


## **Digital Marketing Project Report: <https://semionics.com/>**

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## 1. Project Overview

- Website: <https://semionics.com/>
- Duration: april- 2025 to November 2025
- Role: Digital Marketing executive
- Checklist for this project -  Semionics WP SEO Implementation Checklist

## **2. Objectives**

- Improve website visibility and SEO ranking
- Drive targeted traffic through Google and Meta ads
- Enhance social media presence and engagement
- Design compelling creatives and ad banners
- Deliver measurable growth in impressions, clicks, and conversions

## **3. Content Writing & Webpage Management**

- Drafted and optimized engaging content for landing pages, service pages, and blog posts.
- Ensured content alignment with SEO keywords and brand voice.
- Uploaded and formatted content on the website for readability and user experience.

## Created landing pages through cms platform like 'word press'

Create a more inclusive site experience for all your visitors. With Ally, it's easy to add your statement page in just a few clicks.

[Install Plugin](#) [Learn more](#)

Are you enjoying WPCode?  
[Yes](#) • [Not Really](#)

Hey, there! Are you enjoying using WPConsent?  
[Yes](#) • [Not Really](#)

All (252) | Published (247) | Draft (1) | Trash (4) | LearnPress Pages (5) | Cornerstone content (0)

Search Pages

Bulk actions [Apply](#) All dates All SEO Scores All Readability Scores [Filter](#)

248 items

<input type="checkbox"/>	Title	Author	LearnPress Page	Date				
<input type="checkbox"/>	CMOS Design: The Foundation of Modern Electronics	semionics	—	Published 2025/11/05 at 13:32			0	0
<input type="checkbox"/>	Carbon Chips: The Revolutionary Future Beyond Silicon Computing	semionics	—	Published 2025/11/04 at 13:57			0	0
<input type="checkbox"/>	Low Power Design Explained: Why It's Crucial for Modern Electronics	semionics	—	Published 2025/11/03 at 13:02			0	0
<input type="checkbox"/>	EDA Software Explained: The Digital Backbone of Modern Chip Design	semionics	—	Published 2025/10/29 at 12:45			0	0
<input type="checkbox"/>	EDA Vendors Ideas: Navigating the Semiconductor Design Ecosystem	semionics	—	Published 2025/10/29 at 12:36			0	0
<input type="checkbox"/>	Hired in 10 EDA Companies: Your Roadmap to Landing Multiple Job Offers	semionics	—	Published 2025/10/28 at 12:34			0	0
<input type="checkbox"/>	Learn ASIC Design: Your Comprehensive Guide to Building Custom Silicon	semionics	—	Published 2025/10/25 at 12:53			0	0
<input type="checkbox"/>	The Art of Miniaturization: A Comprehensive Guide to VLSI Circuit Design	semionics	—	Published 2025/10/16 at 11:45			0	0

## Plug-ins installed.

All (34) | Active (32) | Inactive (2) | Update Available (9) | Auto-updates Enabled (21) | Auto-updates Disabled (13) | LearnPress (2/2)

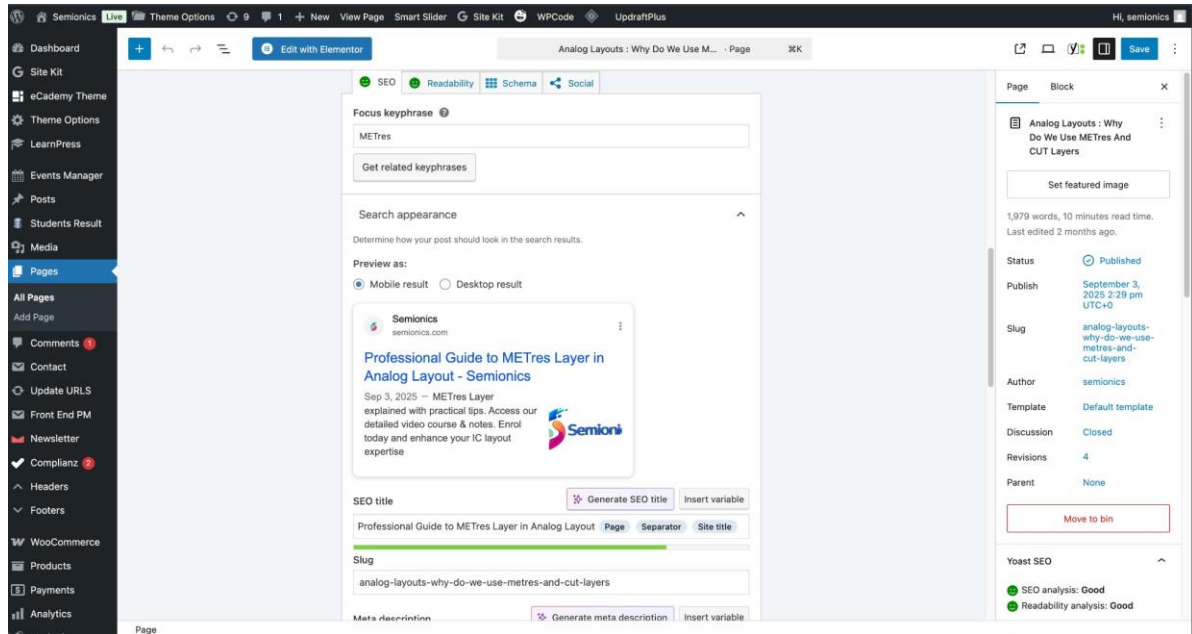
Search installed plugins

34 items

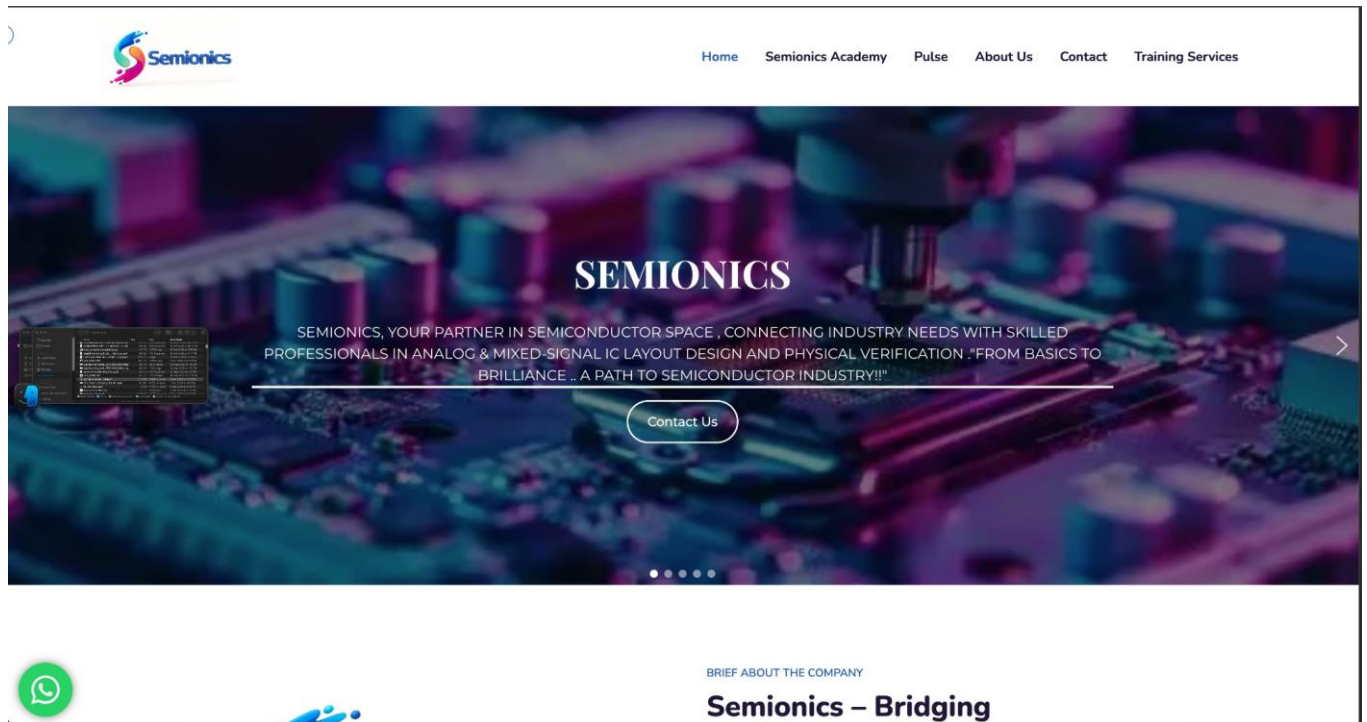
Bulk actions [Apply](#)

Plugin	Description	Automatic Updates
<input type="checkbox"/> <b>Advanced Custom Fields PRO</b> <a href="#">Deactivate</a>	Customise WordPress with powerful, professional and intuitive fields. Version 6.4.2   <a href="#">By WP Engine</a>   <a href="#">View details</a>	<a href="#">Disable auto-updates</a> Automatic update scheduled in 2 hours.
There is a new version of Advanced Custom Fields PRO available. <a href="#">View version 6.6.2 details</a> . Automatic update is unavailable for this plugin. To enable updates, please enter your licence key on the <a href="#">Updates</a> page. If you don't have a licence key, please see <a href="#">details &amp; pricing</a> .		
<input type="checkbox"/> <b>Click to Chat</b> <a href="#">Settings</a>   <a href="#">Deactivate</a>   <a href="#">Support</a>   <a href="#">PRO Version</a>	Lets make your Web page visitors contact you through WhatsApp with a single click/tap Version 4.30   <a href="#">By HoliThemes</a>   <a href="#">View details</a>	<a href="#">Disable auto-updates</a> Automatic update scheduled in 2 hours.
There is a new version of Click to Chat available. <a href="#">View version 4.31 details</a> or <a href="#">update now</a> .		
<input type="checkbox"/> <b>Complianz - Terms and Conditions</b> <a href="#">Support</a>   <a href="#">Settings</a>   <a href="#">Deactivate</a>	Plugin from Complianz to generate Terms & Conditions for your website. Version 1.2.8   <a href="#">By Really Simple Plugins</a>   <a href="#">View details</a>	<a href="#">Disable auto-updates</a>
<input type="checkbox"/> <b>Complianz   GDPR/CCPA Cookie Consent</b> <a href="#">Upgrade to premium</a>   <a href="#">Support</a>   <a href="#">Settings</a>   <a href="#">Deactivate</a>	Complianz Privacy Suite for GDPR, CaCPA, DSGVO, AVG with a conditional cookie warning and customised Cookie Policy Version 7.4.3   <a href="#">By Complianz</a>   <a href="#">View details</a>	<a href="#">Disable auto-updates</a>
<input type="checkbox"/> <b>Contact Form 7</b> <a href="#">Settings</a>   <a href="#">Deactivate</a>	Just another contact form plugin. Simple but flexible. Version 6.1.3   <a href="#">By Rock Lobster Inc.</a>   <a href="#">View details</a>	<a href="#">Disable auto-updates</a>
<input type="checkbox"/> <b>eCademy Toolkit</b> <a href="#">Deactivate</a>	A Light weight and easy toolkit for eCademy Theme. Version 7.2   <a href="#">By EnvyTheme</a>	
<input type="checkbox"/> <b>Elementor</b> <a href="#">Settings</a>   <a href="#">Deactivate</a>	The Elementor Website Builder has it all: drag and drop page builder, pixel perfect design, mobile responsive editing, and more. Get started now! Version 3.29.2   <a href="#">By Elementor.com</a>   <a href="#">View details</a>   <a href="#">Docs &amp; FAQs</a>   <a href="#">Video Tutorials</a> Required by: Happy Elementor Addons Note: this plugin cannot be deactivated or deleted until the plugins that require it are deactivated or deleted.	<a href="#">Enable auto-updates</a>

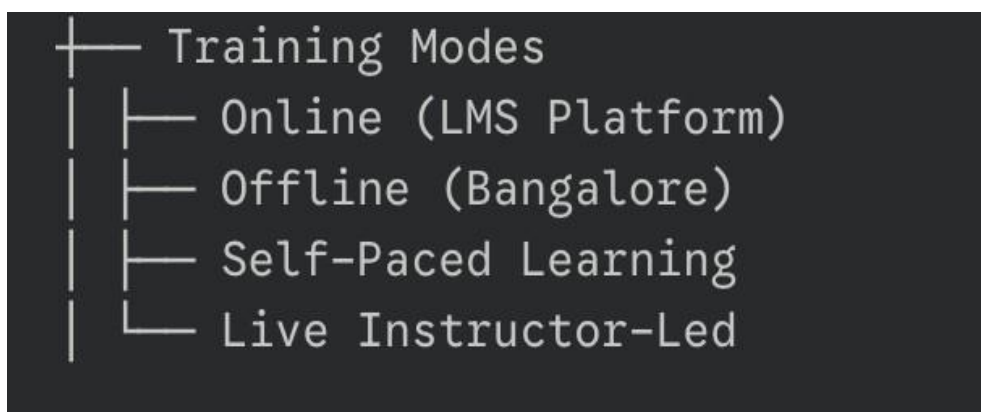
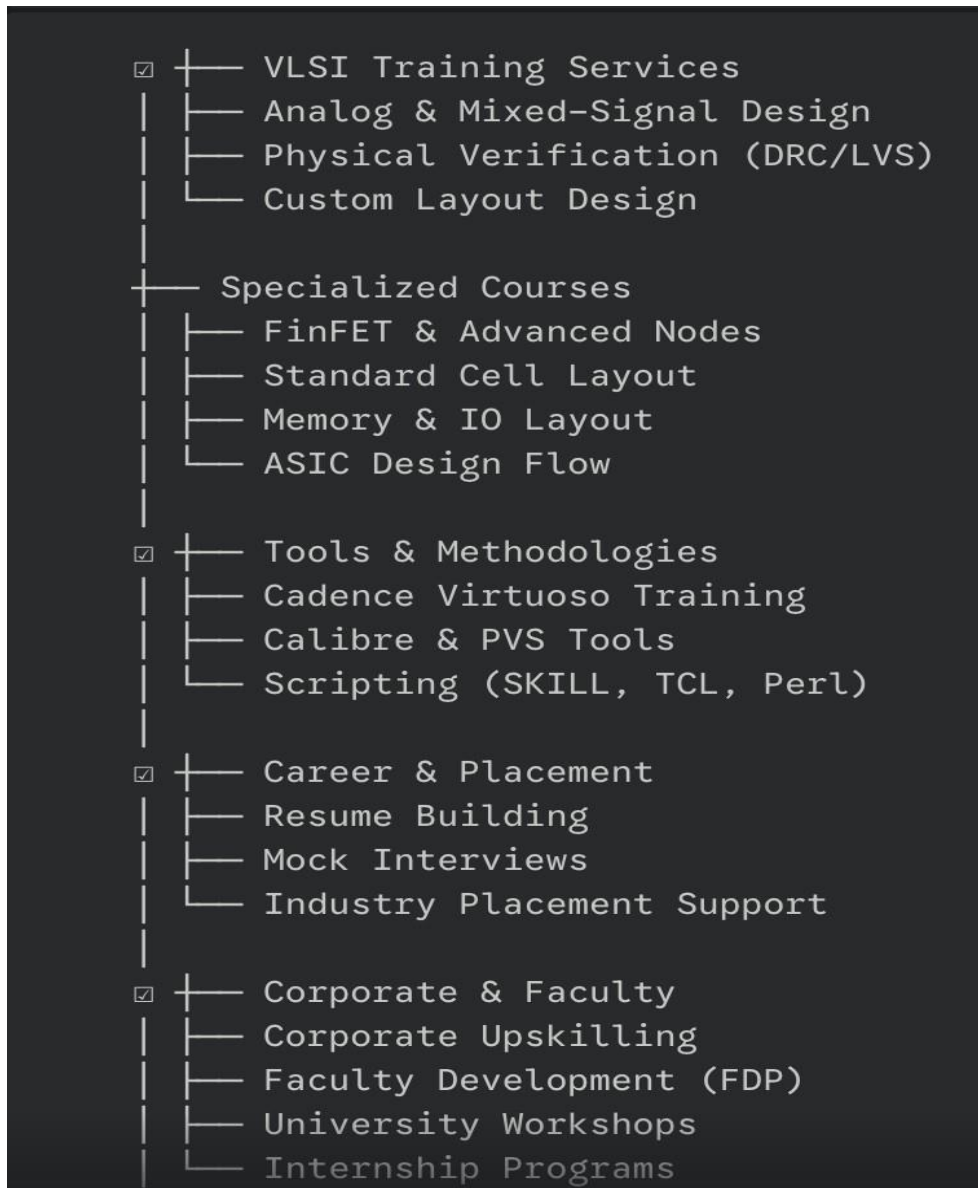
## SEO optimization for Landing pages.



## Home page



## HOME PAGE STRUCTURE



## 4. SEO Strategy & Implementation

- Conducted keyword research and competitor analysis.

1	india	avarage search months	USA	avarage search months
2	semi conductor	110,000	semi conductor	60,500
3	vlsi	27,100	semi conductor companies	6,600
4	semi conductor meaning	14,800	semicon companies	6,600
5	define semiconductor	14,800	vlsi	5,400
6	vlsi design	9,900	define semiconductor	3,600
7	semiconductor examples	9,900	semi conductor chip	3,600
8	design vlsi	9,900	semi conductor meaning	3,600
9	semicon companies	6,600	design vlsi	1,600
10	semi conductor companies	6,600	design vlsi	1,600
11	semi conductor chip	4,400	semiconductor examples	1,600
12	vlsi engineers	2,900	vlsi design	1,600
13	semi conductors	2,900	asic design	1,000
14	vlsi physical design	1,300	designing an asic	1,000
15	electronics semiconductors	1,000	semi conductors	880
16	electronics and semiconductor	1,000	custom asic	590
17	vlsi tech	880	semiconductor fabless	590
18	vlsi companies	880	a semi conductor	390
19	vlsi chip	590	asic designers	320
20	use of semi conductors	590	semi conductor technology	320
21	chip vlsi	590	vlsi engineers	260
22	vlsi chip design	480	electronics and semiconductor	210
23	semiconductor explanation	480	electronics semiconductors	210
24	semi conductor technology	480	semi semiconductor	210
25	explain semi conductor	480	asic design flow	170
26	vlsi design system	390	vlsi circuits	170
27	semiconductor conductor	390	vlsi tech	170
28	conductors and semiconductors	390	asic and fpga	140
29	vlsi domain	320	asic fpga	140
30	vlsi circuits	320	semiconductor businesses	140
31	semiconductor fabless	320	fpga to asic	110
32	semiconductor businesses	320	semi conductor manufacturing companies	110



	A	B	C	D	E
14	chip design engineer	4th	4th	3rd	2nd
15	chip designing				
16	soc design services	1st page	5th	1st page	6th
17	vlsi internships			5th	6th
18	vlsi intern				
19	vlsi internship				
20	vlsi experts	2ND page	5th	2nd	6th
21	vlsi basics				
22	vlsi circuit design				
23	vlsi projects				
24	synopsys primetime				
25	synopsys spyglass	1st page	8th	2nd	2nd 7th
26	vc formal	2nd page	6th	2nd	5th
27	spyglass cdc	1st page	9th	1st	7th
28	spyglass lint	1st page	4th	1st	6th
29	spyglass synopsys	2nd page	4th	2nd	4th
30	sta tools			2nd	2nd
31	eda companies	2nd	6th	2nd	3rd
32	top 10 eda companies			1st	7th
33	top eda companies			1st	7th
34	eda software companies			2nd	8th (2)
35	eda vendors			3rd	5th
36	eda software			5th	6th
37	eda tools list				
38	eda tools				
39	eda chip			4th	4th
40	eda tool				
41	asic design tools			4th	1st
42	best eda software				
43	ic design tools			4th	2nd
44	electronic design automation companies			3rd	10th
45	icc2				
46	physical design flow				

- **Optimized on-page elements:** Meta titles, descriptions, H1/H2 tags, image alt texts.

- Created high-quality back links and directory submissions

Tools - Ahrefs

**Ahrefs Backlinks**

81 groups of links

Referring page	DR	UR	Domain traffic	Referring domains	Linked domains	Ext.	Page	Kw.	traffic	Anchor and target URL	First seen	Last seen	Similar	Inspect
Understanding Every Stage of the VLSI Design Cycle <a href="https://www.wonderfulpcb.com/blog/understanding-every-stage-of-the-vlsi-design-cycle/">https://www.wonderfulpcb.com/blog/understanding-every-stage-of-the-vlsi-design-cycle/</a>	30	4.5	2.7K	0	26	32	1.0	1		DRC is part of physical verification . It helps you find problems like wires that are [CONTENT] NOFOLLOW <a href="https://semionics.com/design-rule-check-drc-vs-layout-vs-schematic-lvs-explained/">https://semionics.com/design-rule-check-drc-vs-layout-vs-schematic-lvs-explained/</a> [New Link restored · Show changes]	22 Oct 2025	8 d ago	1	Q
We turned top ranking dreams into real outcomes, on SeoFlox.com <a href="https://seoflox.io/q/zphdx-rank-website-on-first-page/">https://seoflox.io/q/zphdx-rank-website-on-first-page/</a>	74	35	0	704	7,127	7,674	0	0		Our 6-year SEO journey for semionics.com revealed a shocking truth at SeoFlox.com. [CONTENT] NOFOLLOW <a href="https://semionics.com/">https://semionics.com/</a>	24 Jan 2025	16 Jul 2025		Q
How does FinFET technology influence Physical Design? <a href="https://vlsiweb.com/finfet-technology/">https://vlsiweb.com/finfet-technology/</a>	9	5	251	0	21	29	0	1		Finfet Layout Guidelines - for Beginners and Professionals [NOFOLLOW] <a href="https://academy.semionics.com/s/store/package/66fe3e686364064a98c08bc2/courses/Finfet-Layout-Guidelines---for-Beginners-and-Professionals">https://academy.semionics.com/s/store/package/66fe3e686364064a98c08bc2/courses/Finfet-Layout-Guidelines---for-Beginners-and-Professionals</a>	7 Jan 2025	1 d ago		Q
SavvyPool <a href="https://savvyvpool.com/category/vlsi-d/">https://savvyvpool.com/category/vlsi-d/</a>	0	4.6	0	0	6	7	0	0		Semionics Providing comprehensive solution for Niche markets in the core Areas of Analog & Mixed signal/RF IC Layout Design and Physical Verification. Offers: VLSI Design [IMAGE] <a href="https://academy.semionics.com/s/store?redirectToMicroFE=true">https://academy.semionics.com/s/store?redirectToMicroFE=true</a> [Lost: Dropped] [CANONICAL] -> <a href="https://academy.semionics.com/s/store">https://academy.semionics.com/s/store</a>	9 Aug 2025	10 d ago	3	Q
Понимание каждого этапа цикла проектирования СБИС <a href="https://www.wonderfulpcb.com/ru/blog/understanding-every-stage-of-the-vlsi-design-cycle/">https://www.wonderfulpcb.com/ru/blog/understanding-every-stage-of-the-vlsi-design-cycle/</a>	30	4.5	2.7K	0	27	33	0	0		DRC является частью физической проверки . Это помогает обнаружить такие проблемы, как слишком близко расположенные [CONTENT] NOFOLLOW <a href="https://semionics.com/design-rule-check-drc-vs-layout-vs-schematic-lvs-explained/">https://semionics.com/design-rule-check-drc-vs-layout-vs-schematic-lvs-explained/</a>	22 Oct 2025	29 Oct 2025	1	Q

# Guest Posting Backlinking Report

**Project Name:** OurERP

**Reporting Period:** october

**Prepared By:** Maheshkumar Intern

**Website sheet given by HARSH Sir -**  **Free Guest Posting Sites**

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## Summary

Guest posting - backlinks provides us - increase in Domain Authority and visibility and also Generate traffic also.



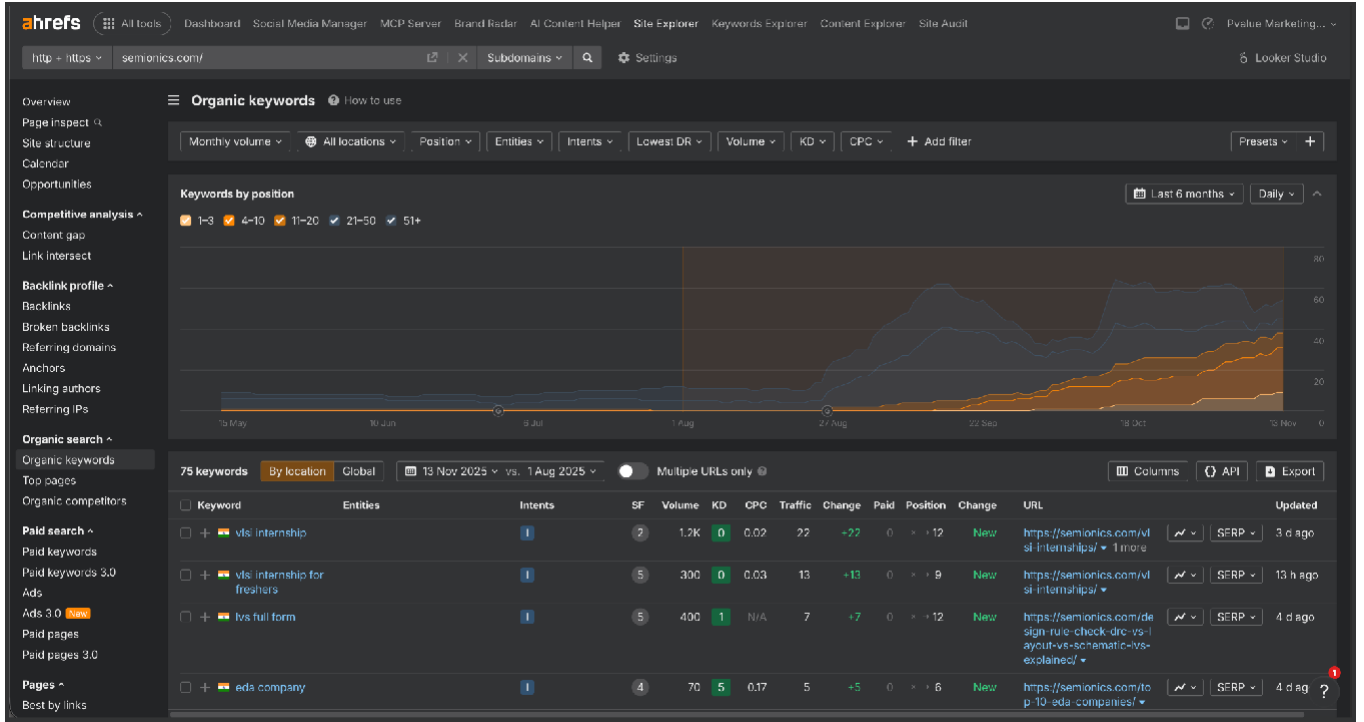
## Detailed Guest Post Records

### 1. Publishing Website name : Medium

- Website URL: <https://medium.com/>
- Domain Authority (DA): 95
- Status: **approved**
- Live Link (if published):  
[https://medium.com/@support\\_95342/streamline-your-business-operations-with-ourerp-a-comprehensive-erp-solution-40fa7ac467c](https://medium.com/@support_95342/streamline-your-business-operations-with-ourerp-a-comprehensive-erp-solution-40fa7ac467c)
- Target URL (our Website): <https://ourerp.ourerp.org>

## Key Metrics:

- **Keyword Rankings**



Keyword	Entities	Intents	SF	Volume	KD	CPC	Traffic	Change	Paid	Position	Change	URL	Updated
signature-check-drc-vs-layout-vs-schematic-lvs-explained/													
drc lvs		1	2	20	0	N/A	2	+2	0	5	New	https://semionics.com/design-rule-check-drc-vs-layout-vs-schematic-lvs-explained/	12 d ago
chip designing		1	6	200	0	0.06	2	+2	0	1	New	https://semionics.com/learn-chip-designing-complete-guide/	3 d ago
visi experts		1	3	20	0	N/A	2	+2	0	5	New	https://semionics.com/vi-si-experts/	5 d ago
rtl design interview questions		1	5	40	0	0.03	1	+1	0	11	New	https://semionics.com/rtl-design-interview-questions/	5 d ago
eda companies		1	2	40	0	0.25	1	+1	0	6	New	https://semionics.com/top-10-eda-companies/	7 d ago
spyglass cdc	SpyGlass CDC	1 Branded	2	10	0	N/A	1	+1	0	6	New	https://semionics.com/spyglass-cdc/	8 d ago
top 10 eda companies		1	3	20	0	N/A	1	+1	0	6	New	https://semionics.com/top-10-eda-companies/	12 d ago
rtl chip		1	3	30	1	N/A	1	+1	0	8	New	https://semionics.com/rtl-chip-design/	10 d ago
spyglass lint	SpyGlass Lint	1 Branded	4	10	0	N/A	1	+1	0	5	New	https://semionics.com/spyglass-lint/	28 Oct 2025
pdk full form		1	4	300	0	N/A	1	+1	0	20	New	https://semionics.com/mastering-the-pdk-tdk-essential-knowledge-for-every-visi-engineer/	9 d ago
chip design software companies		1	2	40	79	3.11	1	+1	0	10	New	https://semionics.com/top-10-eda-companies/	6 d ago
spyglass lint	SpyGlass Lint	1 Branded	4	10	0	N/A	1	+1	0	6	New	https://semionics.com/spyglass-lint/	2 d ago
drc full form in visi		1	5	20	4	N/A	1	+1	0	1	New	https://semionics.com/	11 d ago

## Top Pages

ahrefs All tools Dashboard Social Media Manager MCP Server Brand Radar AI Content Helper Site Explorer Keywords Explorer Content Explorer Site Audit

http + https semionics.com/ Subdomains Settings Looker Studio

Overview **Top pages** How to use

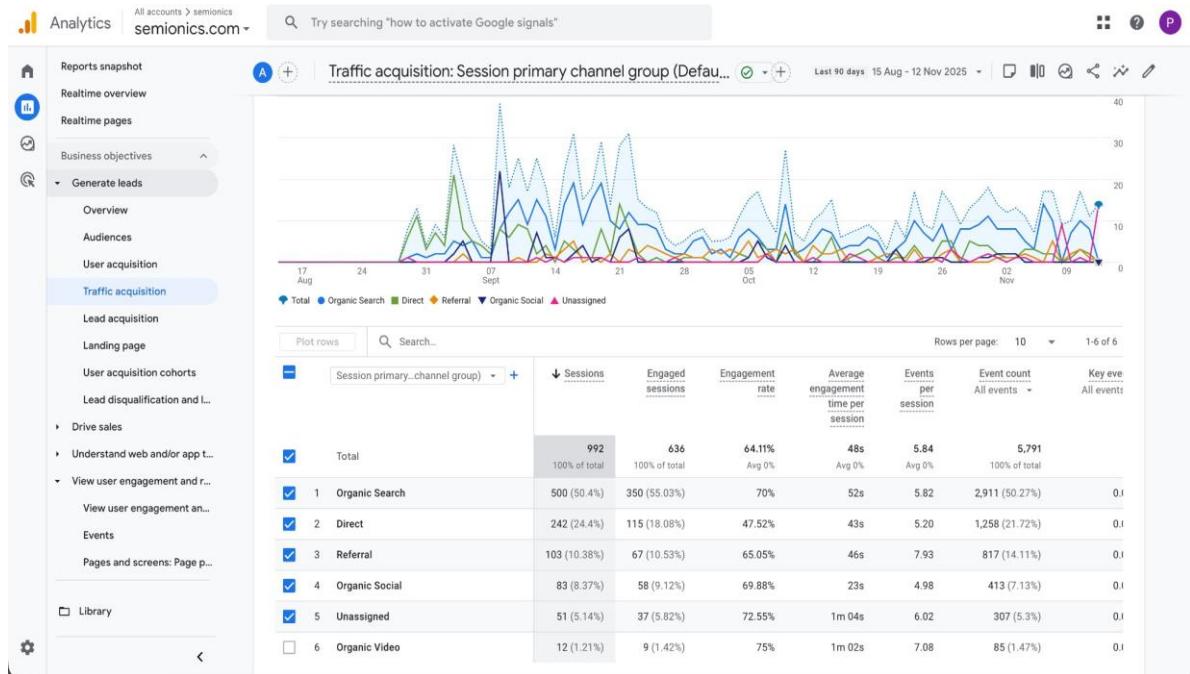
Average volume All locations URL Status UR Traffic Value Keywords SERP title Add filter Presets +

Performance history

37 pages Total traffic: 111 13 Nov 2025 vs. Don't compare SERP titles Columns API Export

URL	UR	Traffic	Value	Ref. domains	Keywords	Top keyword	Volume	Position	AI Content Level	Inspect
https://semionics.com/visi-internships/	0	43 38.7%	\$1.1	0	3	visi internship	1.2K	12	N/A	Q
https://semionics.com/top-10-eda-companies/	0	17 15.3%	\$32	0	8	eda company	70	6	High	Q
https://semionics.com/design-rule-check-drc-vs-layout-vs-schematic-lvs-explained/	0	17 15.3%	\$0.24	1	8	lvs full form	400	12	High	Q
https://semionics.com/chip-design-engineer/	0	5 4.5%	\$0.77	0	3	chip design engineer	90	6	N/A	Q
https://semionics.com/courses/java-programming-masterclass-for-software-developers/	4.5	5 4.5%	\$0.09	0	2	java programming masterclass for software developers	150	8	N/A	Q
https://semionics.com/soc-design-services/	0	5 4.5%	\$0	0	1	soc design services	70	5	N/A	Q
https://semionics.com/semiconductor-design-services-companies-enabling-the-future-of-chip-design/	0	3 2.7%	\$0	0	1	semiconductor design services	100	9	N/A	Q
https://semionics.com/future-of-analog-layout/	0	3 2.7%	\$0	0	1	finfet layout	70	7	Moderate	Q
https://semionics.com/rtl-chip-design/	0	2 1.8%	\$0	0	2	rtl chip	30	8	N/A	Q
https://semionics.com/spyglass-lint/	0	2 1.8%	\$0	0	1	spyglass lint	10	5	N/A	Q
https://semionics.com/visi-experts/	0	2 1.8%	\$0	0	1	visi experts	20	5	N/A	Q
https://semionics.com/learn-chip-designing-complete-guide/	0	2 1.8%	\$0.10	0	2	chip designing	200	14	Very high	Q
https://semionics.com/rtl-design-interview-questions/	0	2 1.8%	\$0.05	0	1	rtl design interview questions	40	11	N/A	Q ?
https://semionics.com/mastering-the-pdk-tdk-essential-knowledge-f	0	1 0.9%	\$0	0	1	pdk full form	300	20	N/A	Q

## ● Organic Traffic Growth

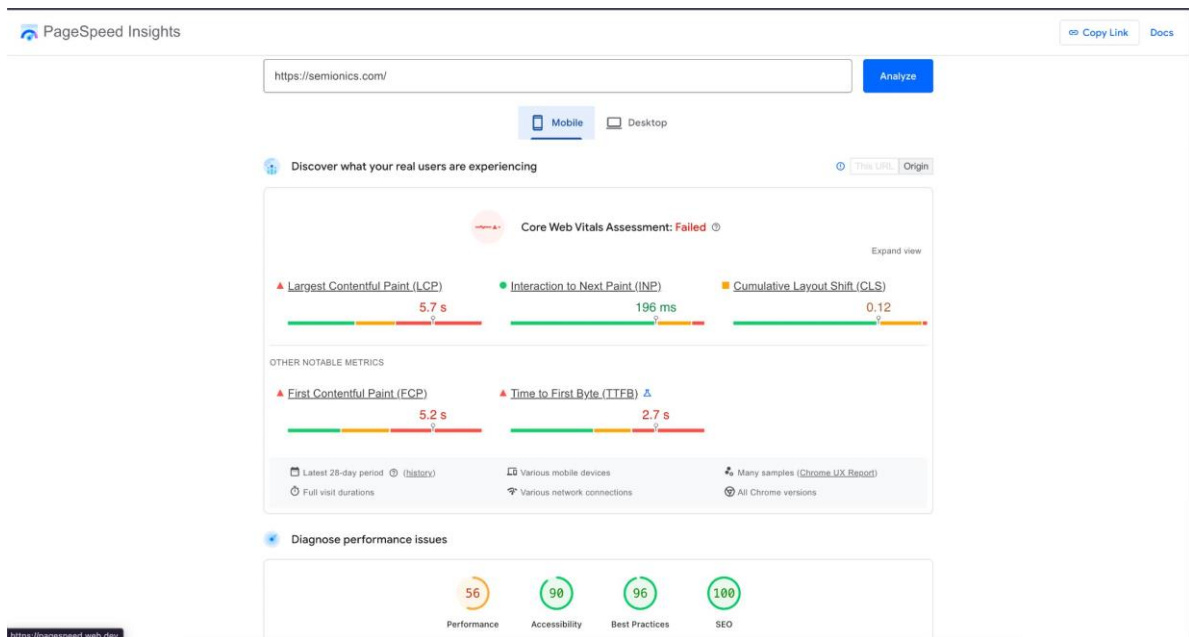


Organic Google search Clicks: 500

Organic Google search impression: 7500 Engagement rate:

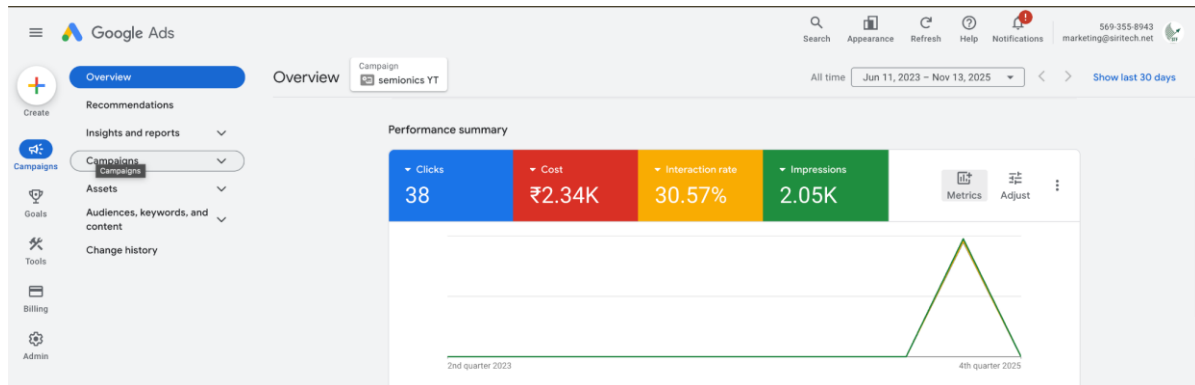
70 %

- **Page Load Time Improvements** [\(link\)](#)



## 5. Ads Campaign Management

### A. Google Ads:



- Set up Search and Display campaigns with targeted keywords.
- Monitored performance, optimized ad groups, and adjusted budgets.

- **Key metrics:**

- Impressions : 2.05k
- Clicks : 38
- Cost : ₹ 2.34 k

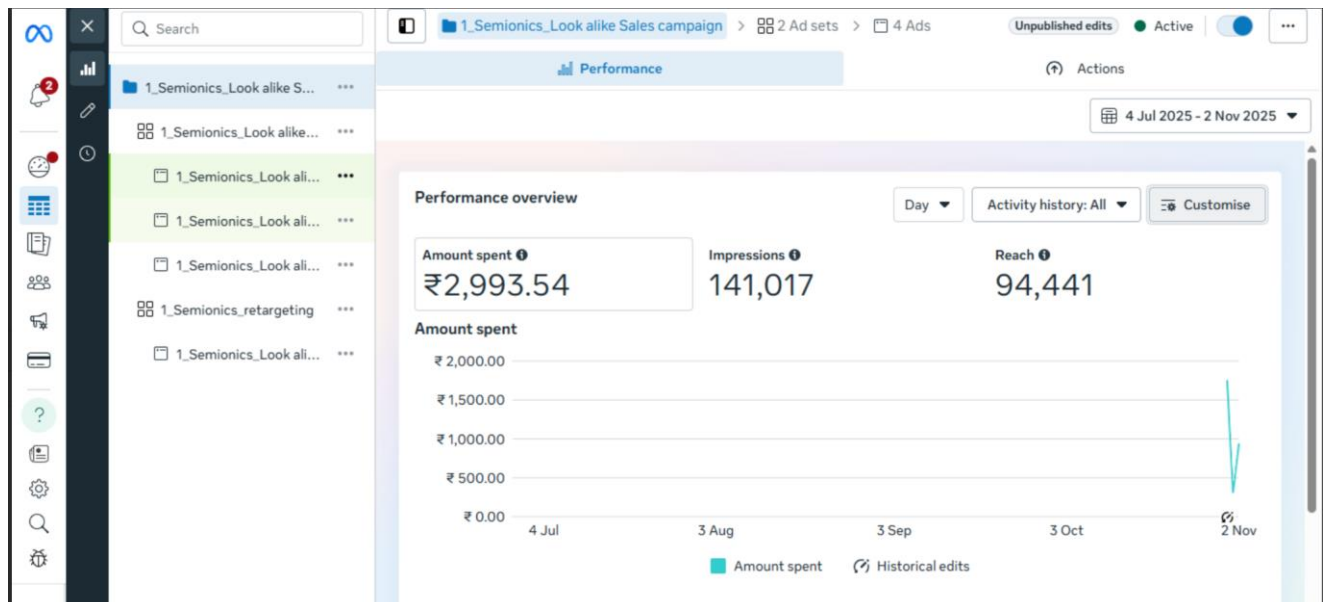


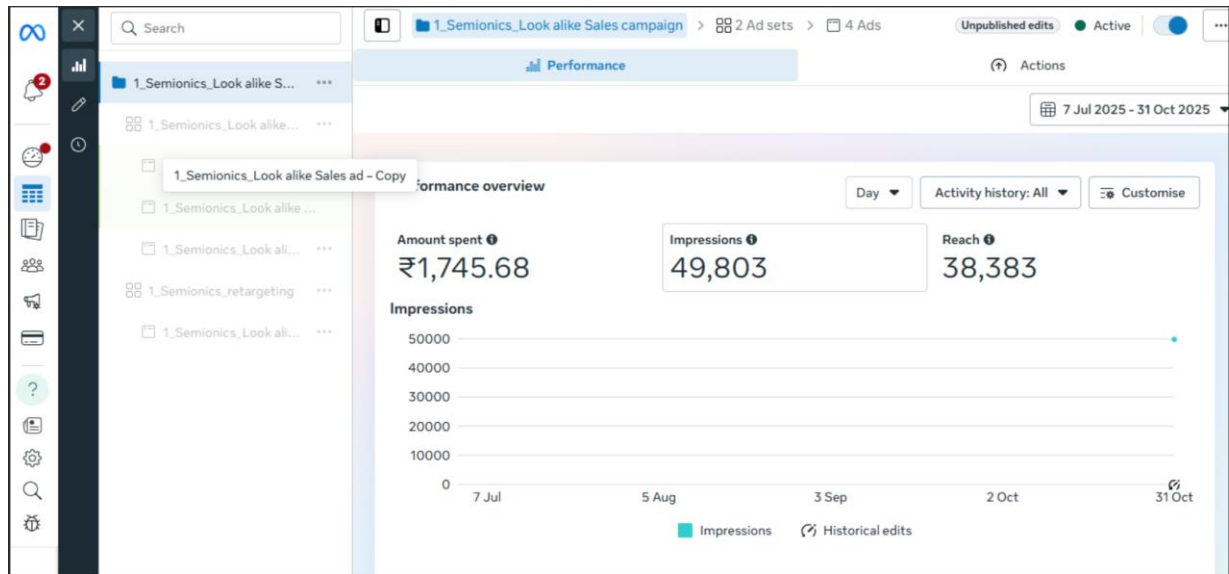
## B. Meta Ads (Facebook/Instagram):

- Developed audience segments and custom creatives
- Managed campaign budget and bid strategies for max ROI

### Key Metrics:

- Impressions : 141,017
- Amount spent : ₹ 2,993.54
- Reach :94,441





### Key Metrics:

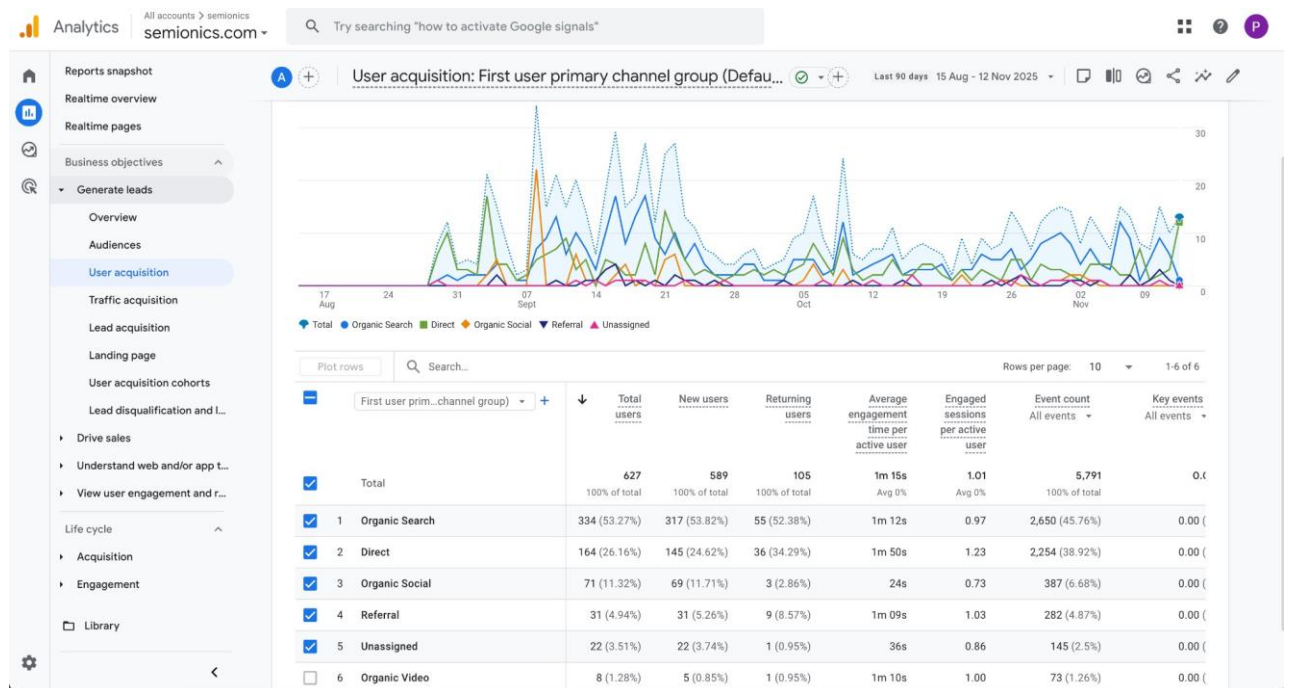
- Impressions : 49,803
- Amount spent : ₹ 1.745.68
- Reach : 38,383

## 6. Traffic and engagement analysis

### Google Analytics (GA4)

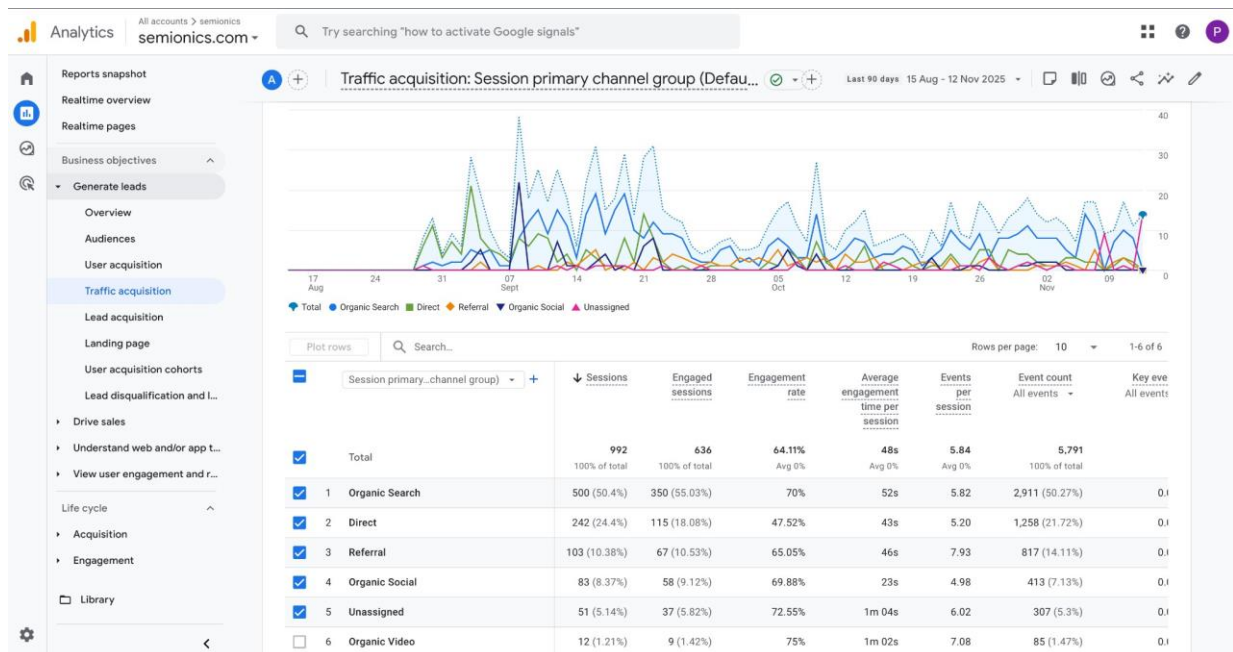
- **Audience Overview: Active Users**

A screenshot of the Google Analytics report showing the number of active users) and user stickiness, demonstrating audience retention.



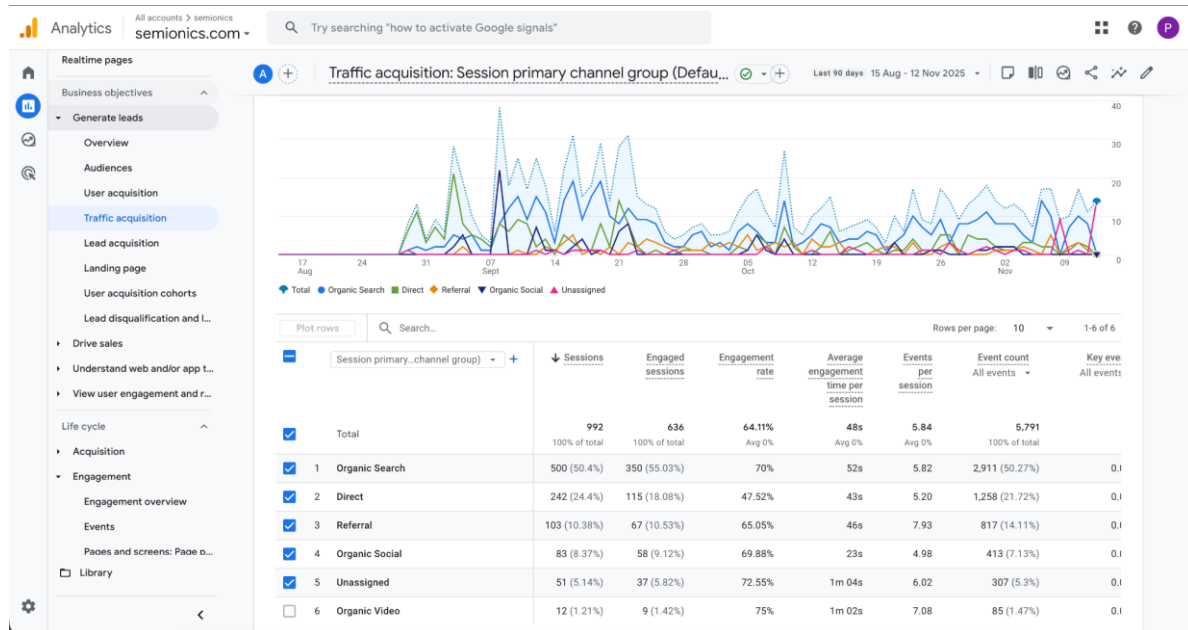
## ● Traffic Acquisition Summary

A screenshot from the 'Traffic Acquisition' report, visually breaking down the sources of website traffic (Organic Search, Direct, Paid Search, Social).



## ● User Engagement Metrics

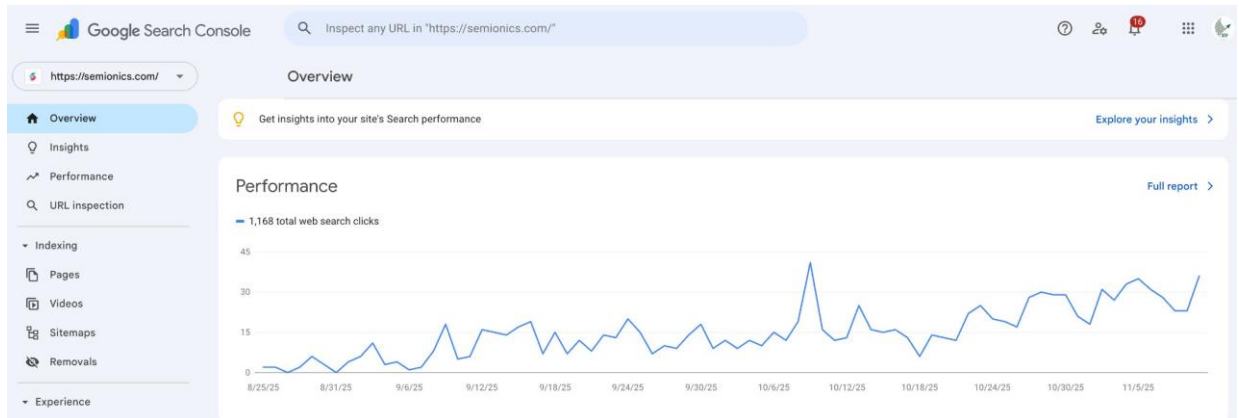
A screenshot of the 'Engagement' overview, highlighting key metrics such as the 70% Engagement Rate, Average Engagement Time, and Views per User.



## Google Search Console (GSC)

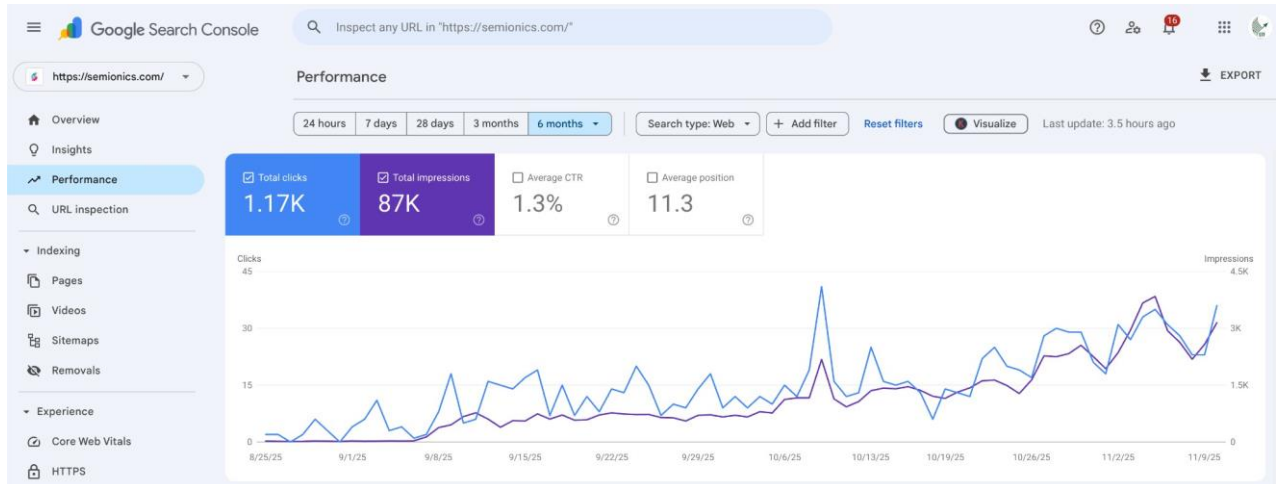
- **GSC Performance: Overview**

A screenshot of the GSC 'Performance' report, showing the high-level chart for total clicks, impressions, CTR, and average position over the project duration.



- **GSC Performance: Queries & Clicks**

A detailed screenshot from the 'Performance' report showing the top queries driving traffic, which supports the 1,692 organic clicks and 174.3k impressions you mentioned.

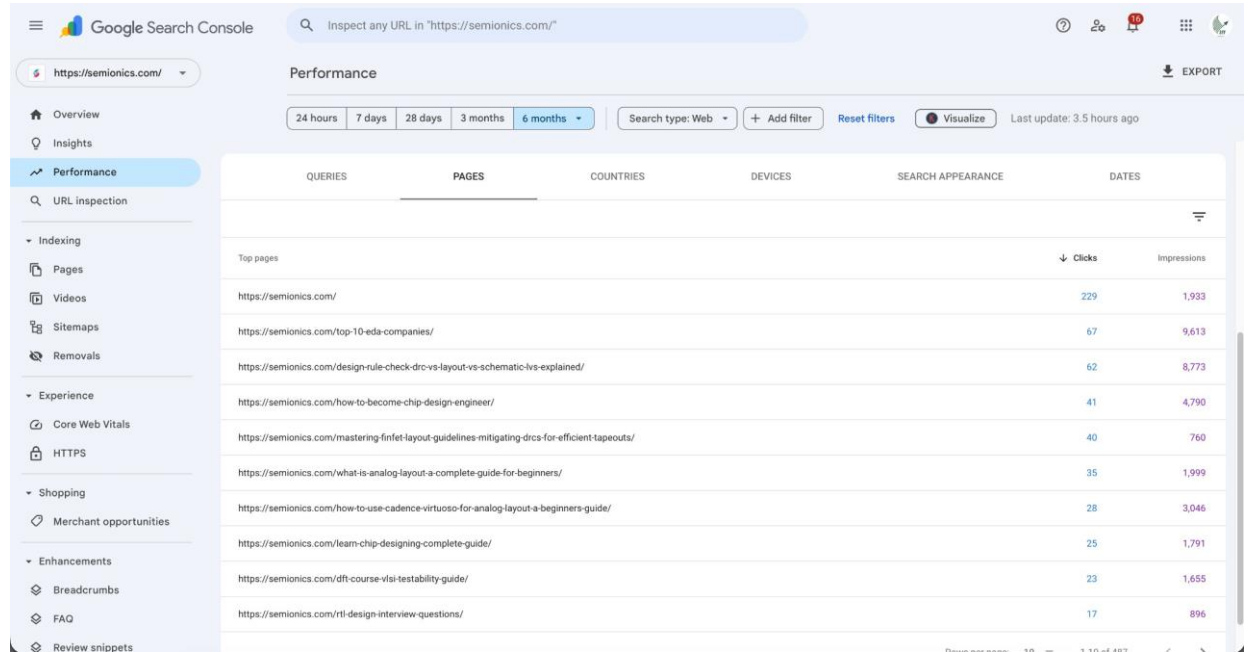


## Queries

The screenshot shows the Google Search Console Performance report for the URL `https://semionics.com/`. The report is for the last 6 months, showing a table of top queries. The table lists the top queries, the number of clicks, and the number of impressions for each query. The top query is 'semionics' with 170 clicks and 586 impressions.

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top queries				↓ Clicks	Impressions
semionics				170	586
chip design engineer				15	595
spyglass lint				6	155
top eda companies				6	120
fingers and multipliers in analog layout				6	42
finfet layout				4	415
soc design services				4	372
analog layout				4	215
electronic design automation companies				4	179
spyglass cdc				4	129

## Pages



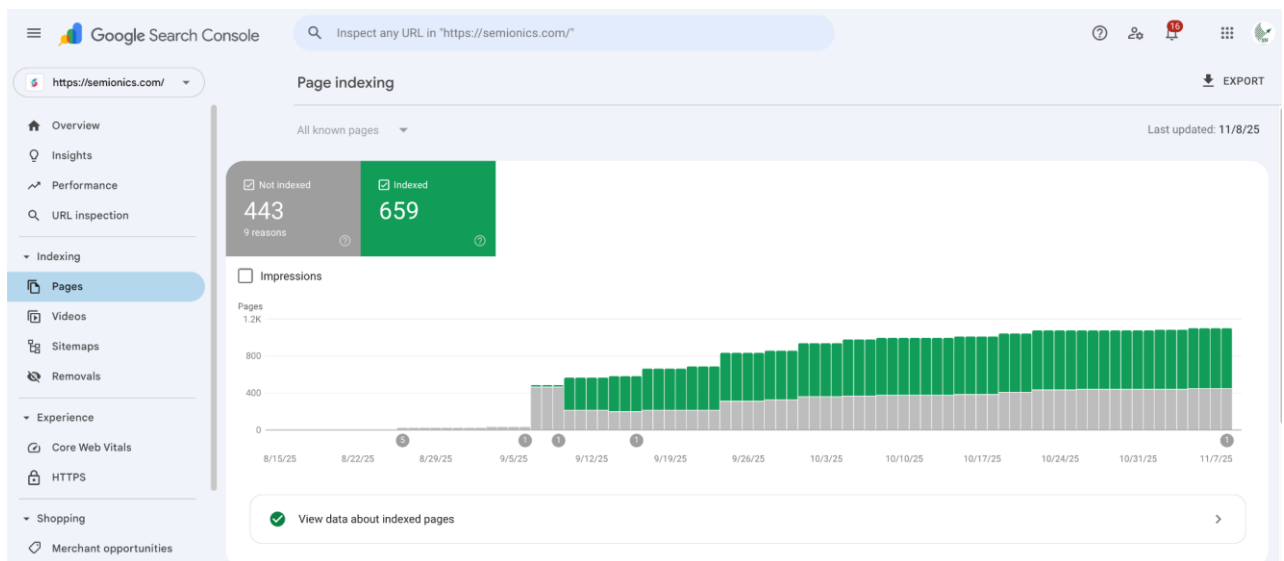
The screenshot shows the Google Search Console interface for the domain `https://semionics.com/`. The 'Performance' tab is selected, displaying a table of top-performing pages over the last 6 months. The table columns are QUERIES, PAGES, COUNTRIES, DEVICES, SEARCH APPEARANCE, and DATES. The 'PAGES' column is currently selected, showing a list of URLs. The 'DATES' column shows the number of clicks and impressions for each page. The 'SEARCH APPEARANCE' column shows the search type (Web) and a 'Visualize' button. The 'DATES' column also includes a 'Last update: 3.5 hours ago' timestamp.

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top pages				↓ Clicks	Impressions
	<code>https://semionics.com/</code>			229	1,933
	<code>https://semionics.com/top-10-eda-companies/</code>			67	9,613
	<code>https://semionics.com/design-rule-check-drc-vs-layout-vs-schematic-lvs-explained/</code>			62	8,773
	<code>https://semionics.com/how-to-become-chip-design-engineer/</code>			41	4,790
	<code>https://semionics.com/mastering-firlet-layout-guidelines-mitigating-drcs-for-efficient-tapeouts/</code>			40	760
	<code>https://semionics.com/what-is-analog-layout-a-complete-guide-for-beginners/</code>			35	1,999
	<code>https://semionics.com/how-to-use-cadence-virtuoso-for-analog-layout-a-beginners-guide/</code>			28	3,046
	<code>https://semionics.com/learn-chip-designing-complete-guide/</code>			25	1,791
	<code>https://semionics.com/dft-course-vlsi-testability-guide/</code>			23	1,655
	<code>https://semionics.com/vti-design-interview-questions/</code>			17	896




- **GSC Page Indexing**

A screenshot of the 'Pages' (Indexing) report, confirming the successful indexing of key service pages and blog posts, which was a core part of the SEO strategy.






## 6. Social Media Management

**Platforms Handled:** Instagram, Facebook ([link](#))




**Semionics**  
188 followers • 5 following


- Job Oriented VLSI trainings. Analog Layout Design  
Physical Verification  
<https://www.linkedin.com/company/semionics-academy/?viewAsMember=true>  
<https://academy.semionics.com/s/store?redirectToMicroFE=true>  
<https://t.me/semionics>


 **Follow**  **WhatsApp** 

**Posts** **About** **Photos** **Reels** **Mentions**

**Details**

 **Page** • Electronics company

 **Sapthagiri Splendor , BTM 4th Stage ,  
Devarachikkanahalli, Bangalore, India, Kar...**

 **089042 12868**



- Created a monthly content calendar with regular posts, stories, and ad creatives.
- Managed community engagement: replies, comments, DM queries
- Guided growth via targeted campaigns and influencer collaborations

Key Metrics:

- Follower Growth
- Engagement Rate
- Post Reach

## 7. Creative Design

- Designed multiple ad creatives for campaigns (static and animated banners)
- Developed social media post templates consistent with brand guidelines
- Produced engaging story and feed banners to boost engagement.
- Used to tool like - Canva , vn and Ai Flow

## 8. Achievements & Results

During the internship period (April 2025 – November 2025), a multi-channel digital marketing strategy was executed for semionics.com, resulting in significant gains in brand visibility, lead generation, and organic search performance.

### 1. Paid Advertising Success (Meta & Google Ads)

- **Massive Brand Reach:** Executed highly successful Meta (Facebook/Instagram) ad campaigns, generating a combined total of 190,820 impressions and reaching 132,824 unique users in the target audience.
- **Cost-Efficient Traffic:** The Meta campaigns were managed with high Cost-efficiency, acquiring this extensive reach for a total ad spends of only ₹4,739.22.
- **Targeted Search Campaigns:** Launched Google Ads (Search/Display) campaigns that successfully captured high-intent user searches, delivering 2,050 impressions and 38 qualified clicks for a total cost of ₹2.34k.
- **Total Paid Visibility:** The combined paid strategy delivered over 192,870 total impressions, establishing a dominant presence on both search and social platforms.

## 2. SEO & Organic Performance

- **Strong Organic Growth:** The SEO strategy successfully established a strong organic footprint, resulting in 7,500 organic Google search impressions.
- **High-Quality Traffic:** Converted search visibility into 500 organic clicks, Demonstrating effective keyword targeting and on-page optimization for the specialized VLSI training niche.
- **Technical SEO Foundation:** Successfully managed Google Search Console to ensure all key service pages, landing pages, and blog posts were properly indexed and crawlable.

## 3. Audience & Content Engagement

- **Exceptional User Engagement:** Achieved an outstanding 70% engagement rate (via Google Analytics), proving that the traffic driven from both organic and paid channels was highly relevant and actively interested in the website's content.
- **Content & Creative Management:** Designed and deployed a full suite of ad creatives and social media posts using Canva, VN, and AI Flow, which directly supported the high-performing ad campaigns.
- **Webpage Management:** Effectively utilized Word Press to create and manage optimized landing pages that aligned with SEO goals and provided a positive user experience.

## 11. Conclusion

This project, spanning from April to November 2025, successfully implemented a comprehensive, multi-channel digital marketing strategy for **Semionics**. The primary objectives—to improve website visibility, drive targeted traffic, and enhance social media engagement—were systematically addressed and achieved.

By managing the full cycle of digital marketing—from keyword research and content creation to ad management and creative design—this project successfully strengthened **OurERP's** digital footprint and established a solid foundation for sustainable online growth.



# Thank You.

I am pleased to present the successful completion of this project, which I personally managed and executed.

**I look forward to discussing these results.**

**Maheshkumar Panchal**

**Digital Marketing executive**

























































