

**An Internship Report on**  
**“Digital Marketing”**  
**At**  
**WEBLINK Media Solutions Pvt. Ltd.**

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## **DECLARATION**

I hereby declare that the internship report entitled “Digital Marketing at Weblink Media Solutions” submitted to Office of the Dean, Faculty of Management, Tribhuvan University is my original work done in the form of partial fulfillment of requirement for the Bachelor of Information Management (BIM) under the supervision of Er.Dhiraj Kumar Jha and Prof.Dr.Purushottam Sharma. This work is an independent work supported by primary and secondary data collected from various sources. The help taken from the other people has been mentioned in acknowledgment. Any part of this report and the report as a whole, therefore, has not been submitted or published for the academic award of any university or academic institutions.

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Safal Lamichhane

BIM, VIII Semester

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BIM, VIII Semester

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## **LIST OF ABBREVIATIONS**

BIM	Bachelor of Information Management
IT	Information Technology
ITC	Information and Technology Communication
SERP	Search Engine Results Page
SEO	Search Engine Optimization
TU	Tribhuvan University
WP	Word Press

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# **CHAPTER I: INTRODUCTION**

## **1.1 Background**

Bachelor in Information Management (BIM) is a special-purpose program whose main objective is to develop result-oriented Information Technology (IT) professionals. Today's business environment depends on the Management and IT. For the entire students studying BIM, an internship is the final semester requirement which holds six credit hours. The main focuses of BIM program are:

- Provide professional training to the student by combining information technology with managerial skills.
- Preparing IT professionals proficient in the use of computers and communicational techniques to develop an effective information system to solve real-life problems in the society.
- Developing a student's skills in object-oriented software design methods and data management systems.
- Build work experience to compete in the job market.
- Good performance in the internship program can secure permanent employment with the host company.

An internship is a structured work experience opportunity for students or anyone that is thinking of gaining some work experience. It is a period of work experience offered by an employee to give students and graduates exposure to the working environment, often within a specific industry, which relates to their field of study. It is a directed, practical learning experience, outside of the normal classroom setting, in which students sharpen skills, gain experience through work on advanced productions, apply classroom learning to professional settings or projects, and learn first-hand how professional companies or organizations operate.

Organizations provide internships to train future potential employees. Organizations often view an internship as a transition period for new employees. For students, an internship is an opportunity to enhance their skill set as well as present themselves as a good candidate for paid employment in the organization.

As a part of the BIM program, the college under Tribhuvan University (TU) authorizes this internship program with the motive of blending theoretical knowledge to practical

experience. As per the requirement of the period, a student gets attached to the organization and need to work there as an intern and finally present a report of all the work procedure done and experienced.

## **1.2 Objectives**

The main objective of this internship report is to get insight into digital marketing at Weblink Media Solutions Pvt.ltd. The specific objectives of the present internship report are:

- To get the website listed in the top pages of the search engine.
- To make the website rich in graphics to enhance its target audience.
- To optimize a site for search engines and creating keyword-targeted content that produces direct traffic from the engines.
- To optimize/create Page and Content
- To understand both the abilities and limitations of search engines.

## **1.3 Methodology**

### **1.3.1 Organization Selection**

The internship program is intended to encourage students to actively evaluate their options, and search for internship opportunities that match their interests. My main area of interest is digital marketing so I began to explore the IT sector for internship opportunities related to my interest. As an intern, I wanted to be in the organization where my interest would be fully appreciated. Short listing of organizations were done and approached out to get the best lucrative offer and environment. Finally, I selected Weblink Media Solutions as my destination. Weblink Media Solutions was a good choice as it had provided me a very good learning environment

### **1.3.2 Placement**

A systematic process was followed for the enrollment of the internship program. To get into the Weblink Media Solutions Company for the internship, the authorities of the organization carried out an interview program. During the internship tenure at Weblink Media Solutions, I was placed in digital marketing and given task to look after link-building in SEO (Search Engine Optimization) department under the supervision of Mr. Sashwot Baskota with the access to the required information of the organization and its organizational resources. Along with link building, I was also placed in the few on-page SEO activities.

### 1.3.3 Duration

As per the requirement of T.U, BIM students are required to do an intern for two months (8 weeks). However, the details of my internship period are as follows:

Table 1.1 Internship Duration

Time Period	29 <sup>th</sup> April 2019 – 29 <sup>th</sup> July 2019
Days Per Week	6 days
Hours Per Day	8 hours (10 a.m. to 6 p.m.)
Holiday	Saturday
Internship Position	SEO Analyst Trainee
Internship Period	3 months
Mentor	Mr. Pawan Neupane (Managing Director and Link Building Expert) and Mr. Saswot Baskota (Web Administrator and Senior SEO Executive)

### 1.3.4 Activities Performed

During the period of internship, I got to know about the working culture of the organization and to enhance my theoretical skill practically. The working environment of the company had been very pleasant. I got opportunity to learn in a professional environment. This helped me to improve skills, knowledge and abilities to work in a team. By working with the top notch professionals of the respective field, I gained more confidence and built personality.

Apart from this, the internship activities helped me to put the theoretical knowledge into the practice. It made me understand the real world scenarios and problems and the tips and tricks to deal with them. Learning of the use of various tools and techniques has helped me to progress throughout the internship period and has helped move further, professionally, in the respective sector.

The following are all the activities that I have performed in my internship period:

- Develop an SEO strategy according to the nature of the project.
- Ensure that all websites and internet properties under the influence of the SEO department at Weblink Media Solutions Pvt. Ltd have been technically optimized.

- Promote both offsite and onsite activities and also the interaction that builds ranking, web presence, and value-added traffic.
- Develop SEO optimized content as required by the client.

Table 1.2 Project Schedule

<b>Week</b>	<b>Major Performed Task</b>
Week 1	Performed Content Research on different topics and study of keywords for higher search results in Google.
Week 2	Setup Content Management System with word press and installed YOAST Plugin and other necessary plugins.
Week 3	Obtained list of business competitors, performed SEO analysis, started using AHREFS
Week 4	Performed SERP rankings using AHREFS and performed keyword density check on competitor's website
Week 5	Create unique contents with optimized keywords
Week 6	Optimized title and meta description based on keyword research, SEO friendly URL structure, text formatting and image optimization
Week 7	Optimized page load speed, content and image optimization, fast loading pages
Week 8-12	Social Bookmarking, directory submission, profile creation on Startup marketplace, email outreach, articles posting on web 2.0 sites, article listings, press release and link to other tier 2 sites

To perform the above activities, the following tools were used:

- **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.
- **MozBar:** MozBar is a browser extension for Google Chrome that follows you around the web and provides useful data insights for SEO purposes. MozBar is powered by Moz, which is a widely used resource for SEO and digital marketing.
- **Keywords Everywhere:** Keywords everywhere saves a lot of time, time that would have otherwise been spent on copying data from one website while finding search volume from another. Keywords everywhere lets you find long-tail phrases with their accurate search volume, CPC and competition data.
- **Grammarly:** Grammarly is an app that automatically detects potential grammar, spelling, punctuation, word choice, and style mistakes in writing. Grammarly's algorithms flag potential issues in the text and suggest context-specific corrections for grammar, spelling, wordiness, style, punctuation, and plagiarism.
- **SmallSeoTools:** SmallSEOTools is a free online SEO checker tools. It is a website that provides a variety of tools from SEO backlink checker to plagiarism checker, keyword analysis and keyword rank checker tool to image compression tools, development related tools.

## **CHAPTER II: INTRODUCTION OF THE INDUSTRY**

### **2.1 Introduction to IT Industry**

Information Technology (IT) refers to the application of computers to manage information that includes storing, retrieving, manipulating and transmitting data or information. The term IT encompasses computer software, hardware, and related devices. The IT industry is one of the fastest-growing industries. Organizations specializing in computer hardware, software, internet, e-commerce, information, security, electronics, semiconductors, and many more are growing day by day. The IT industry has a rapidly changing environment which is why IT professionals need to constantly update themselves according to the changes occurring in the industry. The use of information technology in businesses has grown drastically and has now become a necessity for a business to survive. Organizations today have separate IT departments or divisions to handle the IT side of the business.

With the growth of the IT industry, careers in IT have grown as well. An individual with the right skill set and agility can highly benefit from the changing IT industry.

### **2.2 Importance of IT**

- With the help of IT, communication has also become cheaper, quicker and more efficient. The internet has also opened up face to face direct communication from different parts of the world.
- IT has helped computerize the business process thus streamlining businesses to make them extremely cost-effective money-making machines. This, in turn, increases productivity which ultimately gives rise to profit that means better pay and less strenuous working condition.
- IT has made it possible for businesses to be open 24\*7 for businesses all over the globe.
- IT is the creation of new and interesting jobs. Computer programmers, System analyzers, Hardware, and Software developers and Web designers are just some of the many new employment opportunities created with the help of IT.
- Information technology is used for storing, protecting, processing, securing, transmitting, receiving and retrieving information.

### **2.3 Scope of IT**

Information Technology has brought about an extraordinary change, as it has completely reshaped the way one looks at things. The possibilities with technology are endless and it continues to grow as the society moves towards a more advanced world. With this, the career scope and opportunities have been widened for all those who have the interest to study in this specific area.

IT jobs differ in terms of salary, position, and skill requirement. Also, it depends on which organization one works for and the need for IT graduates since the level of specialization varies. For example, firms specializing in computer systems development may require candidates with niche skills to design, develop, test and implement highly functional systems. Professionals working within the department will likely take on the roles including network administrator, web developer, server application developer, programmer, and software engineer.

Being effective in this area of work requires several different skill sets like mathematics, interpersonal communication, presentation, leadership and scheduling skills are counted among the few skills.

Training and education are keys to ensure that one will hit the goals in tech-related organizations. Having practical knowledge and proper training are the ways through which one can master the required IT-specific skills.

IT graduates can work in different industries like the software industry, financial institution, health, corporate organization, etc. The following are the list of common careers for IT graduates.

- System Analyst
- Project Manager
- Software Developer
- Web Developer
- Web Designer
- Database Developer
- QA (Quality Assurance) Officer
- Technical Writer
- Digital Marketing

## **2.4 History of IT in Nepal**

The history of IT and computers in Nepal dates back to not more than a couple of decades. However, the growth of Information Technology here has been rapid. The major leap towards the advancement in this field started when the first computer IBM 1401, a second generation mainframe computer was used in the 1971 census, although an electronic calculator called 'Facid' was used before in the 1961 census. Again, another second generation mainframe computer ICL 2950/10 was used for the 1981 census.

The credit for introducing internet among the people mainly goes to the private sector. Although the internet was initially limited only to email services, in 1995, a company Mercantile Communications finally started the internet services in the country. In 1998, Nepal Telecommunications Authority (NTA), a telecommunications regulatory body, was formed as per the Telecommunications Act 1997. NTA holds the power to issue license to the Internet Service Providers (ISPs) in Nepal.

Some of the major licensed ISPs in Nepal are:

- Mercantile Communications Private Limited
- World link Communications Private Limited
- Nepal Doorsanchar Company Limited
- Broad link Network and Communications Private Limited
- Hotlink Nepal Private Limited

The full list of the ISPs can be found [here](#).

Meanwhile, the number of internet users has increased by considerable amount. While it was just about 0.2% of the total population in the year 2000 who had access to internet, it increased to about 2.2% by the year 2010 (Source : ITU). The advancement in technology due to the advent of smartphones and tablet PCs has helped to increase the public awareness and raise their interest towards technology to a great extent. And it can be felt in the latest statistics of internet users in the country (for the year 2012). The number, according to NTA, has increased to more than 4 million now (which also include the number of people accessing internet via GPRS and CDMA).

Although there are a lot of encouraging signs for Nepal in the field of IT, the current quality of IT services and education still leaves a lot to be desired. Considerable amount of work needs to be done and the initiative should be taken early if we are to level and keep up with the world in the field of technologies. 21<sup>st</sup> century demands globalization.



Hence, investment and development in the field of technology and computing cannot be overlooked to achieve it.

## **2.5 Opportunities and Challenges**

Some opportunities are:

- Technological advances had resulted in dramatically lowering costs of electronics.
- Borderless world as a result of globalization.
- New applications have given rise to new ways of entertainment (i.e. online gaming) and socialization (i.e. chat rooms).

Some challenges are:

- Network security is by far the greatest concern for many companies.
- Insufficient allocation of the budget.
- Not sufficient manpower for developing IT industry.
- Skilled manpower are outsourcing to other countries.

## **CHAPTER III: INTRODUCTION OF THE ORGANIZATION**

### **3.1 Introduction of Weblink Media Solutions**

Weblink Media Solutions Pvt. Ltd. (Est. 2016) is one of the fast growing Digital Marketing firms operating in the country. In just its first year, Weblink Media Solutions has established itself as a marketing hub for organizations, businesses and firms.

Weblink Media Solutions Pvt. Ltd. primarily provides SEO Trainings, SEO Services, Content Writing, Website Audit, Facebook Advertising, Facebook page Management, Social Media Graphics, Social Media Marketing Services.

The company strives to provide SEO and marketing services which brings organic traffic and reachability to business websites that enables them to reach people with their products.

Besides providing SEO and marketing services, Weblink Media Solutions also provides SEO Trainings along with website audit to individuals which enable them to optimize their websites search engine friendly and also monitor the performance of the websites on regular basis. Weblink Media Solutions also organizes multiple seminars, workshops to aware the people about the importance of SEO and marketing strategies for running a successful business.

### **3.3 Department**

The Search Engine Optimization department is led by Mr. Pawan Neupane, Managing Director and Link Building Expert at Weblink Media Solutions Pvt. Ltd. The major objective of the department is to improve the visibility and reachability of client's web projects.

The SEO department is responsible to optimize web pages and its contents based on the researched keywords that are specifically related to the client's business, primarily aimed at improving the overall presence of website on the internet, mainly on the Search Engine Results Page (SERP). This department comprises of Search Engine Optimizers and SEO copywriters.

Search Engine Optimizers perform different organization techniques for gaining better SERP rankings. These optimization techniques can be categorized into two broad categories:

- On-Page Optimization
- Off-Page Optimization

On-Page Optimization (AKA on-page SEO) refers to all measures that can be taken directly within the website in order to improve its position in the search rankings. Examples of this include measures to optimize the content or improve the meta-description and title tags.

In search engine optimization, on-page optimization refers to factors that have an effect on your Web site or Web page listing in natural search results. These factors are controlled by you or by coding on your page. Examples of on-page optimization include actual HTML code, meta tags, keyword placement and keyword density.

Off page SEO refers to techniques that can be used to improve the position of a web site in the search engine results page (SERPs). Many people associate off-page SEO with link building but it is not only that. In general, off Page SEO has to do with promotion methods – beyond website design –for the purpose of ranking a website higher in the search results.

Off page optimization refers to all the measures that can be taken outside of the actual website in order to improve its position in search rankings. These are measures that help create as many high-quality backlinks (incoming links) as possible.

### 3.4 Organizational Chart

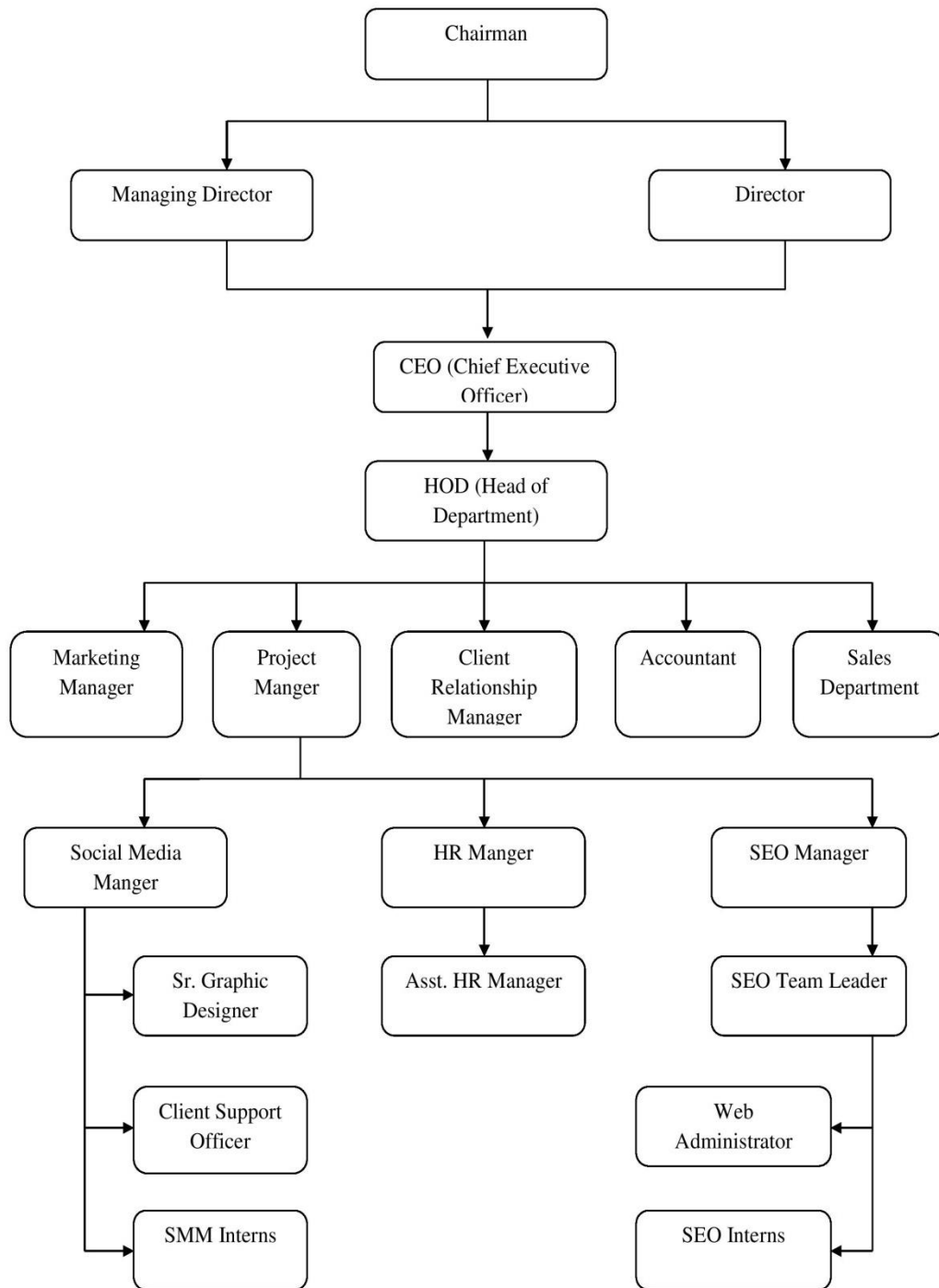


Fig3.1 Organizational Chart of Weblink Media Solutions Pvt. Ltd.

### **3.5 Services Provided by Organization**

Weblink Media Solutions Pvt. Ltd. is established with the objective of giving full SEO services for more ranking of the business on all major search engines and ensures brand visibility. The major services provided by the Weblink Media Solutions are:

#### **SEO Training In Nepal**

Weblink Media Solutions provides a full featured SEO Training in Nepal for those who are interested in this field. The key features of this training are:

- Building own websites without coding
- Take one's business to the next level
- Start own freelance business
- Drive organic traffic through search engines
- Sell websites
- Start affiliate marketing business

#### **SEO Services**

Weblink Media Solutions provides Search Engine Optimization (SEO) services as its main service. The SEO service is provided in four phases. They are:

- On-Page Optimization
- Winning Content Strategies
- Quality White Hat Link Building
- Detailed Transparent Report

#### **Content Writing**

Weblink Media Solutions provides comprehensive content writing services to its clients, creating relevant, SEO-friendly content. A team of content writers adept at crafting readable, relevant articles and blog posts regardless of what the subject is. But that's not all. The team also has significant experience researching keywords, planning content and preparing content calendar to up your website rankings on search engines. The Content Marketing Strategies of Weblink Media Solutions are:

- Content Writing
- Content Development
- Content Distribution

- Content Marketing Reporting

### **Website Audit**

Another service provided by Weblink Media Solutions is the onsite audit of the website. The website auditors handle different error that might arise while hosting the website. The proper maintenance of the website is carried out in this service. Different factors such as external links, anchor text, meta-description, title tags, sitemaps, images, file size etc. are checked and repaired during the website auditing.

### **Social Media Marketing (SMM)**

Weblink Media Solutions provides the service for the social media marketing as well. The social media plays a vital role for the ranking of the website or a web page. Proper marketing of the brand to the right audience in social media increases the visibility of the brand or the business. In Weblink Media Solutions, the social media marketing is done in five steps which are:

- Assigning an Expert
- Formulate Social Media Strategy
- Develop Content Calendars
- Monitoring and Growth
- Reporting and Revision

## **CHAPTER IV: ANALYSIS OF ACTIVITIES DONE / PROBLEMS SOLVED**

The designing of the system involves designing of the website for the purpose of search engine optimization. The analysis and planning phase is the foremost and very important phase for SEO. Keyword researching plays an important role. It is about finding the right keyword for the selected niche (topic) which increases the flow of traffics in the websites. The system built is in sync with the rules for on page optimization, complying with techniques like title, meta-description, slugs, optimizing images, responsive web pages, xml sitemaps etc.

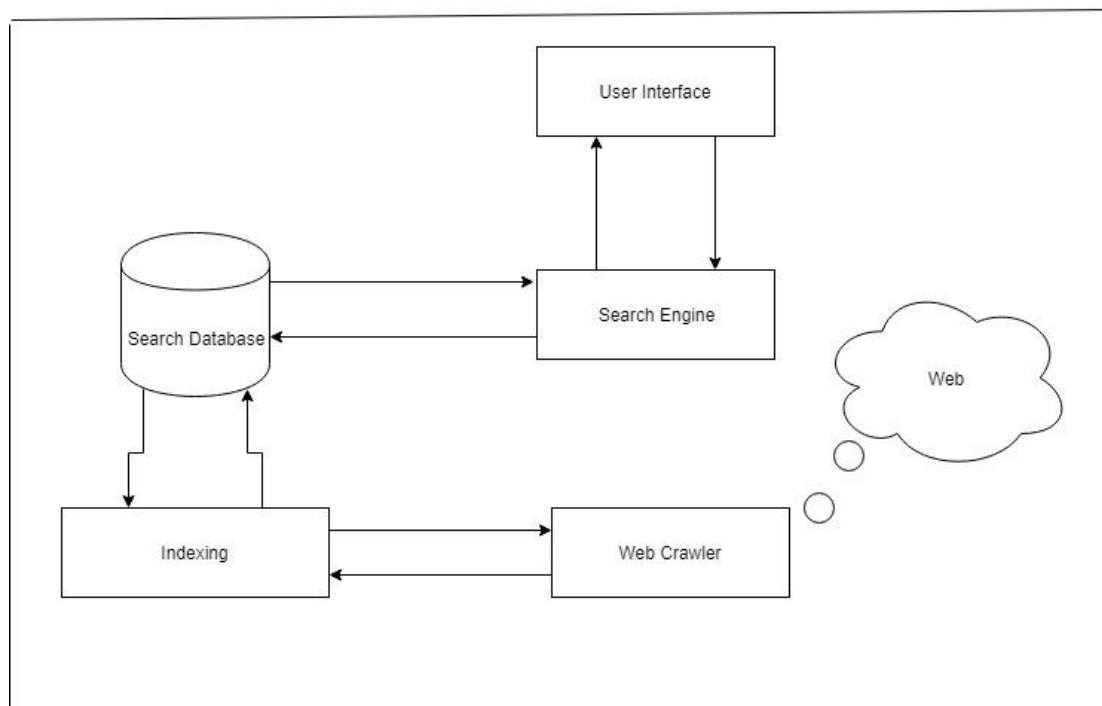
Contents that get published also play an important role and hence the following has been ensured in making of the project:

1. Contents should be unique and original.
2. Contents must be long enough, at least minimum of 500 words for each article.
3. The keyword density must be 3 to 5 percent according to the number of words.
4. Contents should have visual appeal and must be interactive in nature.
5. Contents must contain proper social media graphics along with text to ensure understanding and interest of the viewers.
6. Websites must include a sitemap for easy navigation for the users, along with an XML sitemap for the web crawlers of different search engines.

### **4.1 System Architecture**

The system architecture shows the current system architecture of the websites and its working mechanism of the SEO. The system was built using the Laravel, a PHP framework and work on different kinds of servers.

The core working mechanism of the SEO is shown in the figure below:



*Fig 4.1*System Architecture of Search Engine

## 4.2 SEO Analysis

SEO Analysis uncovers different aspects of optimization that can be used to improve website's SERP rank on popular search engines such as Google, Bing, Yahoo, etc. SEO analysis was core part of my intern activities. Under SEO, I was involved in the following activities:

### Keyword Analysis

Keyword analysis is one of the crucial activities in Search Engine Optimization. Keyword analysis involves the research of keywords and identifying sets of keywords that are used in optimization. AHREFS and KEYWORD EVERYWHERE tools were used by me for the keyword analysis.

Keyword analysis involves a great deal of time and effort. And, a lot has to be focused on the competition (low, medium or high) and search volume (average monthly searches). Since, I was involved in different projects, the keywords were analyzed differently for different projects and the content was written according to it. Keyword analysis done by me helped for the optimization of website by creating right content according to the targeted audiences and their queries.



## **Competitor Analysis**

A competitive analysis is a critical part of every company marketing plan. With this evaluation, we can establish what makes your product or service unique and therefore attributes should be decided to attract your target market.

Websites targeting the same keyword are competitors to each other. Competitors can be SEO competitors (websites fighting for top SERP ranking) or Business competitors (competitors providing similar services or products). By analysis on the competitors, I focused on their mistakes and applied it to my own project so the outcome came better and the website ranked in top pages of search engines.

## **Website Analysis**

Website analysis included analysis of:

- **Pages Titles**

I sorted out best titles for a webpage with a particular keyword and then selected the best out of those titles. The page titled should contain some powerful words like “TOP”, “AWESOME” etc.

- **Meta Description**

I corrected the meta-description while analyzing website. The length of meta-description was kept within the length of standard 155 characters. More characters mean to loose information.

- **Slugs**

I stopped the use of stop words like ‘a, an, and the’, kept the slug short yet descriptive and lastly, used focus keyword. This helped the visitors of a website view the URL more improved and descriptive.

- **Page Load Speed**

I carried out the page load speed with the help of GTMETRIX. I calculated the obtained data and started to optimize the website. The images sizes were reduced but the qualities were kept unharmed. The uses of many plugins were stopped.

- **Sitemap**

I created a site map for the proper searching of the relevant content by the web crawler. I gave a particular map with the URLs of my main project and then let the web crawler crawl on it. This increased the relevancy of the website to the

visitor's query. With sitemap, the web pages that would have not been found by general means can be targeted to get crawled upon.

- **Backlink analysis**

I performed the backlink analysis. I checked the number of backlinks that a website had. Then I corrected the broken links and replaced the link with the correct links for more interaction with the visitors. The numbers of do-follow and no-follow links were also analyzed.

Tools such as GTMETRIX, SITECHECKUP and YOAST PLUGIN were used.

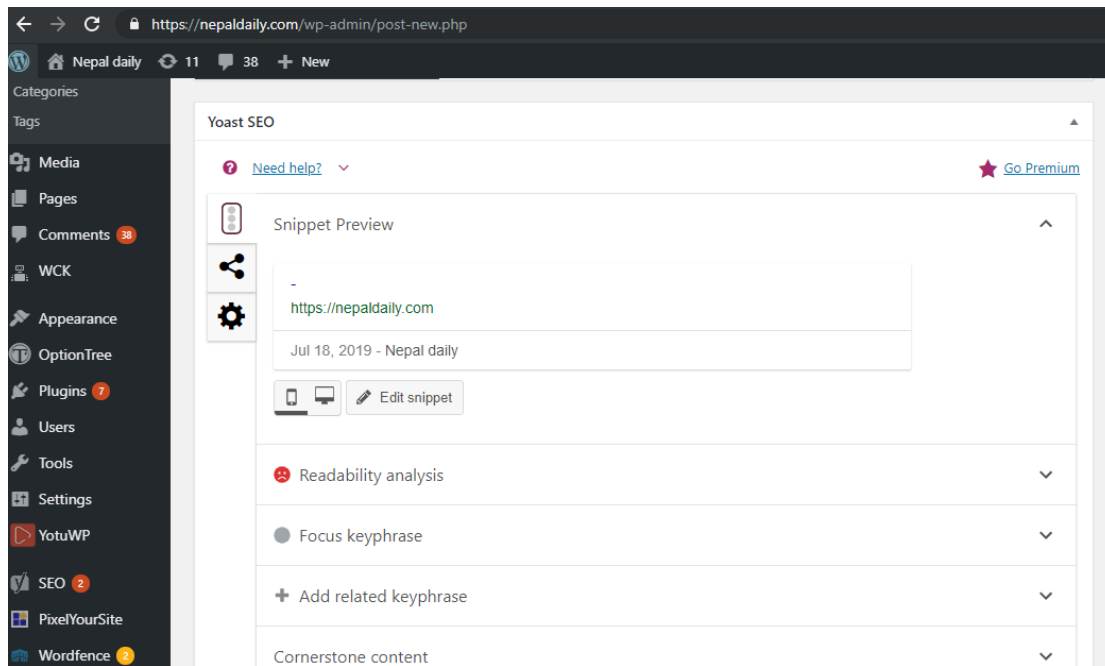
### **Content Analysis**

I performed content analysis based on keywords that were targeted and optimized. It included finding relevant contents that received the most engagements (likes and shares) on social media. AHREFS was used for content research particularly for finding the most engaging content over the past one year or so. The tab 'Content Explorer' of the AHREFS was used particularly for the content analysis. The keywords used by competitors were extracted for the analysis as well.

### **Content Creation and Optimization**

There is a popular saying, 'Content Is King'. Search engines, especially Google, places a lot of weightage on contents. Not just random contents but to those contents that provide value to their readers. I created contents that included the researched keywords in strategic places such as the URL, Title, Meta-Description and Headings along with the content itself.

The use of keywords and the content has a specific role to play. The number of times a focus keyword must be used is 7 times with the 1000 words content. More similar keywords can also be used if the use of more keywords does not make the content awkward for audience. I maintained the ratio and created contents by following the rule, specified by the search engine.



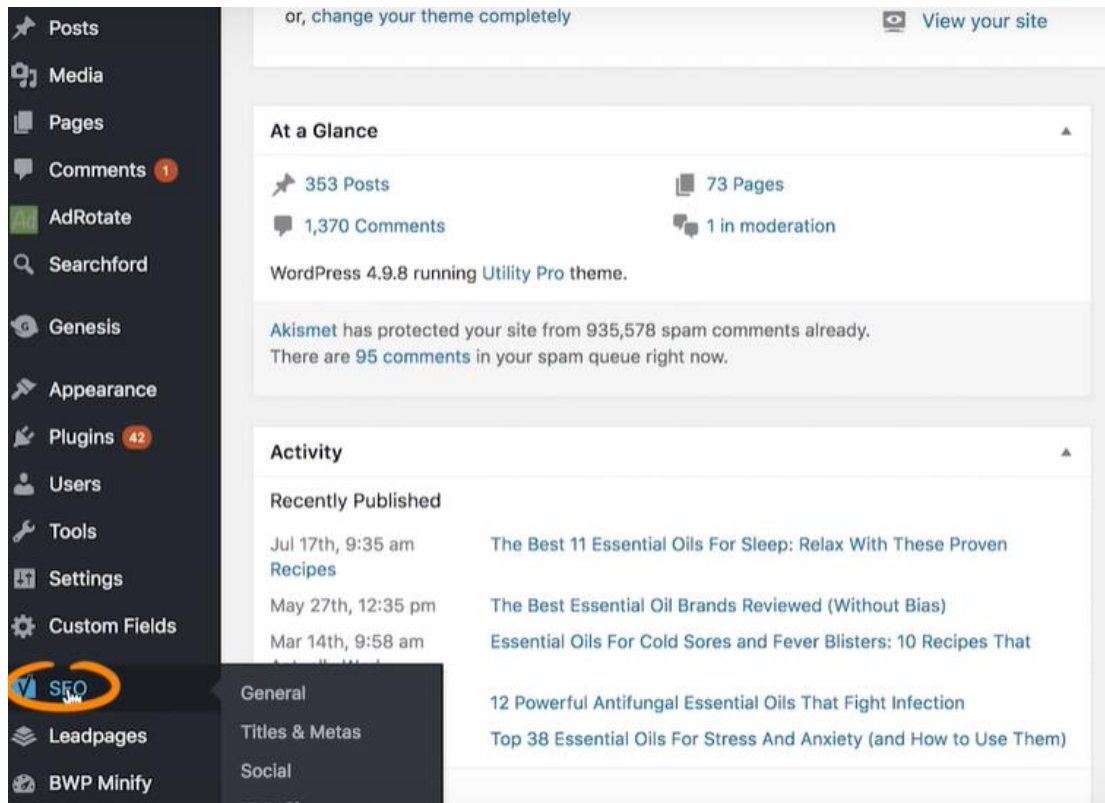
*Fig4.2 Content Creation and Optimization Keyword*

In the above image, the researched keyword was “Best running shoes” and the content was written based on that particular keyword.

### **Title and Meta-Description Optimization**

By using a popular Word Press plugin, YOAST SEO, I optimized the title and meta-description of each content. As the training provided to me, the length of the title was kept between 50-65 characters. The meta-description was also kept according to the trained standard which is below 155 characters. The use of focus keyword was done in the title.

I described the webpage and the information it provided in the meta-description strategically. The meta-description contains the description of the webpage but an incomplete one. By doing so the audience is likely to click on the link.



*Fig 4.3 Title and Meta- Description Analysis Using Yoast*

## Image Optimization

As a part of the on-page optimization, I performed image optimization. I performed the image optimization which included:

- SEO friendly names were provided to the images, most likely the keyword itself.
- Images were re-sized to make less than that of 100 KB.
- Optimized alternative text was written.
- Descriptive captions were provided to the images as far as practicable.

The alternative text is a crucial part of 'Image Optimization'. It tells search engines what the image is about. Moreover, alternative text also comes handy if and when the image gets corrupted. And, the text in the alternative text is used by programs such as screen readers for visually impaired readers.

## Off-Page Optimization

I performed different off-page optimization techniques such as Guest Posting, Press Release, Article posting on different Web 2.0 sites, Social Bookmarking, Pdf Submission,

Directory Submission, and answer on Quora. The techniques used consist of links from my website and then posting it through different articles and on different above mentioned sites. The number of linking domains to the website is one of the most important ranking factors. There might be a number of links from a particular domain to one's website which is helpful. But, it is still better to have single link from different individual domains rather than many links from a single domain.

The PageRank (PR) of linking pages matter too. Not all pages are equal. Therefore, the links on pages with higher PR such as "FORBES.COM" will be a bigger factor than those on lower PR pages such as "CINEPATI.COM". I strived to build links from the high PR pages. Also, the links from pages related to the web pages' topic carry more relevancies for search engines which are great for off-page optimization.

### **Constant Monitoring and Reporting**

I performed SEO monitoring using AHREFS. The monitoring basically focuses on four major aspects:

- **Audience (the visitors on the website)**

I tracked the audience using AHREFS tool to track the audience and report it. I got more international audiences rather than the national audiences.

- **Acquisition (how did the audience come)**

I performed the off-page optimization. I was able to list my project to different site directories where my website was known. The backlinks created on the Quora and other sites were also helpful to gain audience.

- **Behavior (what did the visitors do)**

I tracked the bounce rates through the Google Analytics and Google Console. The visitors read the article and gained the information they were looking for. After that, they read other articles posted on my website as they were relevant to each other.

- **Search Analytics(Click Through Rate (CTR), Position in SERPs)**

I performed the search analysis. I carried out the analysis through Google Analytics and got the CTR. Then I analyzed the rank of the website for a particular keyword through the use of AHREFS.

## 4.3 Implementation & Testing

### 4.3.1 SEO Tools and Software Used

#### AHREFS

AHREFS is web tool I used for the purpose of site explore, keyword research, competitor research, and content research. The “AHREFS.COM” is the domain used for the use of the tool. The AHREFS is a paid SEO tool which is also expensive so not many companies can afford it. However, the tasks that can be done with this tool are worth of the price. It saves the time and effort for using different tools. The different tabs of the AHREFS showed different data after posting my website’s link. The data were collected and strategic plans were applied for the optimization of the website.

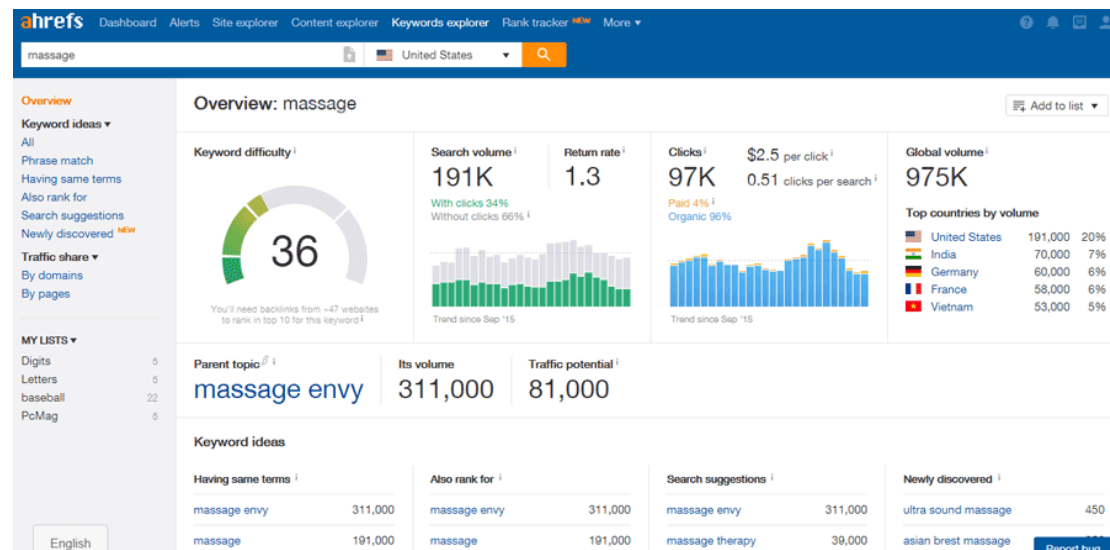


Fig4.4 AHREFS Keyword search for massage in USA

## MozBar

The MozBar is a free browser extension that provides on-page access to Moz's link metrics and helps in analysis of a site. Over the years it has gained a very popular following and saved a ton of time for SEO analysts and inbound marketers alike.

The Page Authority (PA) and Domain Authority (DA) can be checked through this tool. The spam score as well as the links on this page can also be checked with the help of MozBar tool. I had to register the email address before accessing the features of this tool. Then I studied the collected data and started to post on relevant sites for the backlinks. I got the MozBar tool from Google ChromeWebStore.

i.e.(<https://chrome.google.com/webstore/detail/mozbar/eakacpaijcpapndcffffdgpndiccmnp?hl=en>)



*Fig4.5 Use of MozBar Tool for Facebook*

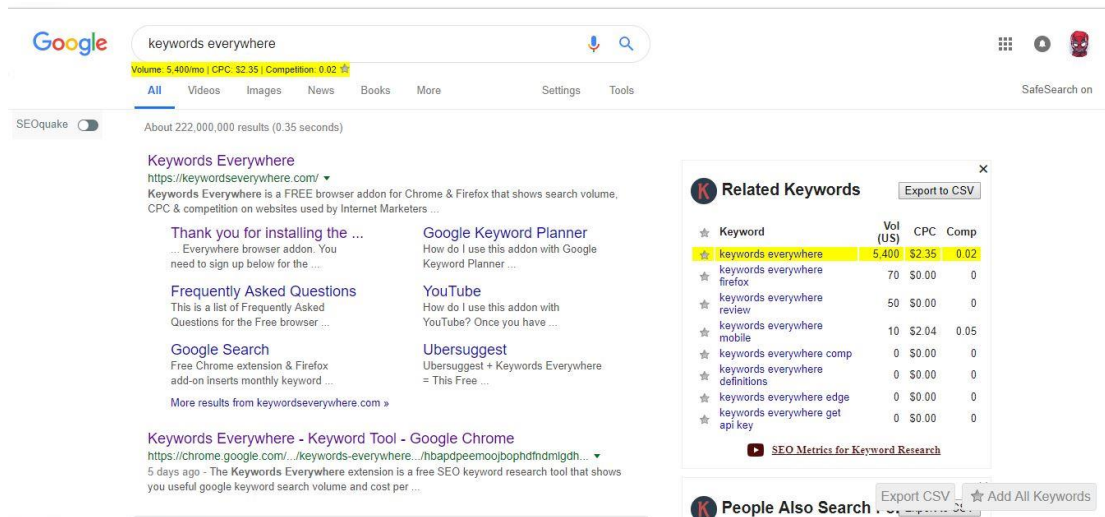
## Keywords Everywhere

The Keywords Everywhere extension is your free keyword tool. It can be easily installed on either Chrome or Firefox. The best part is that we show you useful Google keyword Search Volume (SV), Cost per Click (CPC) and competition data of keywords on multiple websites.

By using this extension, one no longer needs to switch between the keyword tool and Google Keyword Planner. The tool seamlessly appends search volume data, CPC and competition data onto its interface. I was able to see all the relevant search volume data in real time while on Google Search, Ubersuggest, Wikipedia and more. Keywords Everywhere also allows access to keyword metrics for any list of keywords and lets you download the list in Excel, CSV or PDF file formats. I was made to sign up and then follow the respective process as the tool suggested in order to use the tool at first.

I got the Keywords Everywhere tool from Google Chrome Web Store, i.e.

(<https://chrome.google.com/webstore/detail/keywords-everywhere-keywo/hbapdpeemoojbopdhfndmlgdhpljgmp?hl=en>)



*Fig 4.6 Use of Keywords Everywhere Tool for the appropriate keyword*

## Draw.io

Draw.io is a free diagramming Power-up that enables you to draw a wide range of diagrams including flowcharts, network diagrams, UML and ER diagrams, and much more. Draw.io offers these advantages:

- Fully open source platform.
- All data stored inside Trello, nothing externally.
- Import diagrams from other diagramming tools.

I used the tool to draw figures.

## Microsoft Word 2010

Microsoft Office Word 2010 is used in developing the project for the documentation of the internship project.

### 4.3.2 Testing

For SEO Testing and Verification, Google Analytics and Google Search Console (two most popular web services from Google) are used.

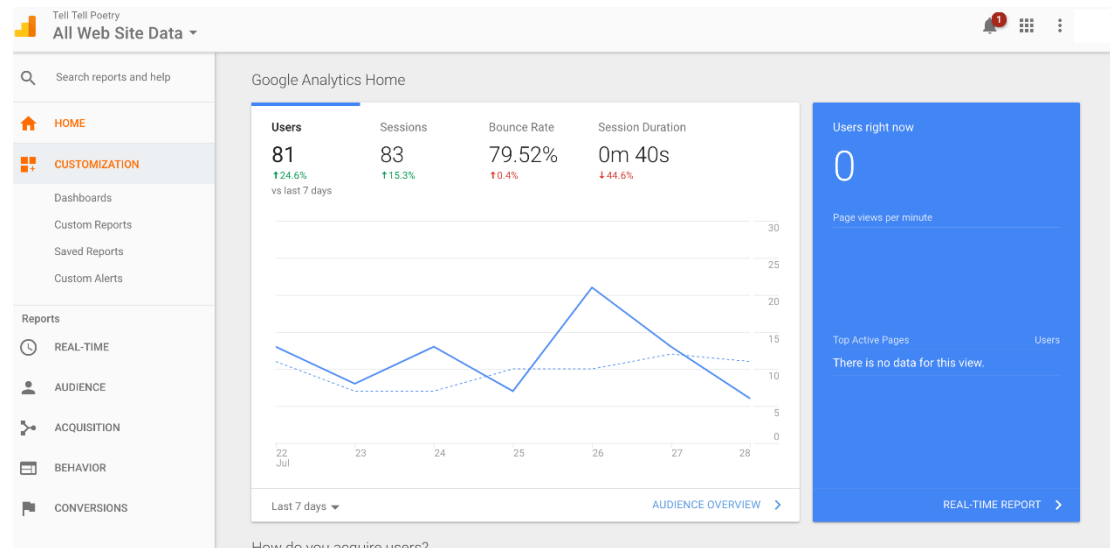
## Google Analytics

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.



I had to simply post in the URL of my website and all of the required data were showed. I collected the data and with the help of which I analyzed and optimized the website.

The image below shows the Google Analytics tool used for the purpose of viewing real time traffic, users and bounce rates.



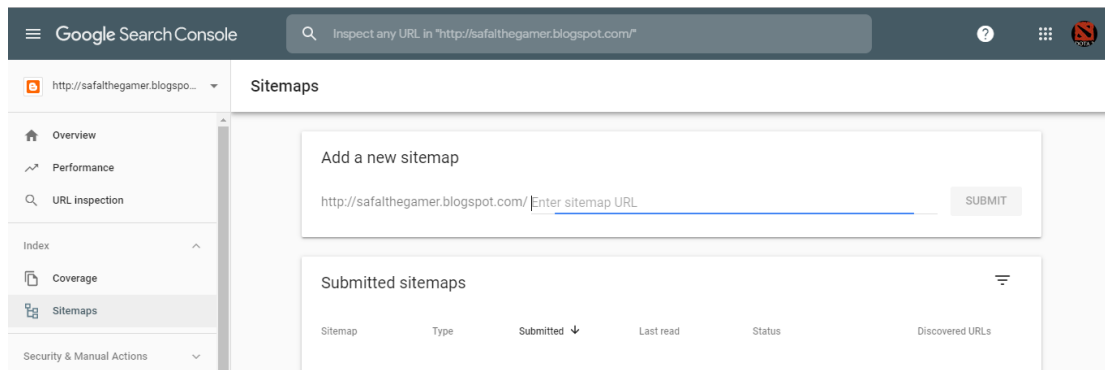
*Fig 4.7 Analysis done through Google Analytics*

## Google Search Console

Google Search Console is a free service offered by Google that helps you monitor, maintain, and troubleshoot your site's presence in Google Search results. We don't have to sign up for Search Console to be included in Google Search results, but Search Console helps you understand and improve how Google sees your site.

Search Console offers tools and reports for the following actions:

- Confirm that Google can find and crawl your site.
- Fix indexing problems and request re-indexing of new or updated content.
- View Google Search traffic data for your site: how often your site appears in Google Search, which search queries show your site, how often searchers click through for those queries, and more.
- Receive alerts when Google encounters indexing, spam, or other issues on your site.
- Show you which sites link to your website.
- Troubleshoot issues for AMP, mobile usability, and other Search features.



*Fig4.8 Overview of the performance using Google Search Console*

### 4.3.3 Verification of Keywords Ranked

As the trekking sites have very high competitions, one of the primary projects had ranked to second page of the Google search. However, the ranked position was affected by not doing the SEO earlier. After doing SEO the ranking of the project increased.



*Fig4.9 Rank Tracked data*

## **CHAPTERV: CONCLUSION/ LESSONS LEARNT**

### **5.1 Conclusion**

I gained so much insight into search engine optimization field. SEO is generally seen as a small phase in the web technology. But, during the internship period, I learnt that SEO is in itself a vast field which can be considered as a career choice. During internship, the practical view of relationship between SEO and Web Development was acquired. I was practically a part of different campaigns launched by different big companies of Nepal. I helped maintain the website of different companies and gave solutions to their problems.

In short, the internship was a wonderful experience in terms of exposure to the professional world and it helped me to gain better knowledge along with the implementation. It was very beneficial to me as I learnt a lot, and it made me discover works in a real world.

The Weblink Media Solution main strength is to focus on the Digital marketing including the Facebook and YouTube for any companies and it doesn't focuses majorly on the other sectors. I didn't get the chance to learn more about the other browsers but was generally focused on the GoogleBot and Google search engine which was my area of domain while my internship.

### **5.2 Lessons Learnt**

It was great pleasure for me working in the organization as an intern as it was exposure to the real working environment of the organization. It was a great opportunity to learn the disciplines, efforts, hardships and moral in the real scenario. The major lessons that I learned during the internship period are:

Skills learnt:

- Learnt about the professional SEO techniques
- Working mechanisms of Search Engines
- Use different SEO tools
- Learnt to work in a corporate environment
- Learnt team work and collaboration
- Accept and tackle the criticism

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## APPENDICES



Fig 5.1 Front End View of Nepal Daily

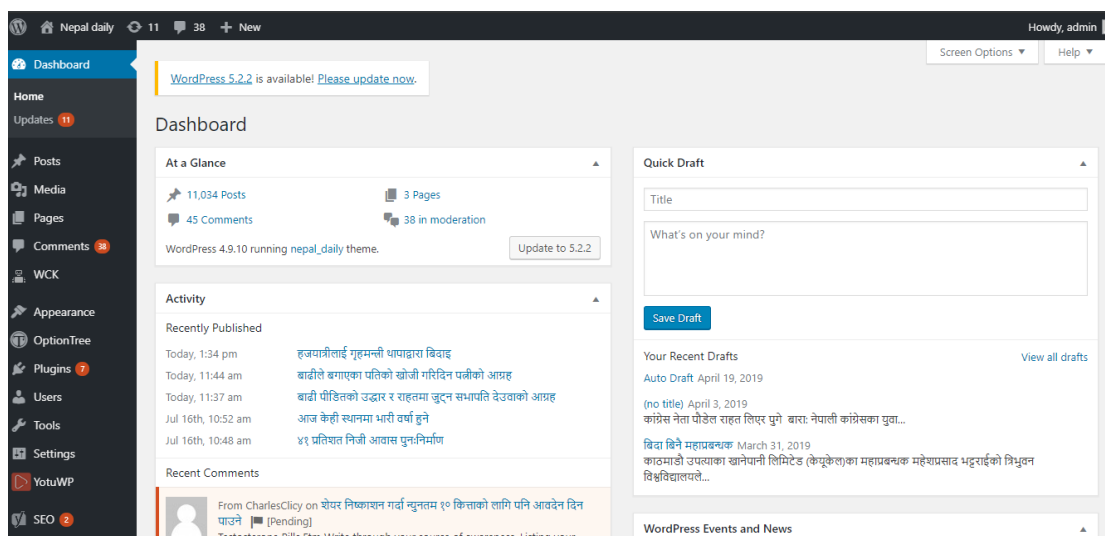
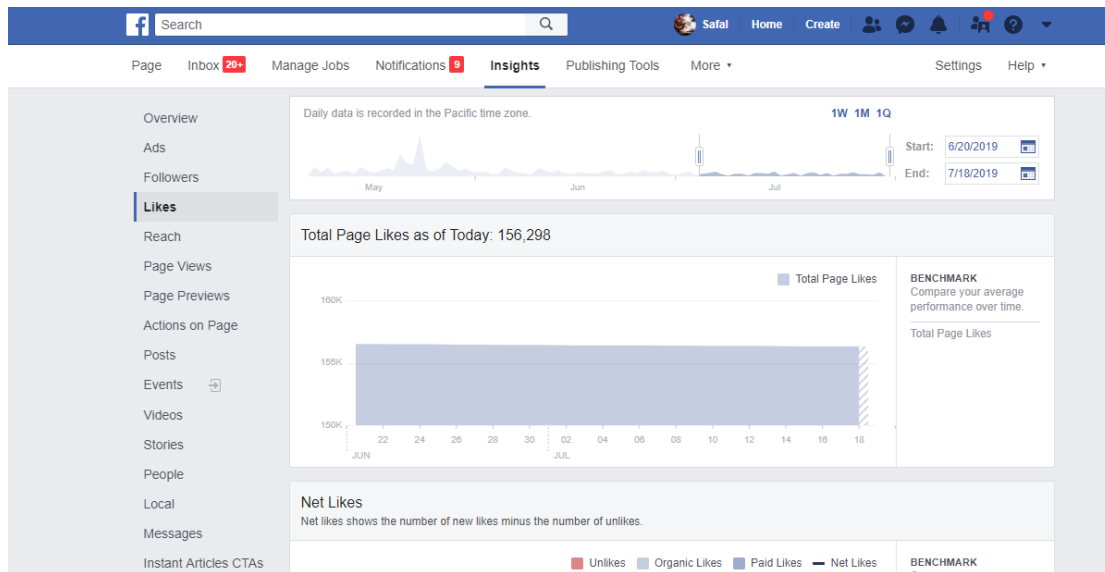


Fig5.2 Optimizing Content for Nepal Daily



*Fig 5.3 Analyzing data of Nepal Daily Facebook page*