

Digital Marketing Project Report: ThesisWritingCafe.com

Reporting Index

1. Project Overview
2. Objectives
3. Content Writing & Webpage Management
4. SEO Strategy & Implementation
5. Ads Campaign Management
6. Traffic and engagement analysis
7. Social Media Management
8. Creative Design
9. Achievements & Results
10. Skills Honed & Technologies Used
11. Conclusion

1. Project Overview

- Website: <https://thesiswritingcafe.com/>
- Duration: April- 2025 to November - 2025
- Role: Digital Marketing executive
- Checklist for this project -
 - ❑ Thesis writing cafe. 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.

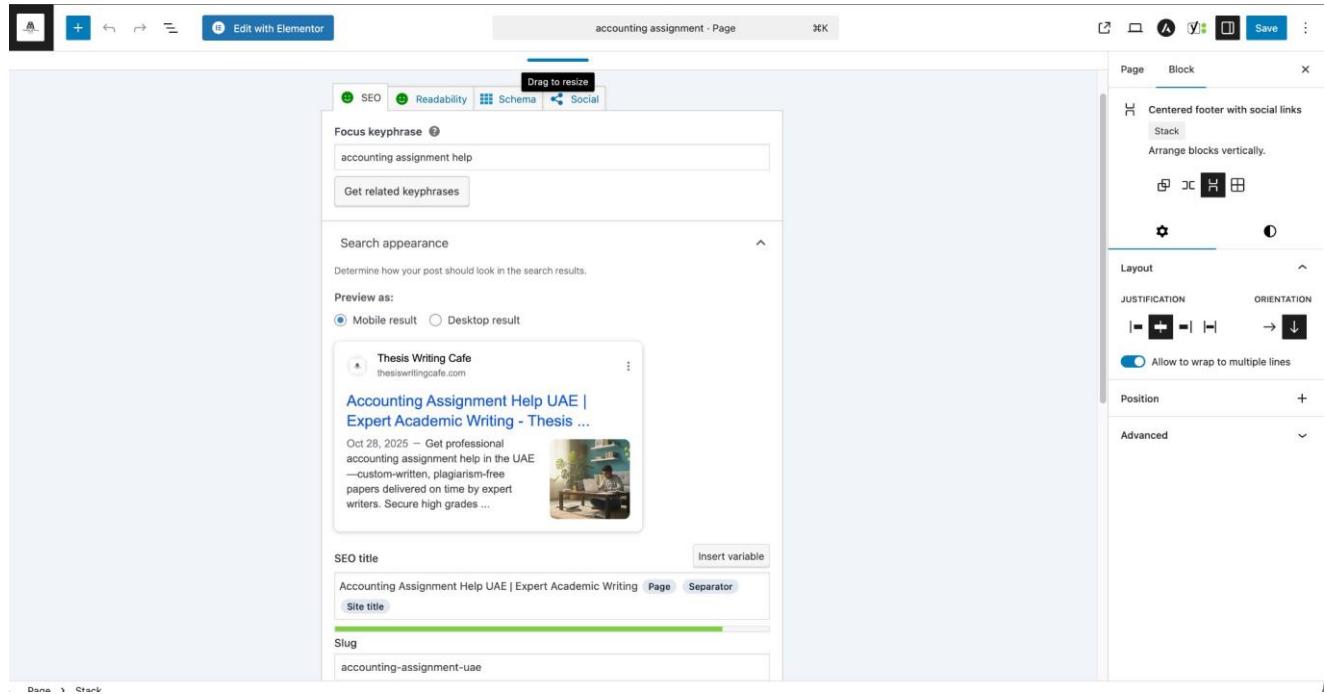
Created landing pages through cms platform like 'word press'

Title	Author	Date	Published	Edited	Trashed	Version	Comments
3co02 assignment example	PValueSupport	—	Published 2025/10/16 at 5:56 am	●	●	17	0
3co03 assignment example	PValueSupport	—	Published 2025/10/25 at 10:30 am	●	●	17	0
3co04	PValueSupport	—	Published 2025/11/08 at 7:11 am	●	●	18	0
3co04 assignment example	PValueSupport	—	Published 2025/10/23 at 9:47 am	●	●	17	0
5co02 evidence-based practice	PValueSupport	—	Published 2025/11/08 at 7:57 am	●	●	18	0
5hr01 assignment	PValueSupport	—	Published 2025/10/29 at 10:43 am	●	●	17	0
5hr03 reward for performance and contribution	PValueSupport	—	Published 2025/10/24 at 8:13 am	●	●	17	0
5os01	PValueSupport	—	Published 2025/11/08 at 6:58 am	●	●	18	0
About — Elementor	PValueSupport	—	Published 2020/10/22 at 3:09 am	●	●	0	119
academic support	PValueSupport	—	Published 2025/11/07 at 12:30 pm	●	●	18	0
accounting assignment	PValueSupport	—	Published 2025/10/28 at 7:29 am	●	●	17	0
accounting assignment	PValueSupport	—	Published			17	0

Plug-ins installed.

Plugin	Description	Automatic Updates
1 Razorpay: Signup for FREE PG	Razorpay Payment Gateway Integration for WooCommerce.Razorpay Welcome Back Offer: New to Razorpay? Sign up to enjoy FREE payments* of INR 2 lakh till March 31st! Transact before January 10th to grab the offer. Version 4.7.7 By Team Razorpay View details	Enable auto-updates
Bulk Page Creator	Allows you to create multiple pages in a batch/bulk manner saving time when initially setting up your WordPress site. Version 1.1.4 By Dagan Lev View details	Enable auto-updates
Chaty	Chat with your website visitors via their favorite channels. Show a chat icon on the bottom of your site and communicate with your website visitors. Version 3.4.8 By Premio View details	Enable auto-updates
Duplicate Page	Duplicate Posts, Pages and Custom Posts using single click. Version 4.5.5 By mdpsingh287 View details	Enable auto-updates
Easy HTTPS (SSL) Redirection	The plugin HTTPS Redirection allows an automatic redirection to the "HTTPS" version/URL of the site. Version 2.0.0 By Tips and Tricks HQ View details Settings	Enable auto-updates

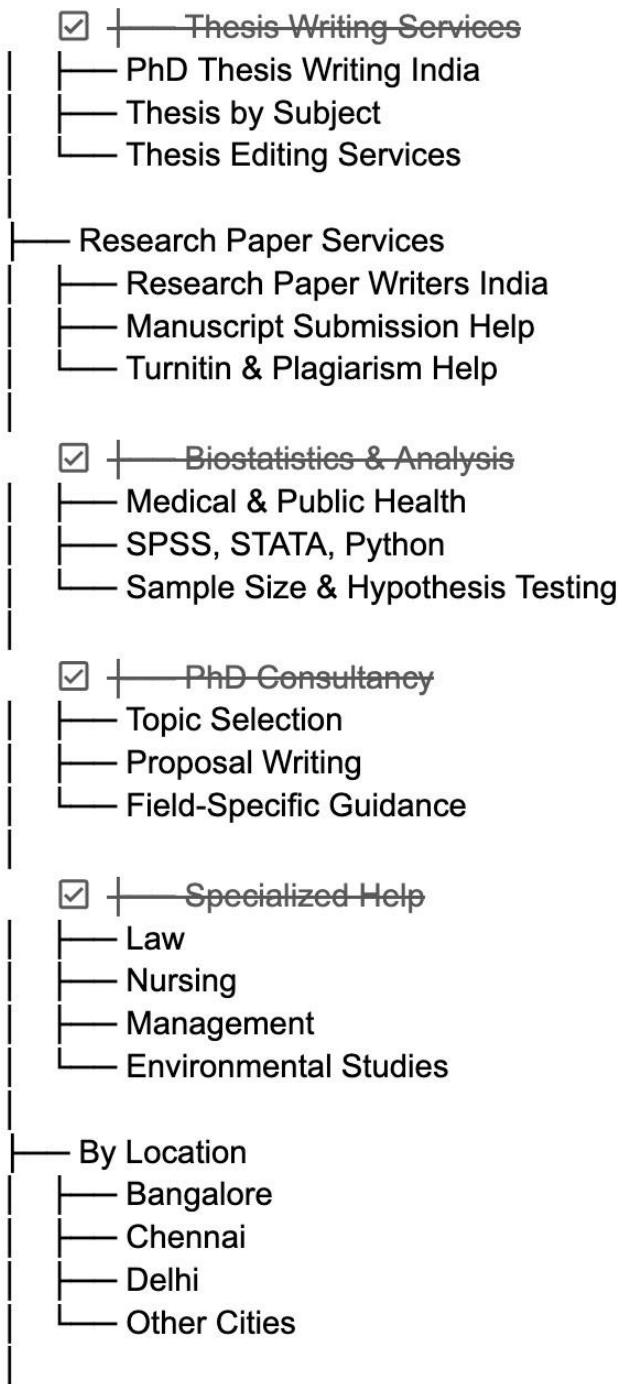
SEO optimization for Landing pages.



Home page

The screenshot shows the homepage of the Thesis Writing Cafe website. At the top left is a logo featuring an owl above the text "Thesis Writing Cafe". The top navigation bar includes links for Home, About Us, Why choose us, Services (with a dropdown arrow), Help (with a dropdown arrow), More (with a dropdown arrow), and a prominent "Get Instant Quote" button. The main visual is a photograph of two hands, one holding a pen and writing on a transparent surface, while the other hand holds a piece of paper. Overlaid on this image is the text "Get Thesis & Manuscript with Data Analysis on time". Below this, a black banner contains the heading "What We" followed by a descriptive subtitle: "From concept to perfection, delivered on time, we ensure uncompromising quality and affordability, provides with ready-to-publish academic writings." To the right of the banner is a "Talk on WhatsApp" link with a green WhatsApp icon.

Landing Page Structure



4. SEO Strategy & Implementation

- Conducted keyword research and competitor analysis.

1	Key words	Comments
2	phd thesis writing services	
3	thesis writing services	
4	thesis writing service	High Traffic (Priority)
5	phd consultancy services	Moderate Traffic
6	phd consultancy	Low traffic
7	phd thesis writing service	
8	phd services	
9	phd thesis writing services in india	
10	phd assistance services	
11	paper writing service	
12	thesis help	
13	phd thesis help	
14	phd services in india	
15	research paper writing services	
16	sci vs scopus	NA
17	phd consultants in india	
18	thesis writing services in india	
19	phd writing service	
20	manuscript writing services	
21	phd guidance	
22	phd writing services	
23	phd thesis writing	
24	phd help	
25	best phd assistance in india	
26	thesis writing services india	
27	dissertation help	
28	research paper writing services in india	
29	paper writing services	
30	phd writing assistance	

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

	B	C	D	E
	URL	Title	No. of titles	Is
1	https://thesiswritingcafe.com/site-navigation/	Site Navigation – Thesis Writing Cafe Site Navigation - Thesis Writing Cafe	2	
2	https://thesiswritingcafe.com/thesis-helper/	Thesis Helper – Thesis Writing Cafe thesis helper - Thesis Writing Cafe	2	
3	https://thesiswritingcafe.com/dissertation-statistics-help/	Dissertation Statistics Help – Thesis Writing Cafe Dissertation Statistics Help - Thesis Writing Cafe	2	
4	https://thesiswritingcafe.com/mba-dissertation-help/	MBA Dissertation Help – Thesis Writing Cafe Mba Dissertation Help - Thesis Writing Cafe	2	
5	https://thesiswritingcafe.com/phd-thesis-writing-services/	PhD Thesis Writing Services – Thesis Writing Cafe Phd Thesis Writing Services - Thesis Writing Cafe	2	
6	https://thesiswritingcafe.com/spss-data-analysis-help/	Other Services Section SPSS Data Analysis Help – Thesis Writing Cafe SPSS Data Analysis Help - Thesis Writing Cafe	3	
7	https://thesiswritingcafe.com/affordable-biostatistics-services/	Affordable Biostatistics Services – Thesis Writing Cafe Affordable Biostatistics Services - Thesis Writing Cafe	2	
8	https://thesiswritingcafe.com/stata-statistical-consultant/	STATA Statistical Consultant – Thesis Writing Cafe STATA Statistical Consultant - Thesis Writing Cafe	2	
9	https://thesiswritingcafe.com/phd-guidance-india/	PhD Guidance in India – Thesis Writing Cafe Phd Guidance India - Thesis Writing Cafe	2	
10	https://thesiswritingcafe.com/environmental-phd-thesis-writing/	Environmental PhD Thesis Writing – Thesis Writing Cafe Environmental Phd Thesis Writing - Thesis Writing Cafe	2	
11	https://thesiswritingcafe.com/biostatistics-for-epidemiology-research/	Biostatistics for Epidemiology Research – Thesis Writing Cafe Biostatistics For Epidemiology Research - Thesis Writing Cafe	2	
12	https://thesiswritingcafe.com/law-thesis-writing-service/	Law Thesis Writing Services – Thesis Writing Cafe Law thesis Writing Service - Thesis Writing Cafe	2	
13	https://thesiswritingcafe.com/phd-thesis-writer-in-humanities/	PhD Thesis Writer in Humanities – Thesis Writing Cafe Phd Thesis Writer In Humanities - Thesis Writing Cafe	2	
14	https://thesiswritingcafe.com/research-paper-writing-services-in-india/	Research Paper Writers in India – Thesis Writing Cafe Research Paper Writing services In India - Thesis Writing Cafe	2	
15	https://thesiswritingcafe.com/biostatistics-consultation/	Biostatistics Consultation – Thesis Writing Cafe Biostatistics Consultation - Thesis Writing Cafe	2	
16	https://thesiswritingcafe.com/research-methodology-in-dissertation/	Research Methodology in Dissertation – Thesis Writing Cafe Research Methodology In Dissertation - Thesis Writing Cafe	2	
17	https://thesiswritingcafe.com/phd-consultants-in-india/	PhD Consultants in India – Thesis Writing Cafe Phd consultants In - Thesis Writing Cafe	2	
18	https://thesiswritingcafe.com/dissertation-and-research-paper-writing-services/	Dissertation and Research Paper Writing Services – Thesis Wri Dissertation And Research Paper Writing Services - Thesis Wri	2	

- Created high-quality back links and directory submissions

Tool - Ahrefs

The screenshot displays the Ahrefs Backlinks report for the domain ThesisWritingCafe.com. The interface includes a sidebar with navigation links like Overview, Page inspect, Site structure, Calendar, Opportunities, Competitive analysis, Backlink profile, Organic search, Paid search, Pages, and Ads. The main content area shows a table of backlinks with columns for Referring page, DR, UR, Domain traffic, Referring domains, Linked domains, Ext. traffic, Page Kw., Anchor and target URL, First seen, Last seen, Similar, and Inspect. The table lists several links from various sources, including Fiverr's Solution to Rank Higher!, ITsoft, HelloBiz, and AdZens, with details like anchor text, target URL, and link type (e.g., Dofollow, Nofollow, UGC).

Referring page	DR	UR	Domain traffic	Referring domains	Linked domains	Ext. traffic	Page Kw.	Anchor and target URL	First seen	Last seen	Similar	Inspect
Fiverr's Solution to Rank Higher! → 5 Star Feedback Inside!	81	32	18	373	8,975	8,998	0	Old Strategies vs. Fiverr for thesiswritingcafe.com <small>NOFOLLOW IMAGE</small> https://thesiswritingcafe.com/	31 May 2025	31 May 2025		
We discovered a 6-year lesson for quick wins, at SeoFlox.com	74	31	0	276	7,140	7,612	0	Discover the key metric that jumped thesiswritingcafe.com above the crowd on SeoFlox.com. <small>CONTENT NOFOLLOW</small> https://thesiswritingcafe.com/	29 Jan 2025	13 Jul 2025		
Improving Page Speed for SEO Success – Tips by ITsoft	81	30	0	302	5,146	5,712	0	Thanks thesiswritingcafe.com! Experience next-gen solutions through ITsoft.com. <small>NOFOLLOW</small> https://thesiswritingcafe.com/	22 Feb 2025	17 May 2025		
Education HelloBiz	48	16	202	0	30	33	0	https://thesiswritingcafe.com/thesis-assistance/ https://thesiswritingcafe.com/thesis-assistance/ <small>New Link added: 16 hours ago</small>	11 Nov 2025	1 d ago		
Start-up-ul R-CREATE, finanțare de 253.000 de euro prin Seedlink - Business & Style	4.6	6	0	0	2,205	3,930	0	thesis writing cafe <small>NOFOLLOW UGC</small> https://thesiswritingcafe.com/biostastics-consulting-services/	13 Aug 2025	12 Oct 2025		
Education Archives AdZens	2.5	6	0	0	17	27	0	https://thesiswritingcafe.com/thesis-writing-services-in-india/ https://thesiswritingcafe.com/thesis-writing-services-in-india/ <small>1 day ago</small>	12 Nov 2025	14 h ago		1

Guest Posting Backlinking Report

Project Name: OurERP

Reporting Period: october

Prepared By: Maheshkumar Intern

Website sheet given by HARSH Sir - [+ Free Guest Posting Sites](#)

Summary

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



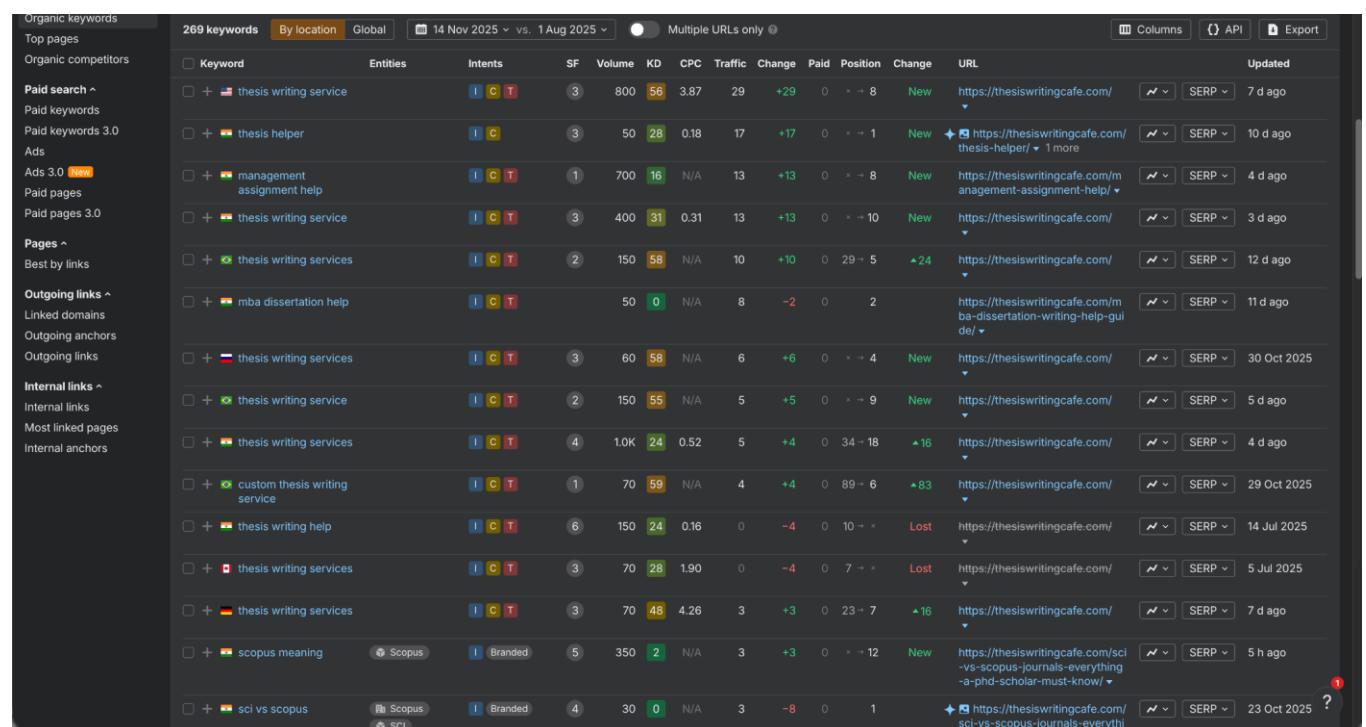
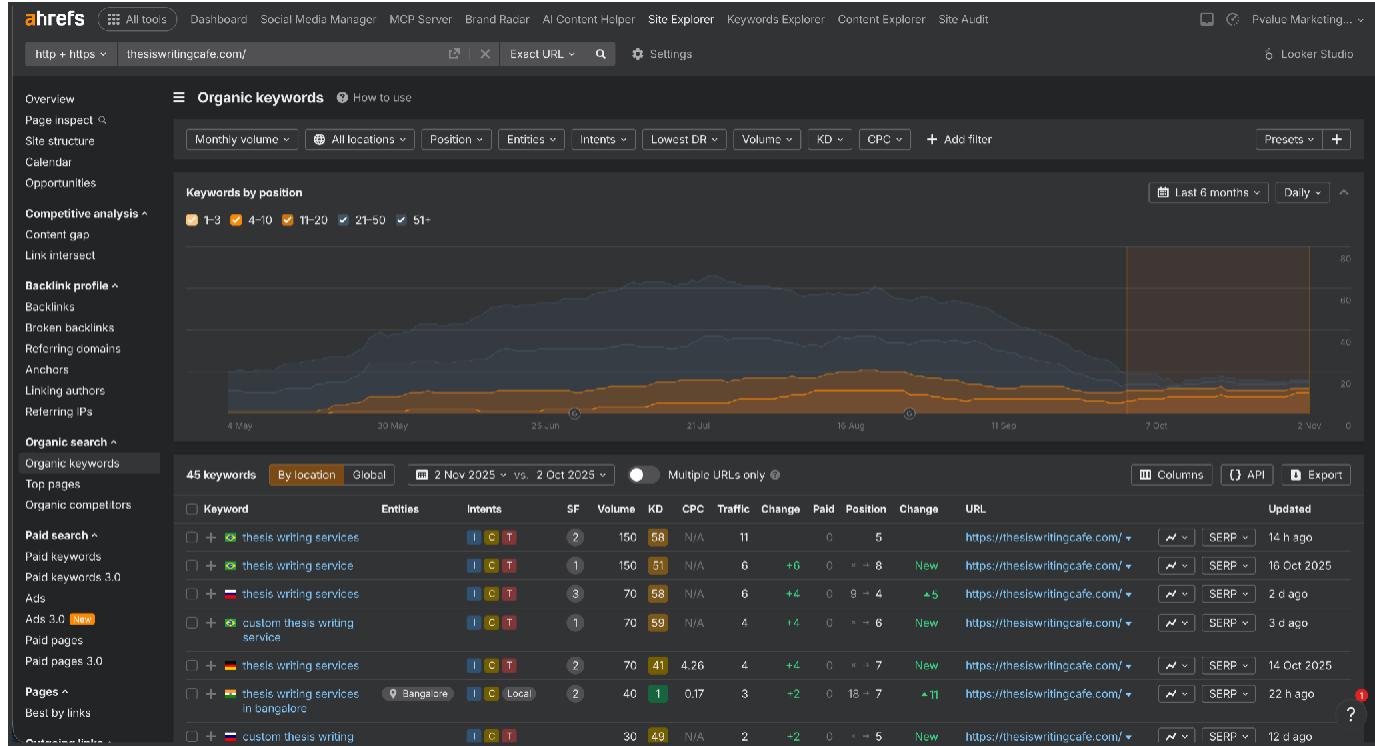
Detailed Guest Post Records

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
- Target URL (our Website): <https://ourerp.ourerp.org>

Key Metrics:

- Keyword Rankings



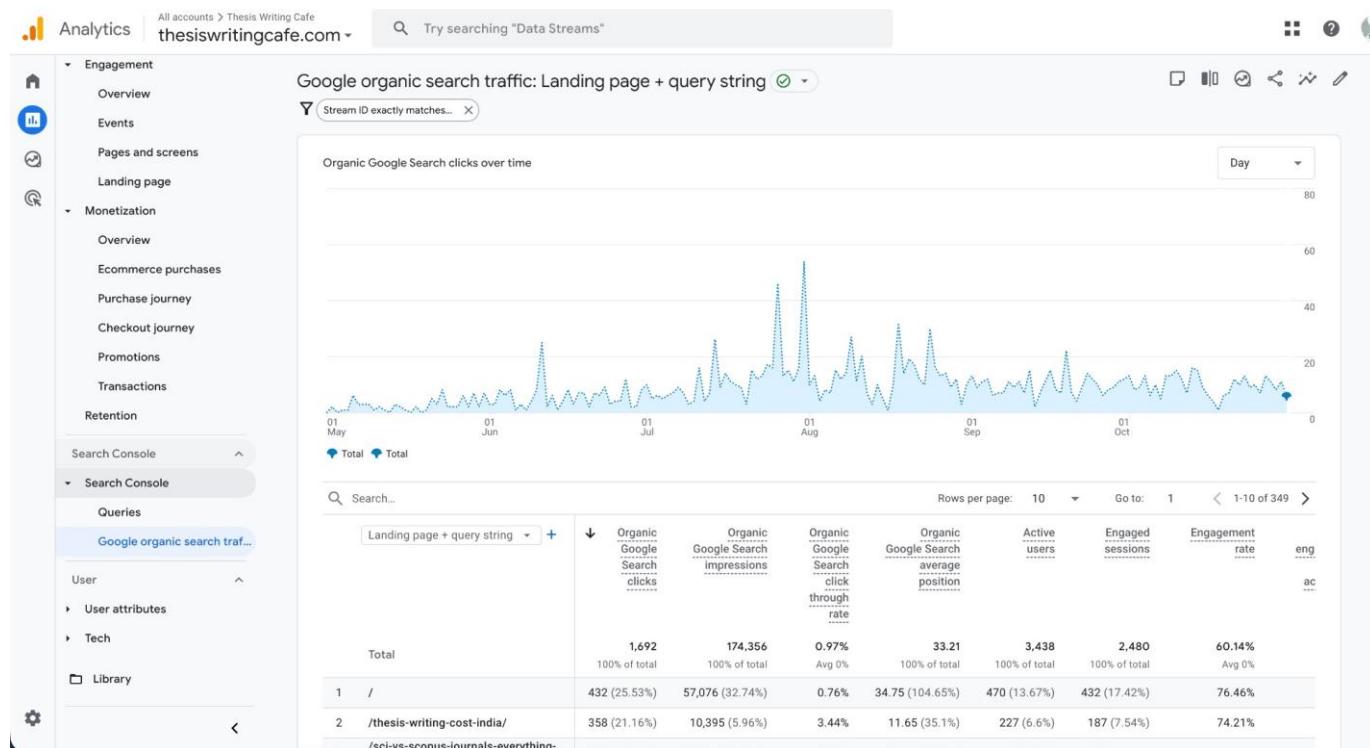
Top pages

URL	UR	Traffic	Value	Ref. domains	Keywords	Top keyword	Volume	Position	AI Content Level
https://thesiswritingcafe.com/thesis-research-methodology-structure-guide/	4.5	0	\$0	0	1	research methodology in thesis	10	1	High
https://thesiswritingcafe.com/thesis-helper/	4.6	18	10.8%	\$3.1	0	thesis helper	50	2	Moderate
https://thesiswritingcafe.com/mba-dissertation-writing-help-guide/	4.6	8	4.8%	\$0	0	mba dissertation help	50	2	Very high
https://thesiswritingcafe.com/thesis-writing-cost-india/	4.5	2	1.2%	\$0	0	research paper writing cost in india	20	6	Moderate
https://work.thesiswritingcafe.com/	0	0	\$0	0	1	writing cafe login	0	7	N/A
https://thesiswritingcafe.com/management-assignment-help/	4.7	14	8.4%	\$0	0	management assignment help	700	8	High
https://thesiswritingcafe.com/dissertation-research-methodology/	4.5	1	0.6%	\$0.11	0	methodology for thesis	20	8	Very high
https://thesiswritingcafe.com/	5	107	64.5%	\$205	46	thesis writing service	1.1K	8	Moderate
https://thesiswritingcafe.com/sci-vs-scopus-journals-everything-a-p-hd-scholar-must-know/	4.8	16	9.6%	\$0.03	0	scopus meaning	350	12	High
https://thesiswritingcafe.com/identifying-the-research-gap/	4.5	0	\$0	0	25	research gap meaning	1.1K	46	High
https://thesiswritingcafe.com/research-paper-writing-services-india/	4.5	0	\$0	0	1	paper writing service	200	75	Moderate

Maintained excel sheet to track keyword position

Priority as per TWC	Keyword With Commercial Intentions	Ranking	07-07-2025
1	Affordable biostatistics services	3rd 4th	1st page
1	best thesis writing services	I N 8th, 3rd	1st page
1	Biostatistics expert for dissertations	4th	1st page
1	Biostatistics help for medical students	4st	
1	Biostatistics service for researchers	8th	
1	Biostatistics support for thesis	1st- 6th 4th	1st page
1	Biostatistics tutor for PhD in Bangalore	1st	1st page
1	mba dissertation help	I N 2nd- 9th 5th 1st	
1	Online biostatistics consultant in India	4th- 3rd	
1	phd thesis writing services	I N	1st page
1	phd thesis writing services in india	I N 4th	1st page
1	thesis and dissertation writing services	I N 1st- 6th 2nd 1st	1st page
1	dissertation writing services near me	8th- 7th- 6th	1st page
1	thesis writing company	I N 6th 4th 3rd	
1	thesis writers	I N 5th- 4th 5th	
1	thesis writing	I N	
1	thesis writing assistance	I N 9th 7th- 8th	1st page
1	thesis writing service	I N 8th 2nd 3rd	
1	thesis writing services	I N 2nd- 5th 4th	1st page
1	thesis writing services in bangalore	I N	

• Organic Traffic Growth



Organic Google search Clicks: 1692

Organic Google search impression: 174.356 Click

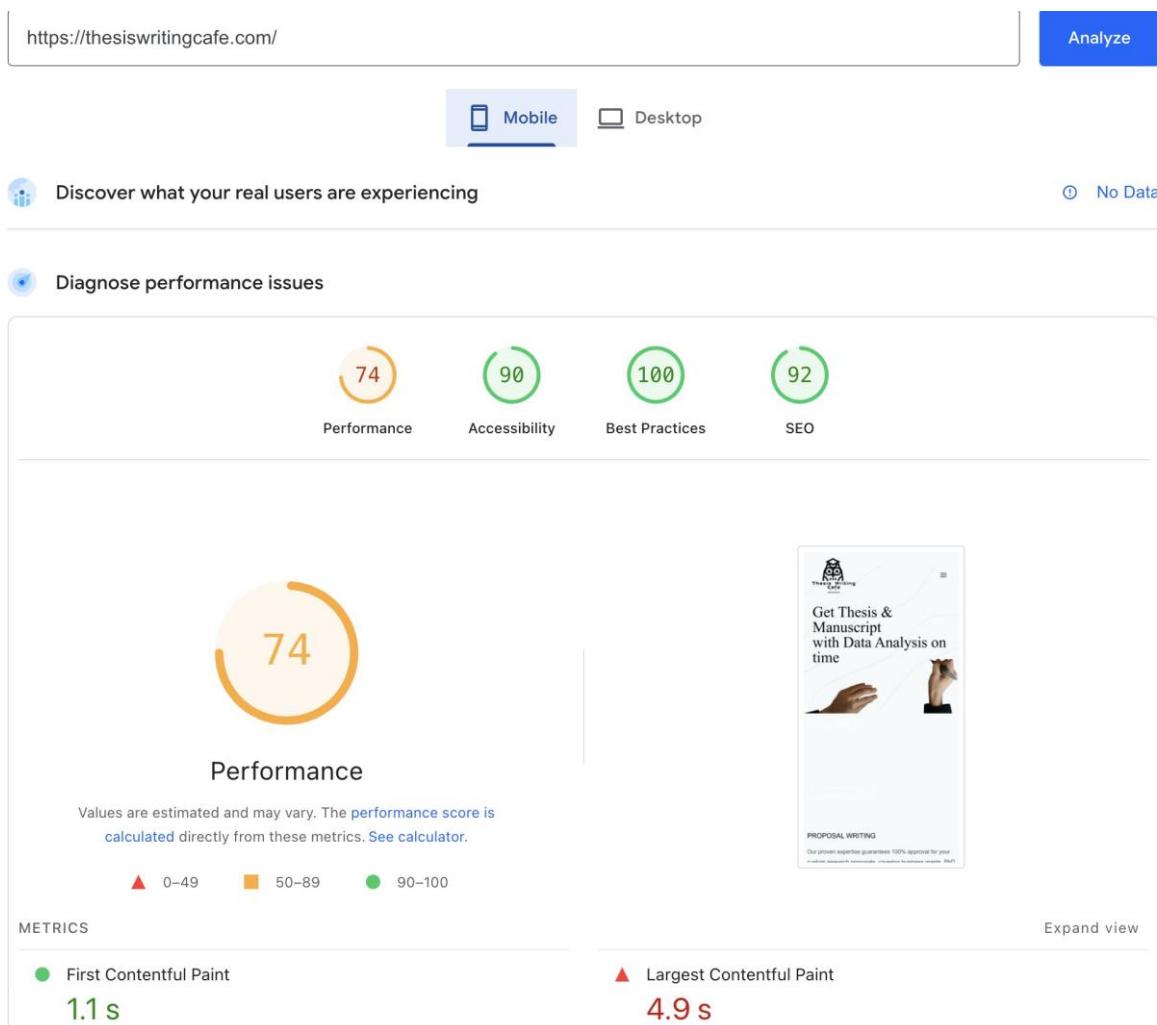
through rate: 0.97%

Avg.position: 33.21 Active

users: 2438

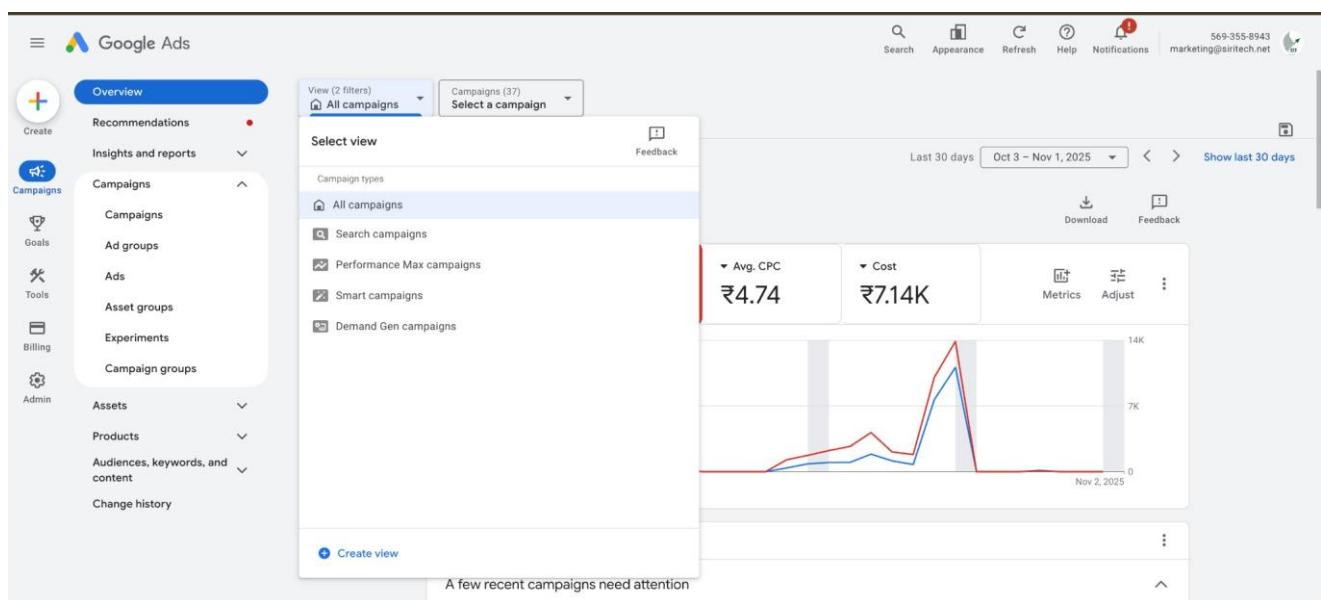
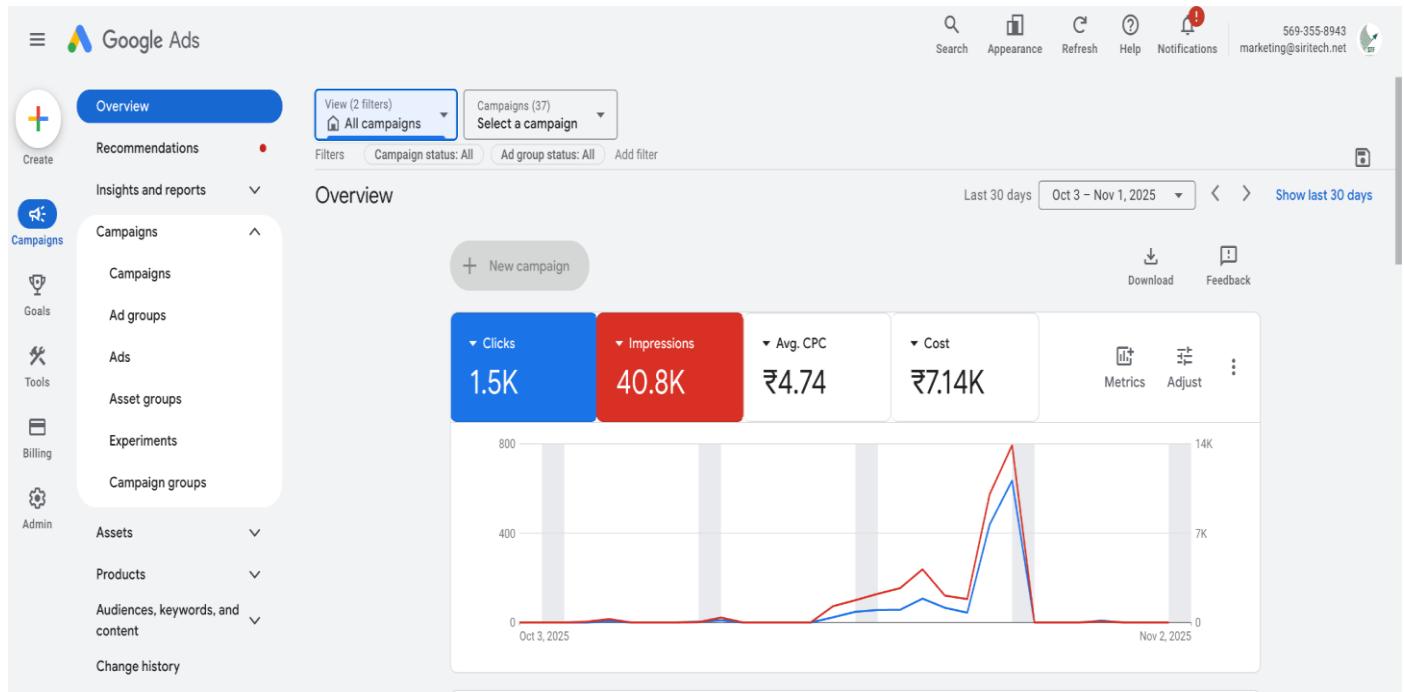
Engagement rate: 60.14 %

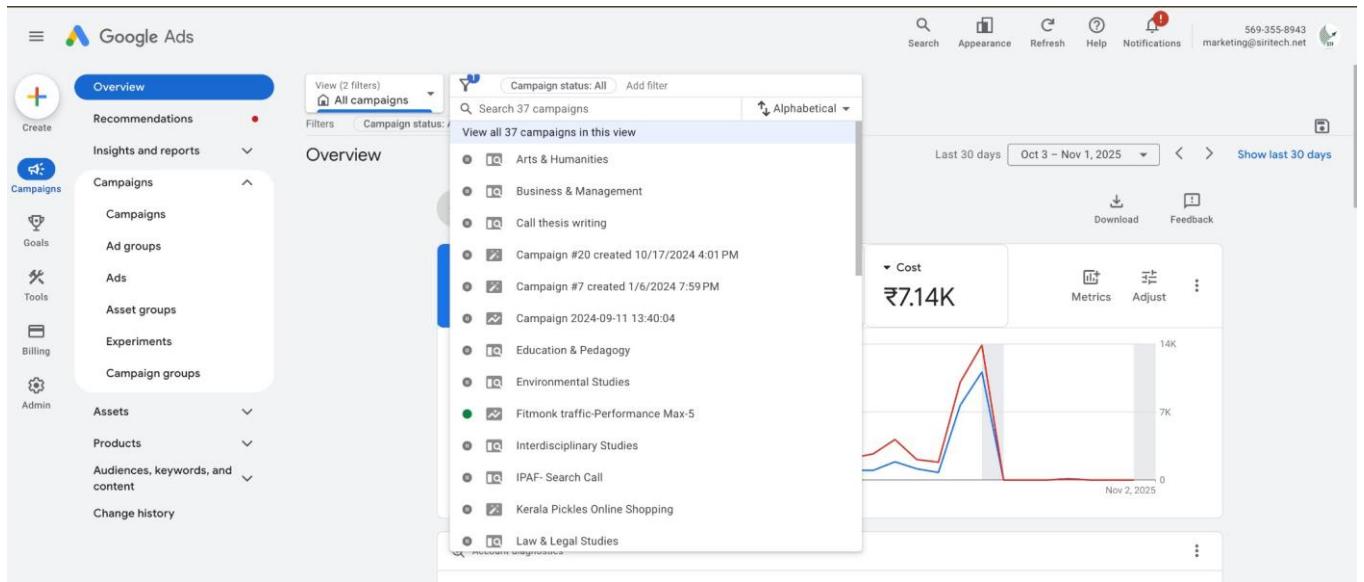
- **Page Load Time Improvements** [\(link\)](#)



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 :**

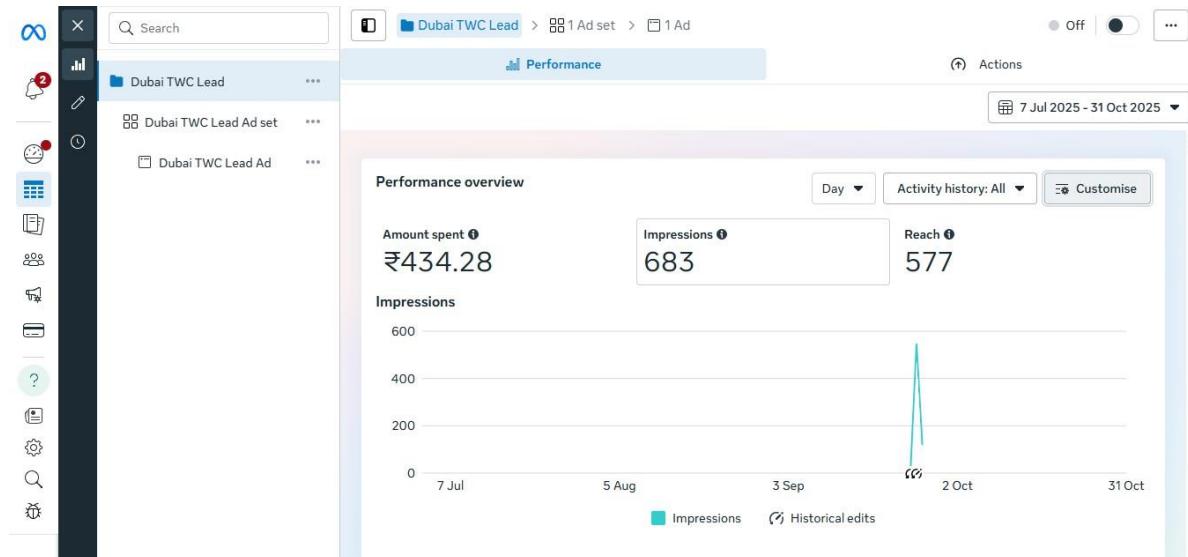
- Impressions : 40.8 k
- Clicks : 1.5 k
- Cost : ₹ 7.08 k
- Avg.CPC : 4.74 ₹
- CTR (Click Through Rate) : 3.68 %

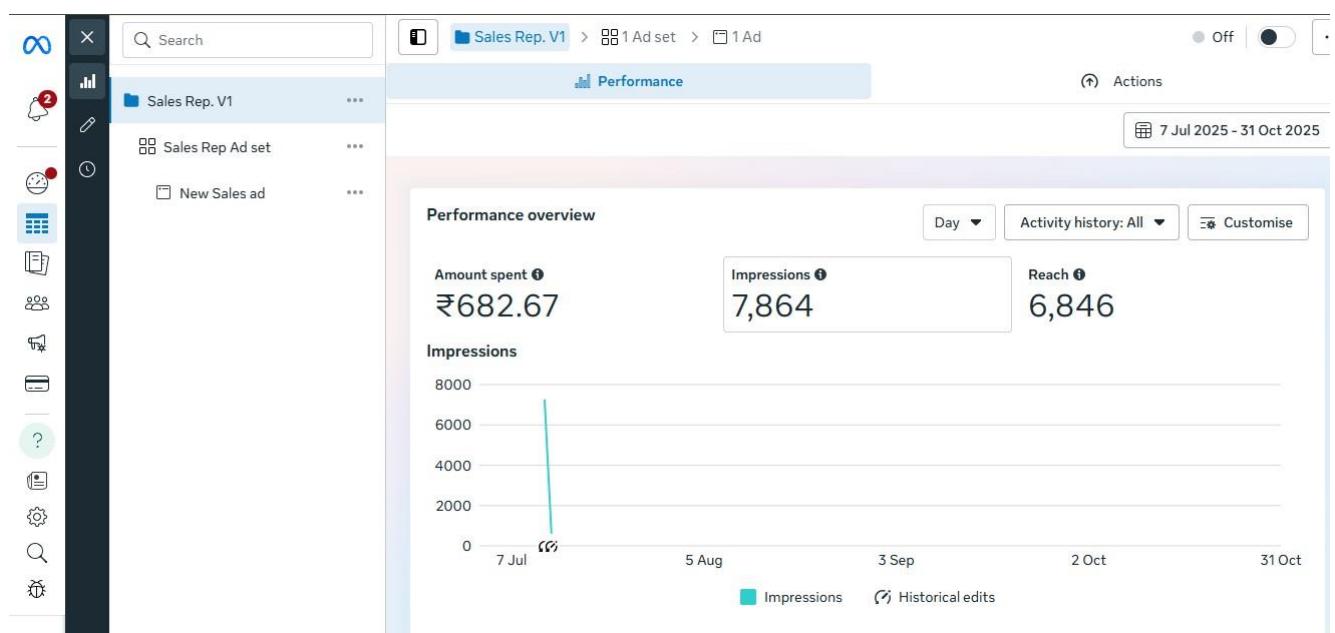
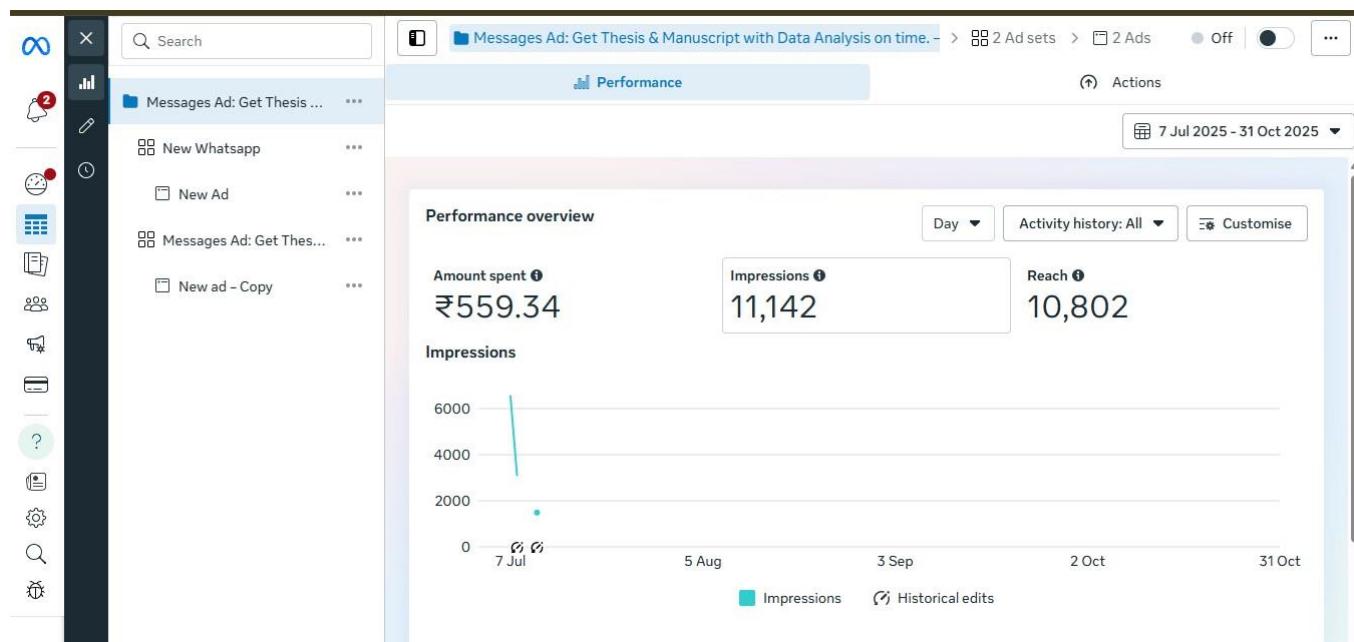
B. Meta Ads (Facebook/Instagram):

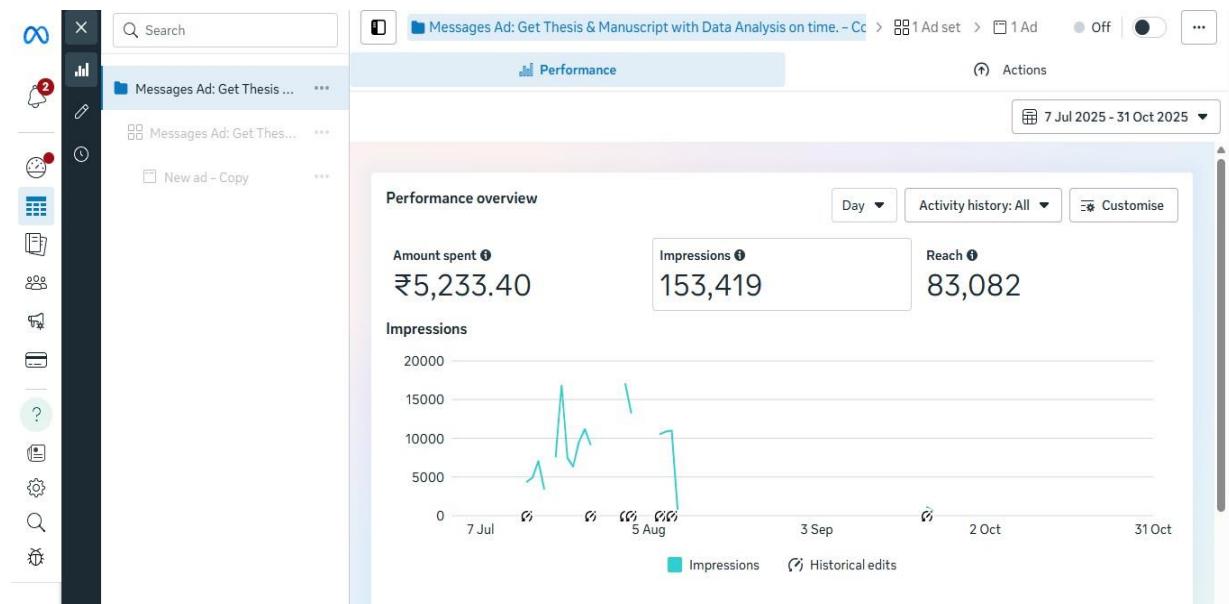
- Developed audience segments and custom creatives
- Managed campaign budget and bid strategies for max ROI

Key Metrics:

- Impressions : 40.8 K
- Clicks : 2.5 K
- Cpc : 6.67 ₹
- Avg.CPC : 4.74 ₹





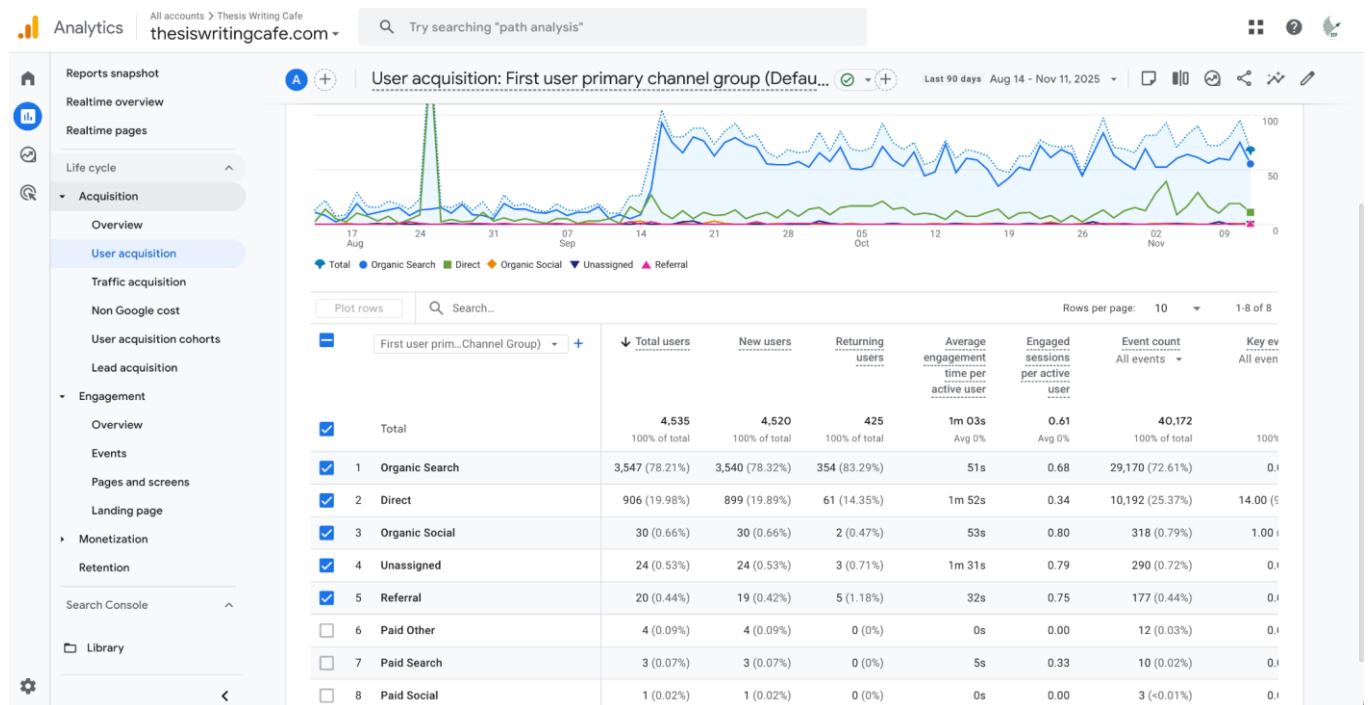


6. Traffic and engagement analysis

Google Analytics (GA4)

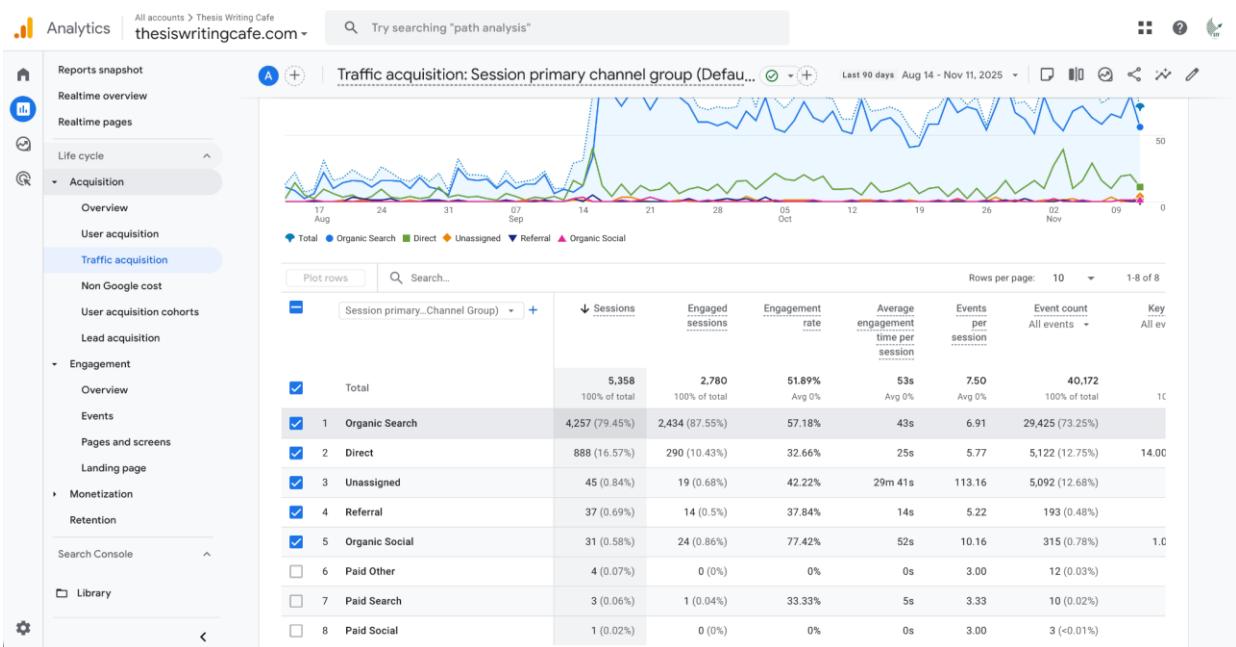
- **Audience Overview: Active Users**

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



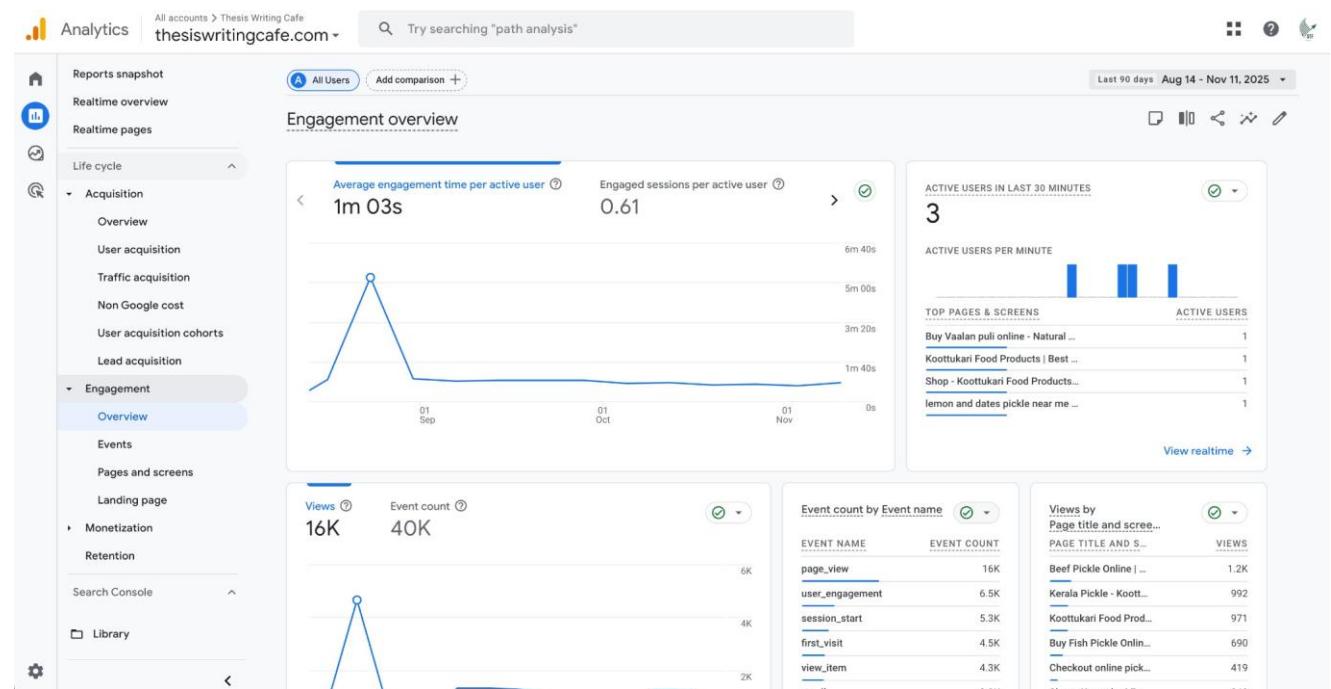
● Traffic Acquisition Summary

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



● User Engagement Metrics

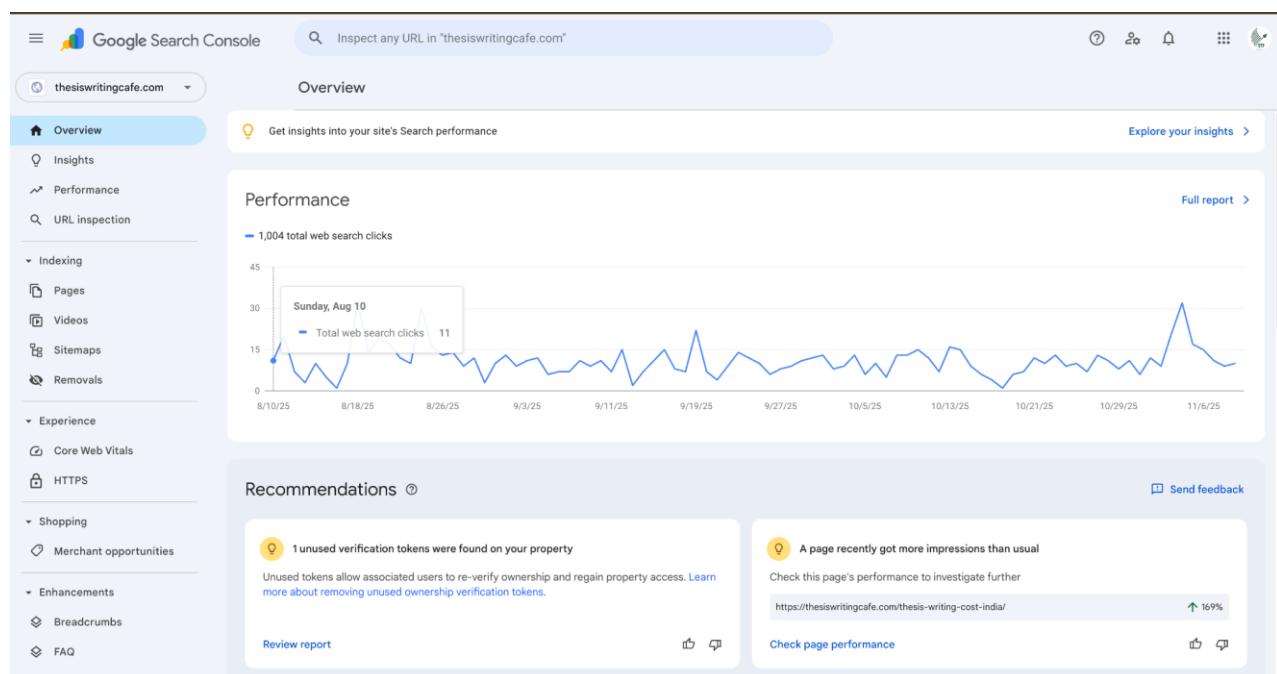
A screenshot of the 'Engagement' overview, highlighting key metrics such as the 60.14% Engagement Rate, Average Engagement Time, and Views per User.



Google Search Console (GSC)

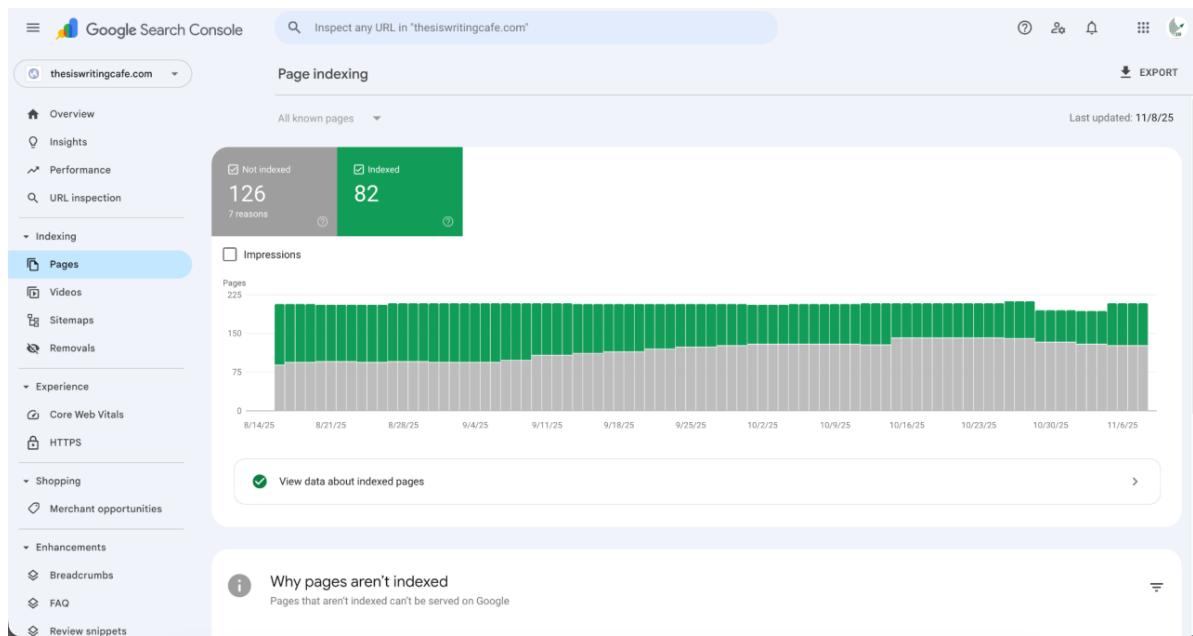
- **GSC Performance: Overview**

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

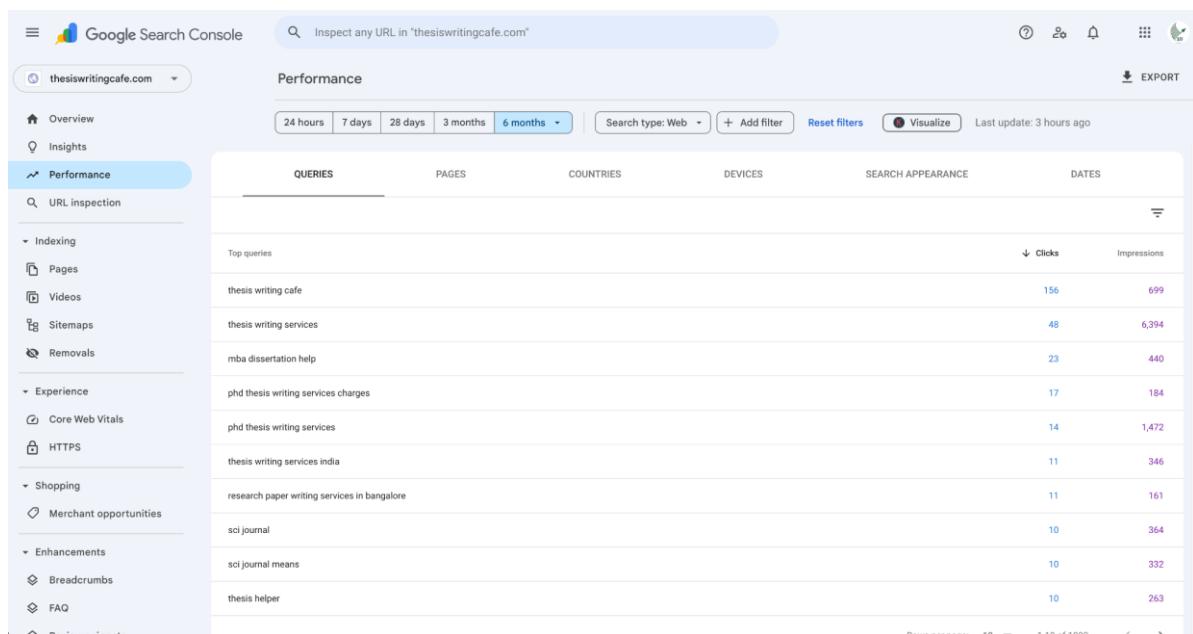


● GSC Performance: Queries & Clicks

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



Pages

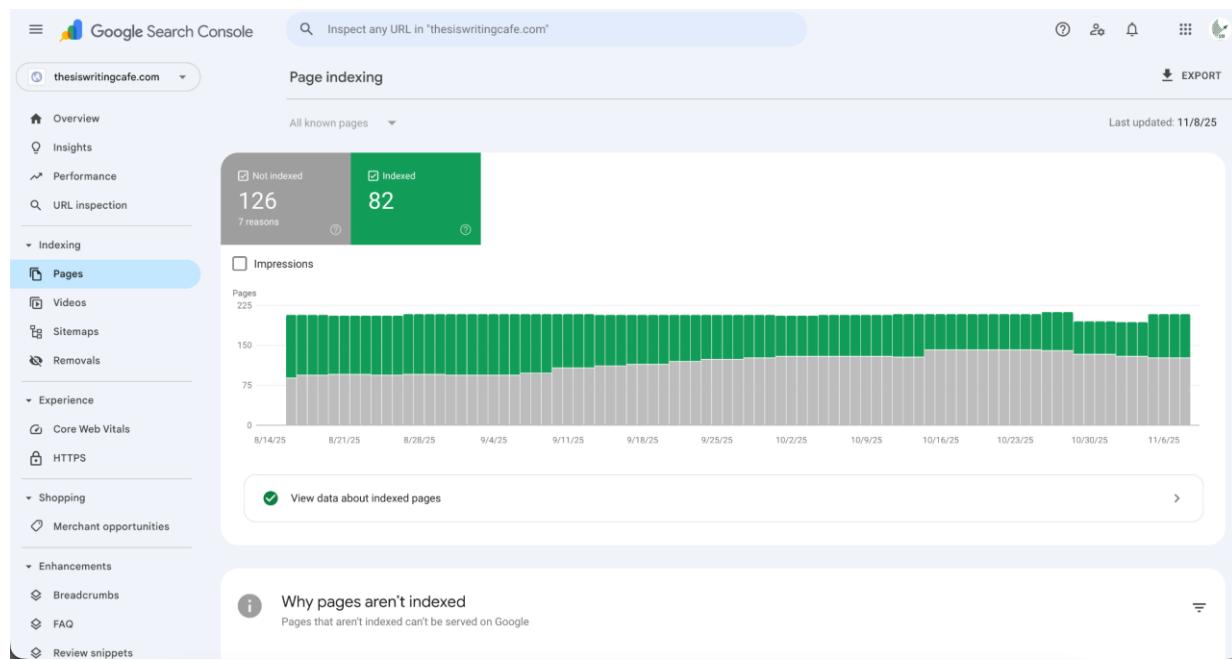
The screenshot shows the Google Search Console Performance report for the website thesiswritingcafe.com. The report is filtered for the last 6 months and includes a search type of Web. The data is presented in a table with columns for QUERIES, PAGES, COUNTRIES, DEVICES, SEARCH APPEARANCE, and DATES.

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top pages				↓ Clicks	Impressions
https://thesiswritingcafe.com/thesis-writing-cost-india/				381	11,604
https://thesiswritingcafe.com/sci-vs-scopus-journals-everything-a-phd-scholar-must-know/				317	36,970
https://thesiswritingcafe.com/				298	48,206
http://thesiswritingcafe.com/				140	9,906
https://thesiswritingcafe.com/humanities-thesis-writing-tips/				56	1,561
https://thesiswritingcafe.com/research-paper-writing-services-india/				46	6,460
https://thesiswritingcafe.com/rba-dissertation-writing-help-guide/				32	3,400
https://thesiswritingcafe.com/affordable-statistics-help-india/				30	342
https://thesiswritingcafe.com/thesis-writing-services-bangalore/				29	1,730
https://thesiswritingcafe.com/phd-thesis-data-analysis/				26	2,913

Rows per page: 10 | 1-10 of 174

• 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](#))

The screenshot shows a social media profile for 'Thesis Writing Cafe'. At the top, there is a banner with the text: 'SOMETIMES YOU NEED SERIOUS ACADEMIC SUPPORT AND SOMETIMES YOU JUST NEED SOMEONE WHO UNDERSTANDS WHY YOU'RE CRYING OVER APA FORMATTING AT 3AM. WE ARE HERE FOR YOU!' Below the banner is a circular logo featuring a stylized owl wearing a graduation cap, with the text 'Thesis Writing Cafe' underneath.

Thesis Writing Cafe

11 followers • 4 following

Get Thesis & Manuscript with Data Analysis on time.

[Follow](#) [WhatsApp](#) [...](#)

[Posts](#) [About](#) [Photos](#) [Reels](#) [More ▾](#)

Details

Page · Educational consultant

thesiswritingcafe.com

[Not yet rated \(0 reviews\)](#)

[See Thesis Writing Cafe's About Info](#)

Thesis Writing Cafe
20 Oct ·

< **thesiswritingcafe** ...

Twc
91 posts
84 followers
302 following

Education
Get Thesis & Manuscript with Data Analysis on time

thesiswritingcafe.com

f Thesis Writing Cafe **Topic Researcher**

Follow **Message** **Contact** **+o**

End-to-end Support
From topic selection to thesis writing and **everything in between**

Supercharge your Thesis with TWC
Writing, Formatting, Data analysis, Tool validation and more with **Thesis writing cafe**

Let us Help
Eliminate your efforts writing Thesis, Manuscript, doing Data Analysis, **Thesis writing Cafe** got you!

ILLUMINATE YOUR IDEAS THIS DIWALI!
Brilliant Minds, Brighter Future

Stay caffeinated, Stay motivated

Thesis Submitted

- 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 tools like - Canva, vn and Ai Flow

8. Achievements & Results

This internship project successfully delivered measurable growth across key digital channels. The integrated strategy resulted in a significant increase in brand visibility, driving substantial organic and paid traffic to ThesisWritingCafe.com and establishing a strong foundation for future growth.

- **Summary of Measurable Success:**
 - **Organic Search (SEO):** Generated **1,692 clicks** from **174,356 impressions** via Google Search. Attracted **2,438 active users** who demonstrated strong interest in the content, reflected by a **60.14% engagement rate**.
 - **Paid Advertising (PPC):**
 - **Google Ads:** Successfully managed a **₹7,080 budget** to deliver **1,500 clicks** and 40,800 impressions, maintaining an efficient **₹4.74 Avg. CPC** and a **3.68% CTR**.
 - **Meta Ads:** Drove **2,500 clicks** from 40,800 impressions by targeting precise audience segments.
 - **Social Media Growth:** Some people showed interest.

- **Highlights of Specific Wins:**
 - Successfully drove over **4,000 targeted clicks** (1,692 organic + 1,500 Google Ads + 2,500 Meta Ads) to the website through combined marketing efforts.
 - Achieved a high **60.14% organic engagement rate**, indicating that the content and website structure resonated strongly with visitors.
 - Maintained an efficient and low Avg. CPC of **₹4.74** on Google Search campaigns, maximizing the client's budget.
 - Achieved a top 1 ranking for the key target keyword { “**Biostatistics tutor for PhD in Bangalore**”}
 - Achieved a top 4 ranking for the key target keyword [“**Affordable biostatistics services**”]

- **Client / Manager Feedback:**
 - The intern's contribution was vital in boosting our online presence and generating qualified traffic.

9. Skills Honed & Technologies Used

- SEO Tools: Google Search Console, SEMrush, Ahrefs, Google keyword planner
- Ad Platforms: Google Ads, Meta Ads Manager
- Design Tools: Canva, VN And ai flow
- CMS: Word Press
- Analytics: Google Analytics 4, Facebook Insights, facebook ads manager

11. Conclusion

This project, spanning from April to November 2025, successfully implemented a comprehensive, multi-channel digital marketing strategy for ThesisWritingCafe.com. 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 ThesisWritingCafe.com'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