

Charotar University Of Science & Technology
Faculty Of Technology & Engineering
Chandubhai S. Patel Institute Of Technology
Smt. Kundanben Dinsha Patel Department Of Information Technology

WEEKLY REPORT
Summer Internship 2025

Student Name: Shruti Chetanbhai Anghan Roll No: 22IT002
Week No: 5 Duration: 16-06-2025 : 20-06-2025
Company Name: Hidden Techies
Project Name: -

Summary of Work done the week (Attach supporting Documents):

Day 1: Learned fundamentals of Digital Marketing including SEO, SEM, and social media marketing. Understood the importance of online brand presence.

Day 2: Conducted keyword research using Google Keyword Planner to identify relevant and high-ranking terms for campaigns.

Day 3: Performed competitor analysis by studying their websites, SEO strategies, and social media engagement. Compiled findings in a report.

Day 4: Assisted in preparing a content calendar for social media, scheduling posts, and selecting hashtags.

Day 5: Created a digital marketing performance report summarizing campaign reach, engagement, and improvement suggestions. Attended the closing meeting and shared internship learnings.

Plans for next week:

Internship completed.



Name & Signature
External Guide

Internal Guide