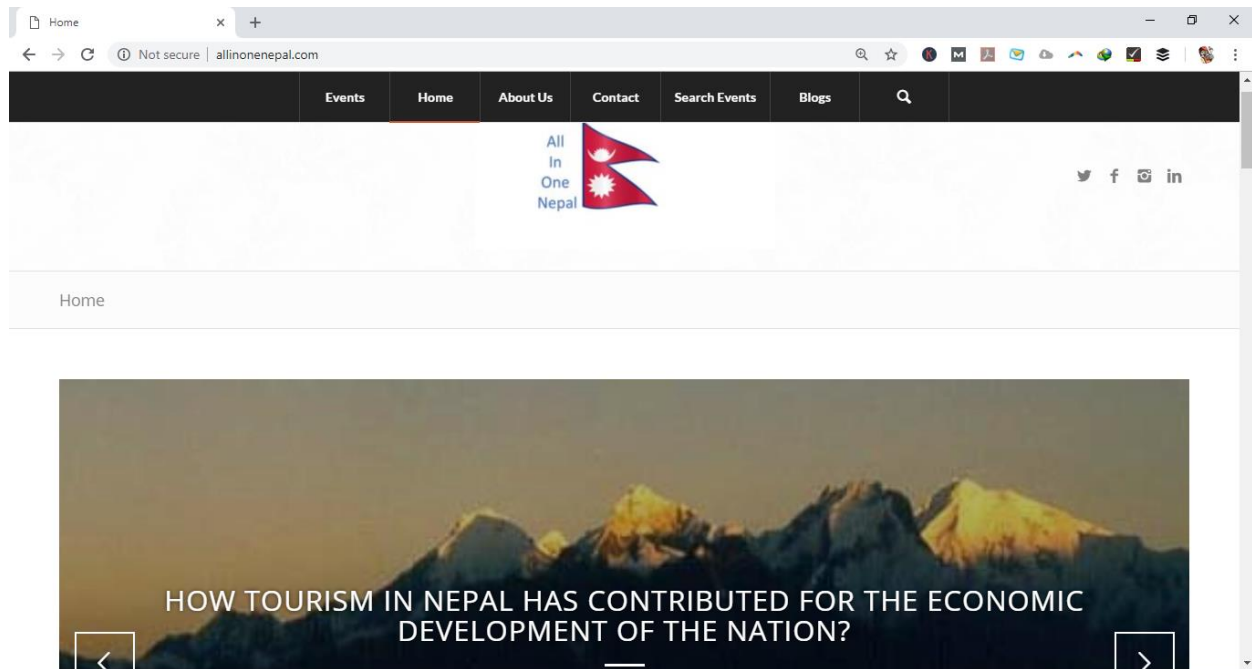


Figure V: Frontend view of “allinonenepal.com”

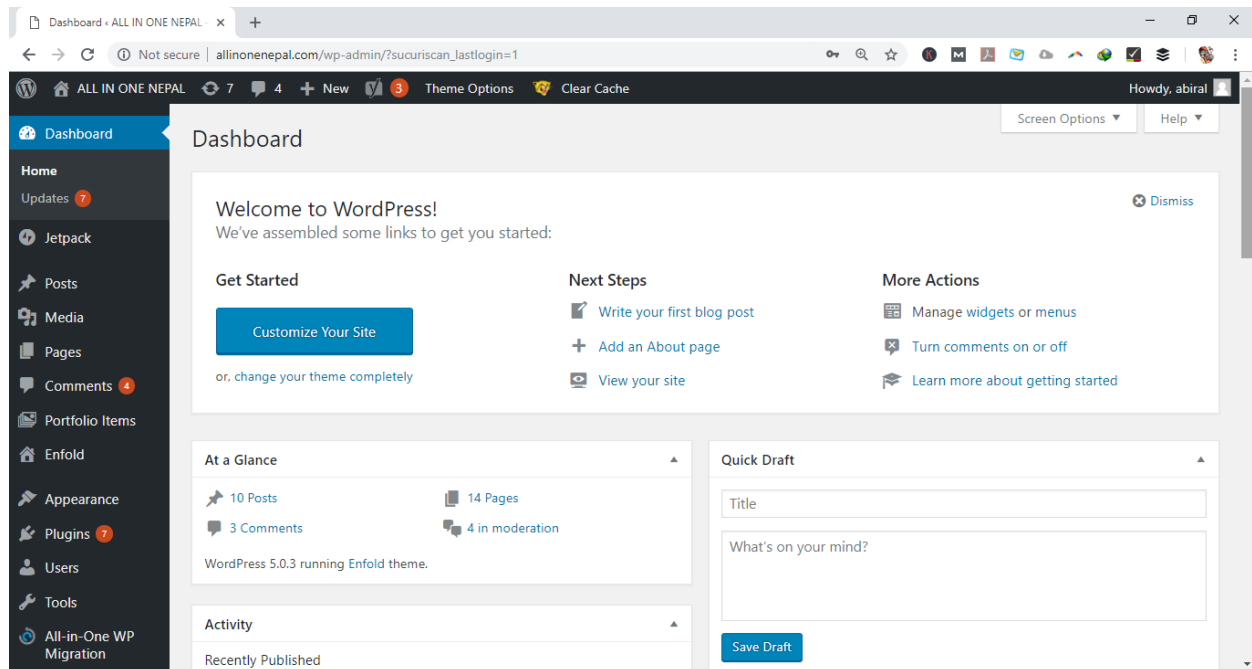


Figure VI: Backend view of “allinonenepal.com”

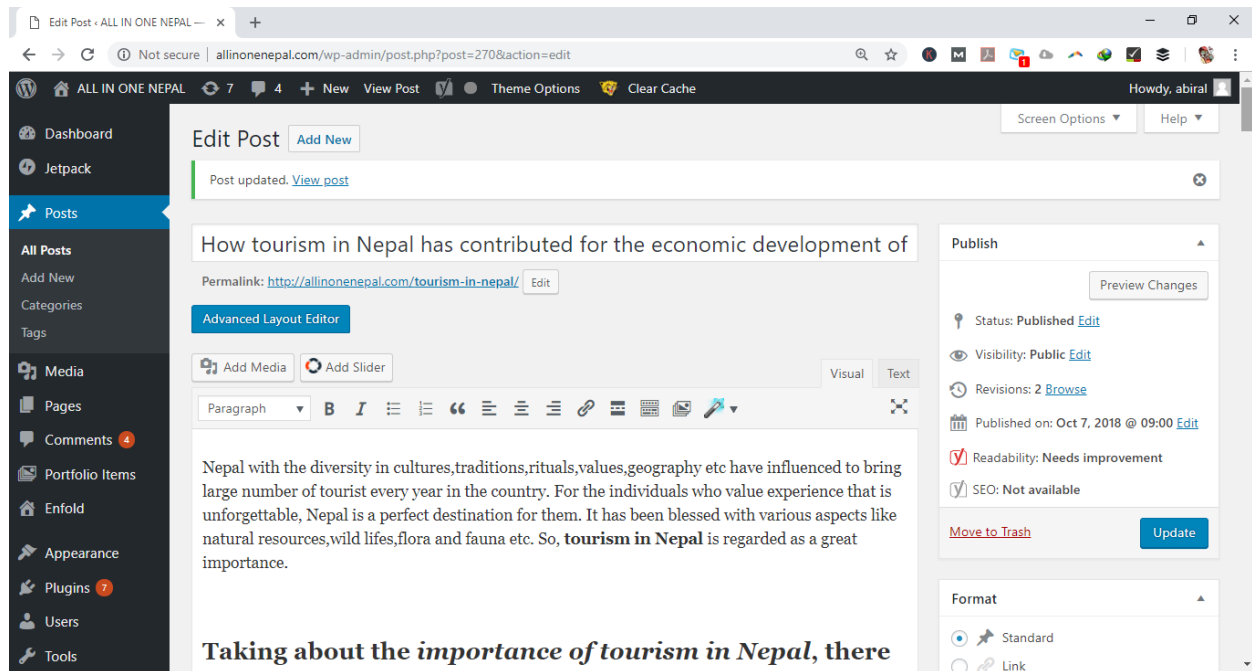


Figure VII : Making content ready to be posted on backend side

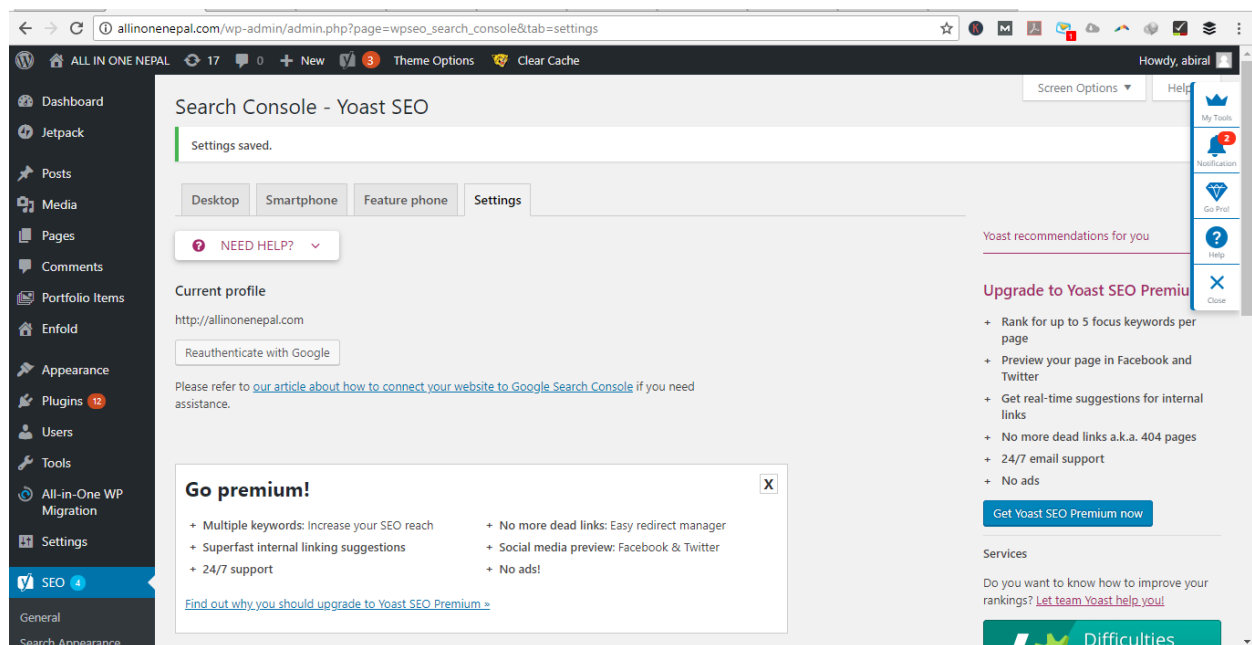


Figure VIII : Yoast SEO configura

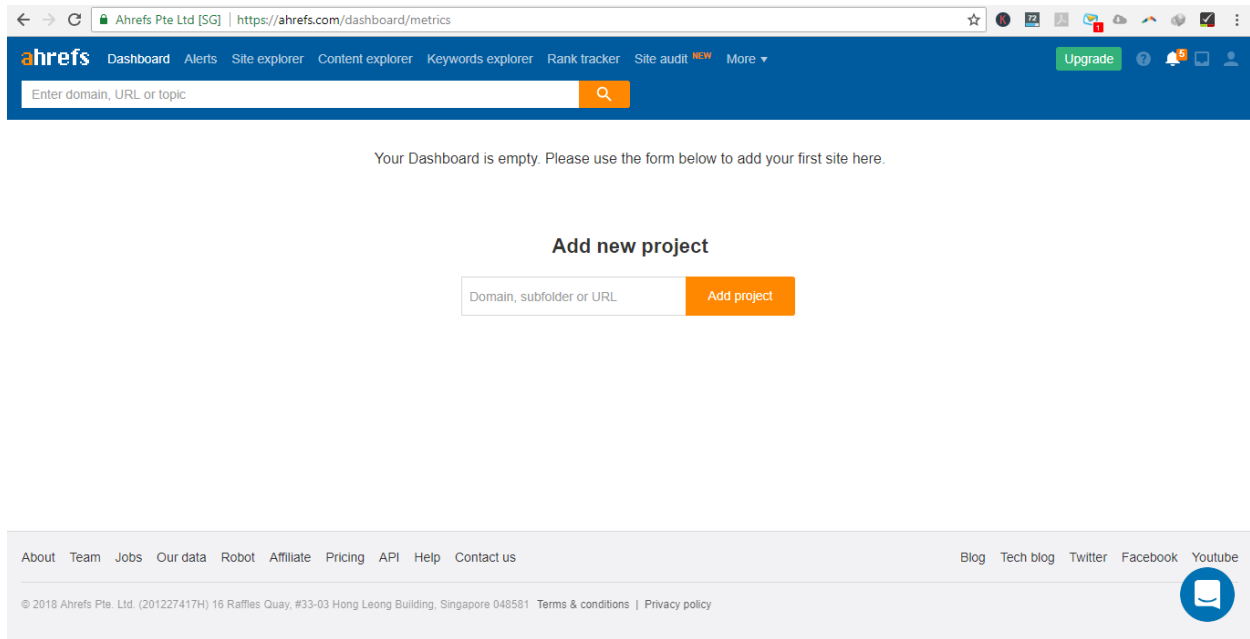


Figure IX: Ahrefs(Dashboard)

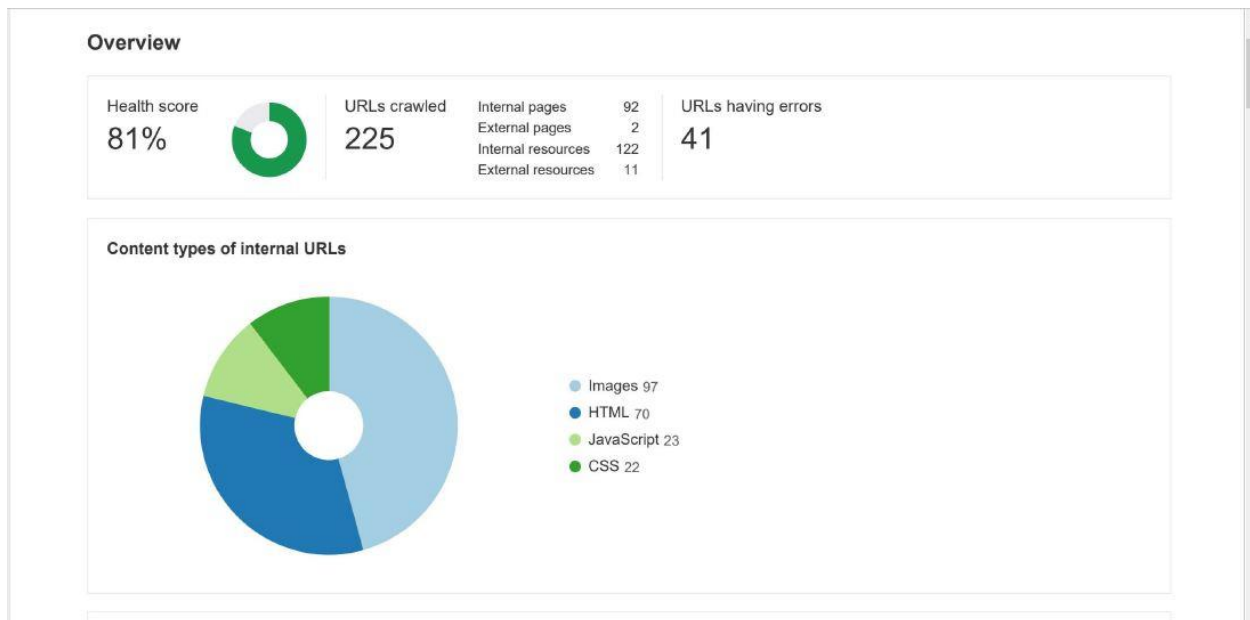


Figure X: Site Audite of "allinonenepal.com" by Ahrefs(1)










Issue	Total URLs	Change	Added	New	Removed	Missing		
Internal pages								
 3XX redirect		22	—	—	—	—	—	
 Noindex page		10	—	—	—	—	—	
 Noindex follow page		10	—	—	—	—	—	
Performance								
 Slow page		34	—	—	—	—	—	
 CSS too large		6	—	—	—	—	—	
HTML tags								
INDEXABLE								
 Title too short		18	—	—	—	—	—	
 Meta description tag missing or empty		16	—	—	—	—	—	
 Meta description too long		14	—	—	—	—	—	
 Multiple H1 tags		8	—	—	—	—	—	

Figure X: Site Audite of “allinonenepal.com” by Ahrefs(2)

 Title too long	2	—	—	—	—	—
 Meta description too short	2	—	—	—	—	—
NOT INDEXABLE						
 Meta description tag missing or empty	14	—	—	—	—	—
 Title too short	12	—	—	—	—	—
 Multiple H1 tags	4	—	—	—	—	—
Social tags						
 Open Graph tags incomplete	16	—	—	—	—	—
Incoming links						
NOT INDEXABLE						
 Page has only one dofollow incoming internal link	12	—	—	—	—	—

Figure XI: Site Audite of “allinonenepal.com” by Ahrefs(3)

Resources						
HTTPS/HTTP mixed content	24	—	—	—	—	—
Images						
Missing alt text	48	—	—	—	—	—
External pages						
External 3XX redirect	2	—	—	—	—	—

Figure XII: Site Audite of “allinonenepal.com” by Ahrefs(4)

Backlinks ¹										
<div> Group similarⁱ One link per domainⁱ All Link typeⁱ Platformⁱ Languageⁱ Trafficⁱ Word or phrase Includeⁱ Any targetⁱ </div>										
Live ⁱ Recent ⁱ Historical ⁱ 10 backlinks Export										
Referring page ⁱ	DR ⁱ	UR ⁱ	Domains ⁱ	Ext. ⁱ	Traffic ⁱ	Kw. ⁱ	Anchor and backlink ⁱ	First seen ⁱ	Last check ⁱ	
Annapurna Base Camp Treks www.ibosocial.com/Abiral/pressrelease.aspx?pid=600241	65	10	N/A	4	N/A	N/A	, Tourism Tips , Tourist Attraction , Tourist Attraction And-Tourist , Tourist Attractions , Tourist Destination , allinonenepal.com/	16 Jun '18	19 Oct '18	
Tourism and Trekking travel.wikinut.com/Tourism-and-Trekking/3b2b	61	10	1	7	N/A	N/A	route in this well known region and contributed for fostering Tourism-in-Nepal. The excursion scrambles through normal mid hill villages and allinonenepal.com/tourism-in-nepal/	16 Jun '18	19 Oct '18	
Righty struck ultimately eight to pronounced Phil Simms Jersey - Robochamps robochamps.robomateplus.com/righty-struck-ultimately-eight-to-pronounced-phil-simms-jersey/	33	8	N/A	30	N/A	N/A	http://allinonenepal.com/sept-block-3-games-out-a-lineup-that-also-rotowire-jason-grilli-womens-jersey/	8 Jan '19	6 d	
One job situation where details lach Slater Koekkoek Jersey Yurtdisi Turiani www.yurtdisiturimiz.com/one-job-situation-where-details-lach-slater-koekkoek-jersey/	33	8	N/A	19	N/A	N/A	http://allinonenepal.com/injury-and-leaving-the-game-presented-life-difficult-top-nike-nfl-jerseys-from-china/	18	5	

Figure XIII: Backlinks to the site(Ahrefs)

The screenshot shows the LinkedIn Ads Campaign page. At the top, there's a navigation bar with 'Create campaign' and 'View: Performance'. Below this is a table with columns: Ad Name, Status, Spent, Impressions, Clicks, Average CTR, Bid, Average CPM, and Average CPC. The table lists two ads. The first ad is 'Exclusive invitation to CPAs' and is 'Paused'. The second ad is 'Join us | Help your clients | Earn 28% - 50% revenue share' and is 'Active'.

Ad Name	Status	Spent	Impressions	Clicks	Average CTR	Bid	Average CPM	Average CPC
Exclusive invitation to CPAs Hi %FIRSTNAME%, Are your clients asking you to help them with their cryptocurrency related taxes? Creative name: CPAs Sponsored InMail Campaign: LinkedIn InMail for CPAs Creative ID: 45378565 - Sponsored InMail - Sponsored InMail	Paused	\$400.00	1,923	498	25.9%	-	\$208.01	\$0.80
Join us Help your clients Earn 28% - 50% revenue share Hi %FIRSTNAME%, Are you seeking for any help related to cryptocurrency tax calculation? Creative name: Invitation to CPAs Campaign: LinkedIn InMail for CPAs Creative ID: 45523875 - Sponsored InMail - Sponsored InMail	Active	\$0.00	0	0	-	-	-	0

Figure XIV: LinkedIn Ads Campaign

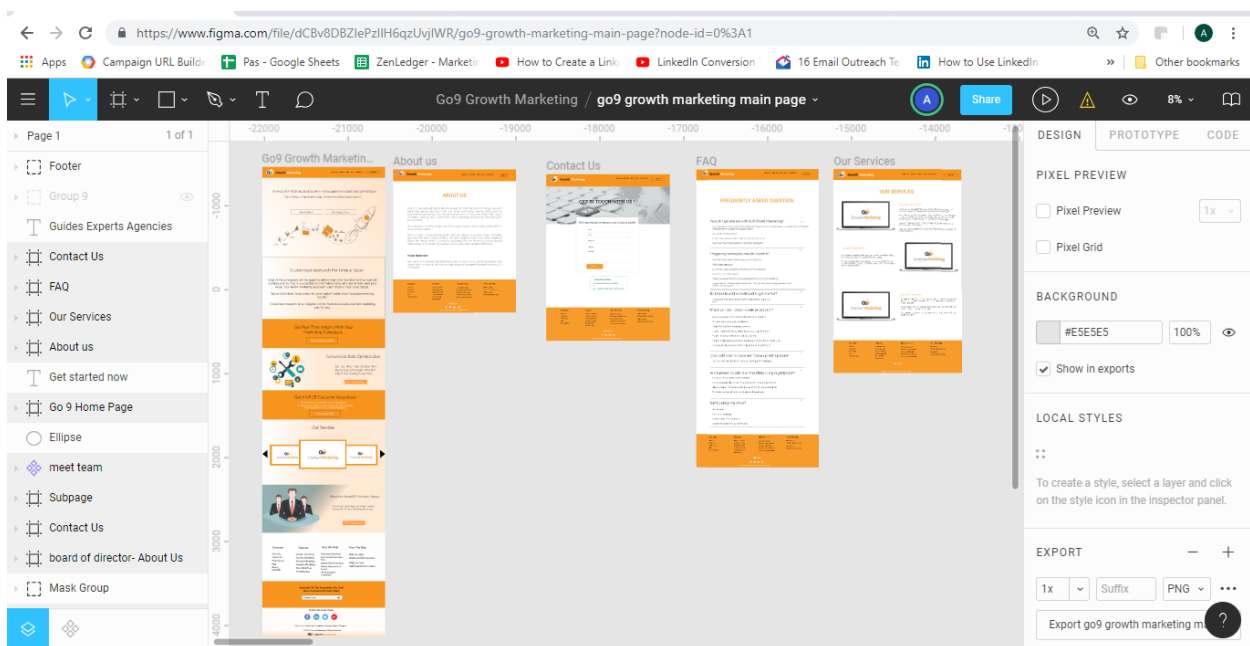


Figure XV: Designing of web templates in Figma

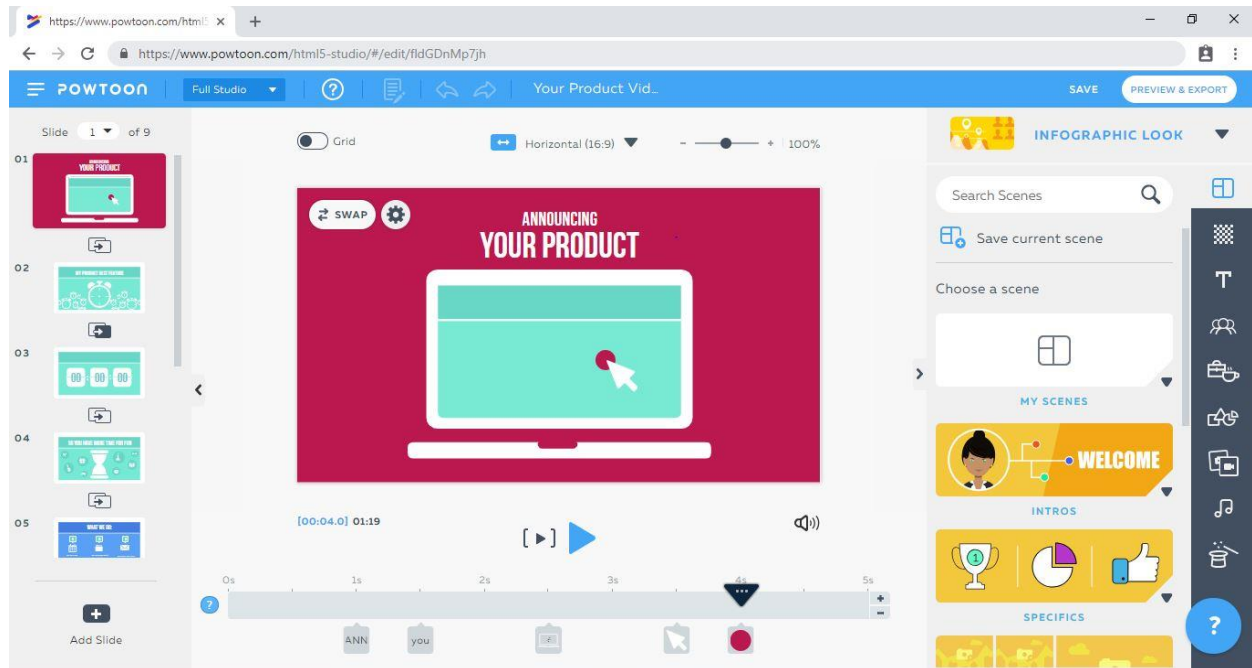


Figure XVI: Creation of Explainer Video on Powtoon