SUMMER PROJECT REPORT

"A Study Of The Role Of Digital Marketing In HRM Junkies."

Submitted to:
DMSR
G.S College of Commerce & Economics, Nagpur
(An Autonomous Institution)

Affiliated to:

Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

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NAAC Accredited "A" Grade Institution

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CERTIFICATE

This is to certify that the investigation described in this report titled **"A Study Of The Role Of Digital Marketing In HRM Junkies."** has been carried out by **Mr. Sanket Panchbhai** during the summer internship project. The study was done in the organization, **HRM Junkies** in partial fulfillment of the requirement for the degree of Master of Business Administration of **G. S. College of Commerce & Economics (An Autonomous Institution)** Affiliated to **R. T. M. Nagpur University, Nagpur.**

This work is the own work of the candidate, complete in all respects and is of sufficiently high standard to warrant its submission to the said degree. The assistance and resources used for this work are duly acknowledged.

Dr. Pragati Pandey   **Dr. Sonali Gadekar**

 (Faculty Guide)   **(MBA Coordinator)**

CERTIFICATE

HRM JUNKIES

CERTIFICATE
OF INTERNSHIP PROGRAM

Grade:

A

THIS CERTIFICATE IS AWARDED TO:

SANKET PANCHBHAI

FOR COMPLETING THE TWO LONG MONTHS INTERNSHIP
PROGRAM AT HRM JUNKIES
WITH RATING RESULT:

VERY GOOD

Lars Peeters
CEO
HRM Junkies

Francois Mercer
Founder
HRM Junkies

ACKNOWLEDGEMENT

It is a matter of pride and privilege for me to have done a summer internship project in **"HRM Junkies** and I am sincerely thankful to them for providing this opportunity to me.

I am thankful to **"Mr. Lars Peeters"** for guiding me through this project and continuously encouraging me. It would not have been possible to complete this project without his / her support.

I am also thankful to all the faculty members of Department of ManagementSciences and Research, G S College of Commerce and Economics, Nagpur and particularly my mentor **"Dr. Pragati Pandey"** for helping me during the project.

I am thankful to the Principle of G. S. College of Commerce and Economics, Nagpur. **"Dr. N.Y Khandait"** and to the Dean of the DMSR **"Mr. Anand Kale"**

Finally, I am grateful to my family and friends for their unending support.

(Name and Signature of the Student)

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INTRODUCTION

1.1 Introduction to Internship

Internship is one of the on-the-job training for the under-graduate students that helps to enhance the practical and real world experience under the guidance of the supervisor or professional in certain field and help to identify the potential career opportunities.

The internship report is prepared for the partial fulfilment of Master of Business Management (MBA), a post-graduate degree awarded by G.S College of Commerce and Economics, Nagpur.

The internship program is highly effective for the students in order to attain the real world experience, understanding the organization structure and their culture and to enhance their career opportunities. Taking about my personal information, this program has given me the opportunity to work in the real world scenario and help me to enhance my skill, knowledge and attitude. The internship in the field of information technology helps to increase the exposure and in-depth knowledge in the respective technical platform. The technical industry is growing rapidly and new technology is emerging with the speed of time so, the skill and knowledge gain in the college is not enough to compete in the market. We need some real world experience in the industry and the internship program helps the students to gain the professional experience. In the MBA course, we learn various subjects such as finance management, human resource management, marketing management, economics, communication skills, etc. and in the internship program we must try to implement those learning in order to produce the fruitful outcome.

An internship program is a special course that provides students with the opportunity to become familiar with the organizational setting. It is designed to develop the students personally and professionally. It allows the proper market and job exposure to the students and also enables them to meet and build network with professionals. It enables the students to understand organizationalbehavior and sharpen their practical knowledge and skill which will grant them confidence and experience that can be used later in their career. For the internship program the author chose to complete the internship program under Digital Marketing at HRM Junkies which was approved by G.S College Of Commerce and Economics thereby completed the two months of internship in the Digital Marketing Department.

This allowed author to gain SEO and digital marketing skills in promoting the overall project for public use. HRM Junkies is a project initiated by Mr. Francois Mercer. Based on overcoming the current problems faced by companies in the field of human resource management, people management, business growth, HRM Junkies is the HR consultancy and educational service that provides its services through the website especially. The main aim for the study is to be able to promote and globalize hrmjunkies.com that provides quality service to its audience.

Brief Introduction to the industry

Master of Business Administration (MBA) is a special-purpose program whose main theme is to develop result-oriented Business Management professionals. Today's business environment depends on the Management and IT. For the entire students studying MBA, an internship is the final semester requirement which holds six credit hours. The main focuses of this program are:

- Provide professional training to the student by combining information technology with managerial skills.
- Preparing management professionals proficient in the use of computer applications and communicational techniques to develop an effective information system to solve real-life problems in the society.
- Developing a student's skills in 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 MBA program, the college under G.S College of Commerce and Economics 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.

Overview of Traditional & Digital Marketing

Traditional marketing refers to any type of promotion, advertising or campaign that has been in use by companies for years, and that has a proven success rate. Methods of traditional marketing can include print advertisements, such as newsletters, billboards, flyers and newspaper print ads.

In simplistic terms, digital marketing is the promotion of products or brands via one or more forms of electronic media. Digital marketing differs from traditional marketing in that it in the use of channels and methods that enable an organization to analyse marketing campaigns and understand what is working and what isn't-typically in real time. Digital marketers monitor things like what is being viewed, how often and for how long, sales conversions, what content works and doesn't work, etc. While the Internet is, perhaps, the channel most closely associated with digital marketing, others include wireless text messaging mobile instant messaging, mobile apps podcasts, electronic billboards, digital television and radio channels, etc.

Traditional Marketing versus Digital Marketing

The difference between Traditional Marketing and Digital Marketing can be done on the basis of 4 points below:

Cost

Every business strategy engages to budget, so does both strategies. There is some difference in the cost between traditional marketing and online marketing. Traditional marketing promotes the products of a brand through ads on paper, billboard, television, radio, and more. This marketing strategy spends huge cost to keep the promotion running as the schedule. Online marketing can also carry a cost, but there are numerous online marketing strategies that are virtually free.

Coverage

In traditional marketing, coverage of your product will be printed on paper media or aired on television and radio. Unfortunately, the exposure your products will get is very often momentary. For example, the newspaper where your high-cost advertisement appeared in is going to throw the next day. On the other way, your online coverage will be always there for like forever. It will be archived on the internet and ready to be found easily whenever your customers need it
.

Audience

Traditional marketing is more effective for target customer which is out of reach of internet. They are people who do not connect to the internet on daily basis. Senior citizens or low-end economic citizens who are internet illiterate are the best target for traditional marketing strategy. Or the other way, people who are never without internet in their reach, such as teenagers and businessmen, are easier in to reach through online marketing

Tracking

It is difficult to keep track of your traditional marketing strategy. You need to put a lot of effort and time-consuming research to get information how your customer behaviour against your products. On the other hand, online marketing is easy to track. Email marketing software can tally the number of people who view your message. Moreover, it can the number of advertisements that lead to purchases on online sales

Provide the information that is easily understood by users i.e. increasing the readability score.

Information sharing facilities through social media platforms like Facebook, Instagram, Twitter, Pinterest etc.

Provide newsletter facility to new and existing customers.

Provide the information regarding the latest events conducted by the organization regarding particular subject.

Management Strategy

Time Management Strategy

Time management is the act or process of planning and exercising conscious control over the amount of time spent on specific activities, especially to increase effectiveness, efficiency or productivity. Time management may be aided by a range of skills, tools, and techniques used to manage time when accomplishing specific tasks, projects, and goals complying with a due date. Initially, time management referred to just business or work activities, but eventually the term broadened to include personal activities as well. A time management system, in the case of digital marketing, is a designed combination of SEO, SEM, traffic building, conversion analysis, email marketing, content management system (CMS), social media marketing, and integration of Offline Marketing. Time management is usually a necessity in any project development as it determines the project completion time and scope.

Prioritize tasks

The tasks to be performed for the completion of the project should be listed and prioritized according the functionality early during start of the project. The tasks include research, study of the requirement, SEO, Marketing, Blogging, CMS, SMM and maintenance etc. High priority tasks such as Search Engine Optimization were given more time, resources and emphasis and completed accordingly.

Regular meeting

Regular meeting and discussion with supervisor was conducted. This enables the project to be scheduled in time and maintain the punctuality and in turn helped to focus the objective of the project.

Cost Management Strategy

The strategy helps to determine the benefits that can be obtained from the system by comparing them with the various costs. If the benefits are higher than the cost, then the system is considered to be economically feasible to be developed. Else it is easily understanding that the system is not economically feasible and certain things are to be worked out and modified in order to acquire the desired cost strategy. For minimizing the developed cost, we have used WordPress framework. WordPress enables the programmers to implement the complex solutions with the help of its framework. WordPress framework helped for managing the cost for the development of this project because it's freely available to use. The current website is hosted through WordPress. WordPress offers great flexibility and the functionality.

Data Collection Strategy

The demand for administrative information is increasing, as are the demands on quality in statistics and analyses, At the same time, one of data collection's goals is to reduce the burden caused by damages caused from lack of data. The challenge for data collection is to collect more information of a higher quality at a lower cost that will help a lot in developing the digital marketing for HRM Junkies.

Interview

During the data collection process, interview with the supervisor and the sponsor of the site was conducted to collect information and requirement regarding how much easy accessible to make the website and what kinds of marketing strategies and social media strategies must be applied.

Secondary Sources

The other sources of data collection during the internship program were through other similar websites and through the internet.

Project Schedule

Project schedule is a schedule prepared to focus certain level of activities in the project with respect to time.

Time Schedule

The time schedule gives a detailed description of how the project was carried out, planning, analysis, preliminary research and other variable steps. Time schedule shows the task name, days and hours spent or to be spent on that task along with the start and finish date of the task

Project Management Plan

Project Management Plan includes a framework or blueprint of step by step approach to achieving the goal of the project.

System Analysis

System Analysis under this project covered the evaluating and inspecting of the feasible resources for the completion of this project.

Feasibility Study

A feasibility study is an analysis of how successfully a project can be completed, accounting for factors that affect it such as economic, technological, legal and scheduling factors.

Schedule Feasibility

A project will fail if it takes too long to be completed before it is useful. Typically, this means estimating how long the system will take to develop, and if it can be completed in a given
time period using some methods like payback period. Schedule feasibility is a measure of howreasonable the project timetable is. Some projects are initiated with specific deadlines. We need to determine whether the deadlines are mandatory or desirable

Technical Feasibility

Technical feasibility was to make sure that the enhanced or optimized site would be able to work in the existing infrastructure and integrate with the company's rations. We can strongly say that it is technically feasible, since there will not be much difficulty in getting required resources for the enhancing the website as well. All the resources needed for it as well as the maintenance of the same is available in the organization.

Economic Feasibility

In order to analyse the economic feasibility of the system, cost/benefit analysis is to be carried out. This tool helps to determine the benefits that can be obtained from the system by comparing them with various costs. If the benefits are higher than the cost, then the system is considered to be economically feasible to be developed. Else we can easily understand that the system is not economically feasible and certain things are to be worked out and modified in order to acquire based on budget and the cost estimation made by the team of Digital Marketing.

Legal Feasibility

Legal feasibility considered the facilities and restrictions per the law for and against this project. As being an information disseminating system it rarely faced any legal obstacles.

Operational Feasibility

Operational feasibility is a measure of how well a proposed system solves the problems, and takes advantage of the opportunities identified during scope definition and how it satisfies the requirements identified in the requirements analysis phase of system development. Suppose for a moment that technical and economic resources are both judged adequate. The systems analyst must still consider the operational feasibility of the requested project. Operational feasibility is dependent on human resources available for the project and involves projecting whether the system will operate and be used once it is installed.

COMPANY PROFILE

HRM Junkies is an HR consultancy firm but it is also involved with offering various services. It is a start-up company. It primarily provides solutions on a varied range of topics and concerns with ensured standard, quality services, and the most effective managerial efficiencies the company aims to become a major competitor in the respective sectors of its operation.

The era of information and communication technology has changed the world with a whisker and now communication has emerged as the key to trade and development. The rapid development of information and communication technology has turned the world into a global village. Moreover, globalization and its all-pervasive impacts on states and their economies have made life more competitive, complex, and technology-driven. Proximity has turned meaningless as the world is now at the tip of a finger and the economy is the ultimate focus of a nation and national life. Inter-state trading dependence, investment potential, and free flow of information and raw materials have made the world thrive on the edge of competitiveness.

Now 'staying competitive' is the key to survival in today's world of business where quality rules and standard products and services sneak in shedding physical boundaries. Now, the recent global recession and its impacts have shown yet another challenge and the bitter side of globalization but despite intriguing growth and business expansion, the company's aims and objectives remain the same to serve people with maximum satisfaction and keep on working for the greater welfare of the people and the country. For this HRM Junkies is working relentlessly to assist businesses to thrive in their respective sectors.

This chapter emphasizes the overall background of the company under study, an overview of the company, its services, and the market condition of HRM Junkies. Mainly HRM Junkies do the corporate level client consulting and monthly workshops. They provide various services through their online platforms (viz., website, social media channels, etc.) and some premium services are also provided through online meeting platforms.

No matter in which part of the world the client or any person facing HR related issues is located still they can provide them with their best through event management. HRM Junkies have a team of experts and qualified HR professionals from different countries for different sectors. They also have good training materials and updated information. Moreover, HRM Junkies work as a selected resume provider.

It works in accordance with various other HR consultancies and HR software providing companies. HRM Junkies has kept on its forward march with a visionary goal, the best use of its human resources, and meticulous planning. A varied range of products with ensured standard, quality services and most effective managerial efficiencies have made the company a market leader in the respective sectors of its operation. Keeping main focus on business expansion and growth in the most prospective sectors, the group is continuously taking up projects to make it the largest player in the business arena on global level despite fast-changing business trend and tricky situation. HRM Junkies are one of the first to provide information and guidance about workforce management. They provide companies with detailed plan that match with their modus operandi. In this way they will help companies keep on the track of business growth.

Literature Review

A Systematic Literature Review is defined by Kitchenham as, "A systematic literature review (often referred to as a systematic review) is a means of identifying, evaluating and interpreting all available research relevant to a particular research question, or topic area, or phenomenon of Interest".

The literature review work is influenced by Qualitative approach; keeping this in view study of literature was conducted. The study was also focused in finding the suitable process for optimizing hotel automation software. Literature review was carried out to gather theoretical data of different researches in the area of our interest and to have insight of philosophical perspective, for better understanding in the study area.

To gather literature of interest, different resources and databases was gathered available for free on internet and also direct interview was conducted to collect some primary data about the methodologies and best practices of responsiveness. The review was started with the extraction of related information about the need of current software and website in public and selection of proper tools and process which could accomplish the requirement of the customer. The website is regarding HR consulting and workforce management which must be responsive in accordance with the customer request. Some useful technologies were referenced from similar kinds of projects which were already developed. Those needs were referenced to reduce the paper work by collecting the feedbacks from customers and understanding the actual easiness the users search for. The requirement for the information and easy access is the primary requirement for any software and website. The website and software design was already prepared. The digital marketing plan and strategies were prepared. First the available resources were analysed to know about the current potentiality of the organization in terms of human resource and available expertise in the current field. The level of complexity of the plan and marketing strategies were decided according to the level of knowledge of users and dynamic software and website.

After the needs for the digital marketing of the website was finalized through various tools, the research and work related to Search Engine Optimization was performed. Search Engine Optimization plays an important role in helping for the Digital Marketing of the certain website/product.

The text book "The Art of SEO", 2nd Edition, S. Eric Enge, Stephan Spencer, Rand Fishkin (2012). O'Reilly Media, gives the depth knowledge about comprehending SEO's many intricacies and Complexities. This text book fully assisted to explore the underlying theory and inner workings of search engines. It helped to understand the role of social media, user data and links. It also helped to discover tools to track results and measure success.

TERMINOLOGIES

Search engine optimization (SEO)

Search engine optimization (SEO) is one of the most common marketing terms digital marketers encounter. Simply put, SEO is the process of increasing the amount and quality of traffic to your website from unpaid web search results. The "unpaid" part is important; SEO excludes paid search.

Search engine marketing (SEM)

Search engine marketing (SEM) is the process of increasing the amount and quality of traffic to your website using SEO and paid advertisements. In simple terms, SEO + paid search results = SEM

Search engine results page (SERP)

Search engine results page (SERP) is the page of results a user sees when they type a term into a search engine. Generally speaking, the higher your SERP rank for a given term, the more likely a user is to click on your result.

Impression

An impression is an instance of a piece of online content being shown. Often, the term is used in the world of paid online ads. For example, click through rate (CTR) is calculated using clicks and impressions

Click through rate (CTR)

Click through rate (CTR) is the percentage of clicks a campaign receives relative to the number of impressions. A higher CTR often implies that campaigns are resonating more effectively with viewers. The formula for CTR is:

(clicks on a campaign ÷ total campaign impressions) × 100 = CTR

For example, if a given ad campaign has 5 clicks and 500 impressions, the CTR is 1%: (5 ÷ 500) × 100 = 1

Cost per mille (CPM)

Cost per mille (CPM) is one of the few pieces of marketing lingo to use Latin. "Mille" is Latin for "thousand," and CPM means cost per thousand impressions. CPM is often used for setting the price of a given paid ad campaign.

Cost per click (CPC)

Cost per click (CPC) is the marketing jargon that refers to the cost of each click in a paid search campaign. With the CPC model, you pay based on clicks as opposed to impressions. CPC is popular on pay-per-click platforms such as Google Ads

Content management system (CMS)

A content management system (CMS) is a type of software designed to simplify the process of creating a website and publishing content. CMS software, such as the very popular WordPress platform, can help streamline everything from content management, to SEO, to user management.

Marketing analytics

Marketing analytics and digital marketing go hand in hand. Marketing analytics, or digital marketing analytics, is a data-driven approach to the measurement of marketing effectiveness. With the data marketers can capture from social media, web forms, and other mediums, marketing analytics can enable insights that make future campaigns more effective.

Bounce rate

Bounce rate is the ratio of how many users "bounce" after visiting your website. A "bounce" is a visit to your site that doesn't involve the user visiting any other pages or taking any other actions. That is, they land on a single page and leave. All else equal, a low bounce rate is better than a high bounce rate, but this is another piece of marketing terminology where context really matters. For example, you can expect press releases, contact pages, and product pages to have significantly different bounce rates. After all, a user likely landed on those pages for very different reasons

A/B Test

A/B tests, sometimes referred to as split-run tests, are tests where two different versions of the same thing are tested and measured for effectiveness. In the world of digital marketing, the "thing" being tested is often a web page, social media campaign, email campaign, digital advertisement, or sign-up form. To effectively A/B test, digital marketers need to control for all variables except the one they're testing, look to avoid bias in the way the test is delivered, and capture a large enough sample size. In many cases, CRM software or email marketing software can help with A/B test implementation

OBJECTIVES OF THE STUDY

The objectives of the study are the following.

1.) The main objective of this project is to probe the reasons behind the lower domain authority of the company website and to find out the measures that can be adopted to increase the traffic and eventually grow the audience base.

2. To study the latest trends brought up in Google's algorithm

3. To identify technical issues (if any) in the website and social media channels

4. To get feedback from the incoming traffic about the quality of content.

5. To target audiences from multiple countries (not reached before).

6. To study the most preferred ways through which audiences are visiting the website (Direct, search, referral, social media, etc.)

7. To find out the reasons behind the lower amount of impressions, engagement, and higher bounce rate from the incoming traffic.

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8. Suggesting viable recommendations to be implemented in the area.

SCOPE OF THE STUDY

The scope of the study is the Overall Digital Marketing Strategies of HRM Junkies. The report covers details about the various services, overview, and different departments and divisions in HRM Junkies. The main focus is on the analysis of the Digital Marketing Strategies. However, a large portion of the study is only related to Web Optimization as the maximum amount of time given by me to this firm was for this division.

NEED OF THE STUDY

The project was an attempt to know the reasons behind low incoming traffic, impressions, and engagement to the company website from the home country. Despite the fact that content published on the website is relevant to the contemporary business trends and issues faced by HR managers in their day-to-day work-life. Overall impressions by the incoming traffic tend to be the very low reason being the presence of stiff competition and high authority websites/blogs like **unlocked.com, snacknation.com, wheniwork.com**, etc. There is a need to revamp the company and position it all over again in the mind of the audience. In doing so firstly Brand has to be positioned competitively in the market, creating more awareness among potential customers.

Secondly a study on customer's decision-making factors are required in order to understand their priorities which can be worked upon. For this purpose, research is undertaken to find out the market scenario. With the help of the responses given by the consumers and data analysis, the company will be able to understand its strengths, weakness, opportunities, and threats. The survey report submitted by me will assist the company to take the right decisions to increase the turnover and market share

LIMITATIONS

The report has been prepared from the feedback and information provided by the Front-End Website Optimization Division and also the learning throughout these two long months of the internship program. The Web Optimization Division is a very confidential department in terms of its information. The information is really very much private and confidential. The information about this division can only be shared among very few other divisions and employees in HRM Junkies itself. The information cannot be disclosed to the external world. Though the report would be helpful to HRM Junkies a lot, the information was confidential enough to disclose to the external world. Another problem was the time constraints. Though it was a two months program, the activities of this division are so vast that a two months program would not be enough to get the full idea about all the activities of this division. This period of time is not enough for a complete and clear study. Although there were many limitations I tried to give my best effort to furnish the report.

In internship period internee was able to understand the real working environment of HR Consulting organization. As per internee idea, digital marketing department is concerned with development of and implementation of marketing strategies. This department is responsible for project planning, resource allocation, cost and effort estimation, and risk management, monitoring and controlling and testing quality of online resources. Internee was assigned the website of the company to be optimized during internship placement and the digital marketing of the respective website. This report is prepared on the base of overall website system design process. The main procedure starts with identification of current system ranking and end with optimization testing

CONTRIBUTION

DURING SIP

I joined as an intern for the role of Website Management executive at HRM Junkies It mostly works on creating textual and visual content to educate and consult clients regarding HR-related terminologies, trends, and contemporary issues and thus provides assistance in people management and business growth. My primary contribution to the company was regarding the creation of content and analysing the overall health of the company website using various free online tools like Google search console, Google analytics, Google keyword planner. etc. My responsibility during the whole internship period was to create highly SEO optimized content, publish it, and ensure that it has been indexed into the Google search console. Further getting information about the traffic updates, bounce rate, commonly searched terms was also among the responsibilities that I had to perform. Along with all this, I also looked after social media management and optimization of all the social media handles of the company. HRM Junkies also started providing knowledge and reviews about the latest and trending HR software to premium-level clients. So it was necessary for me to stay updated about the software, its functions and for whom they were meant to be useful (employees or hr managers). My main task was to communicate with clients through online meetings and make them

Understand the basic information about the software and its pros and cons.

RESEARCH

METHODOLOGY

The internship has been conducted in a systematic procedure starting from the selection of the topic to the final report preparation. The overall procedure and process of the methodology followed in the study are explained further.

Selection of the topic:

The topic of the report is the Sales and Marketing Strategies of Business Solutions limited. The topic was thoroughly discussed with both of my supervisors from my University as well as from Business Solutions Limited also so that a well-organized internship report can be prepared.

Sources of Data:

i)   Primary Sources:

Primary Data was derived from the practical deskwork which I had been doing in my three months long internship program

ii)   Secondary Sources:

Internal sources- Different documents provided by my supervisor and other senior employees and information provided by my supervisor.

External sources- Websites, Textbooks, articles, several other reports, and other sources.

FINDINGS

Hence, for the above objectives were the expected outcomes / results of this project which was successfully achieved.

Critical Analysis

How the data is structured is critical to enable accurate analysis and reporting. It will allow to build five advanced, but simple, SEO analyses that can be performed with visitor intelligence.

Laying the Groundwork –

Choosing the Right Systems

Almost every SEO solution will give the search volumes, keyword ranks and even traffic volumes; these matter to the clients. Most B2B marketers care about leads and opportunities, while every business cares about revenue.

What are the KPI's (key performance indicators) and more importantly, what are they being measured by? Is it leads, opportunities, ROI, annual revenue or LTV (life time value)? Whatever it is, it should be made sure SEO plan has a clear path focusing on how to bring users there. The right system will provide a comprehensive solution, giving the ability to report and analyse data in one place. It might take some upfront work to setup the systems and customize them to optimizer's liking, but every minute spent upfront will save hours of work later.

Building the Analysis

It's often easier to plan and build an analysis if first look at the final product –
the recommendations are done. It might sound counterintuitive to think about analysis from the recommendation aspect, since users run an analysis to come up with a recommendation, but most studies start with a hypothesis, so a simple SEO analysis should follow the same logic. This exercise will also help one rationalize some of the metrics and KPI's user initially thought were important, and uncover a few they might have overlooked

When SEO keyword analysis is performed, a specific set of tools is used to identify and analyse keyword already in use by the client and their competitor. Next, another set of SEO keyword tools (Like Google AD word Keyword Tool) is used to identify a larger list. There are six critical factor in identifying the ultimate set of target keyword.

1. Relevancy

2. Search Stage

3. Traffic

4. Competitiveness (depends on Organic Traffic)

5. Search Value and Market Value

Relevancy

This should be fairly obvious, but the goal is not to simply increase traffic, but to increase qualified traffic. There are lots of keywords that might bring traffic based on curiosity but how likely are people searching for those terms to buy the service or product.

Search Stage

People using ore advanced vocabulary are getting closer to the point of purchase. It also means that any of the competitors that optimized for keywords away from the close, spend effort/money to educate customers.

Traffic

Most of the people select their SEO keywords based on their instinct, without checking their value on search engines. The search terms require to be analysed through Google AdWords Keyword Planner. It gives basic view of the keywords search result. Keyword selection process have been done through Google AdWords or Keyword Planner.

Competitiveness

There are 10 spots valuable on the first page of a Google Search result. The greater the number of competitive pages, the more difficult it is to get a first position. The following rages are used to gauge the level of SEO competition and established SEO pricing.

Search Value

These are keywords that have been tested via Keyword Selection tools–
Google Keywords where competitors are paying good money to advertise. It is assumed that they are paying attention to ROI. Therefore, if a keyword has a higher Pay Per Click (PPC) value, it's probably better for business than one with a lower PPC value. Understanding the SEO strategy of a competitive website is a acritical component of SEO campaign. Both traditional the company's sales and marketing teams often come across and keyword those that rank for target keyword phrases in search engines marketers should seek to understand about their competition include keyword and content strategy, inbound link information, and social media presence

CONCLUSION

I am happy to complete my internship in HRM Junkies under the Digital Marketing department. In my own experience, the working environment of the organization is very inspiring. The organization is always keen to implement new rules and actions for improvement. The Digital Marketing Department is really working hard and every day they are coming up with new unique and innovative ideas to widespread their business. If this effort goes on then they can be able to cover the untapped markets, increase their audience base, and which will also ensure future sources of business.

From internship program the author is much benefited by having real world experience in an HR consulting company where author can implement concepts and logics that learned during study period. Within this short span of time, web development and analysis activities has been observed and learnt, which taught the significance of relation, leadership traits and other managerial and advertisement skills.

The greatest things that was learned doing internship is how to accomplish the task by doing it in team, how to make best use of internet, how to use different tools to gain efficiency, how to do code so that are in standard according to coming new technologies. The website was effectively optimized so that its presence had been highly significant on the search engine, with a good content, proper placement of keywords, and appreciable number of visits to inbound links, hits, clicks and impressions.

From internship program the author is much benefited by having real world experience in the field of digital marketing and Website management where author can implement concepts and logics that learned during study period. Within this short span of time, web management and analysis activities has been observed and learnt, which taught the significance of relation, leadership traits and other managerial and advertisement skills. The greatest things that was learned doing internship is how to accomplish the task by doing it in team, how to make best use of internet, how to use different tools to gain efficiency, how to do code so that are in standard according to coming new technologies. The website was effectively optimized so that its presence had been highly significant on the search engine, with a good content, proper placement of keywords, and appreciable number of visits to inbound links, hits, clicks and impressions. The exposure to the practical environment has increased experience and confidence to deal with various organizational communications with the customer.

The system developed; or
more precisely the website optimized by studying the existing system and clien expectation hasimpro ved and given more boundaries for the author to analyze and system to develop software. The author has learnt to perform amazingly at the presentation and has developed his demonstration skills as well. With this, the author has gained the knowledge of the practical environment of the organization that he has been part of which has boosted him the wisdom of the organizational discipline and time management. Finally, internship program has increased the skill to communicate and report to those parties in time regarding any kind of issues that are dealt in the organization and buildup the confidence level to work in team and real world projects.

SUGGESTIONS

As HRM Junkies is a new company it requires to focus on organizational structure. The marketing department should conduct a team meeting every week so that the employees can know each other well, the Head of the department will get an overview of how every department is doing, which will increase the level of teamwork. They could carry out promotional activities from time to time in corporate offices and Universities in order to understand what the potential customers want from them.

Recommendation to the Organization

Nobody is perfect at all, so during internship placement author faced multiple problems. The problems were both; usual and unusual. The usual problem used to be timing whereas unusual problem were the obstacles on website optimization process. There was a confusion regardingwhat to expect from the internship due to lack of guidance and proper supervisor on behalf of the organization. There was also the limited access as the admin of the website which made author difficult to keep the screenshots of necessary portions. But overall, the environment was good and sound for the internship to be performed.

Recommendation to Internship Program

The internship program for MBA program helps the student to compete in the real world after the college life. They get the real exposure through the organization and they are able to face different kinds of real world problem. After the internship they are able to know the organizational behaviour and their working pattern. Student should follow the rules and regulations of the internship program. The time frame seems to be insufficient to the student since this period should be increased so as to learn more. Student should choose the organization according to their filed of interest. So, there should be more internship opportunity to the student. Research oriented internship is necessary rather than programming or networking
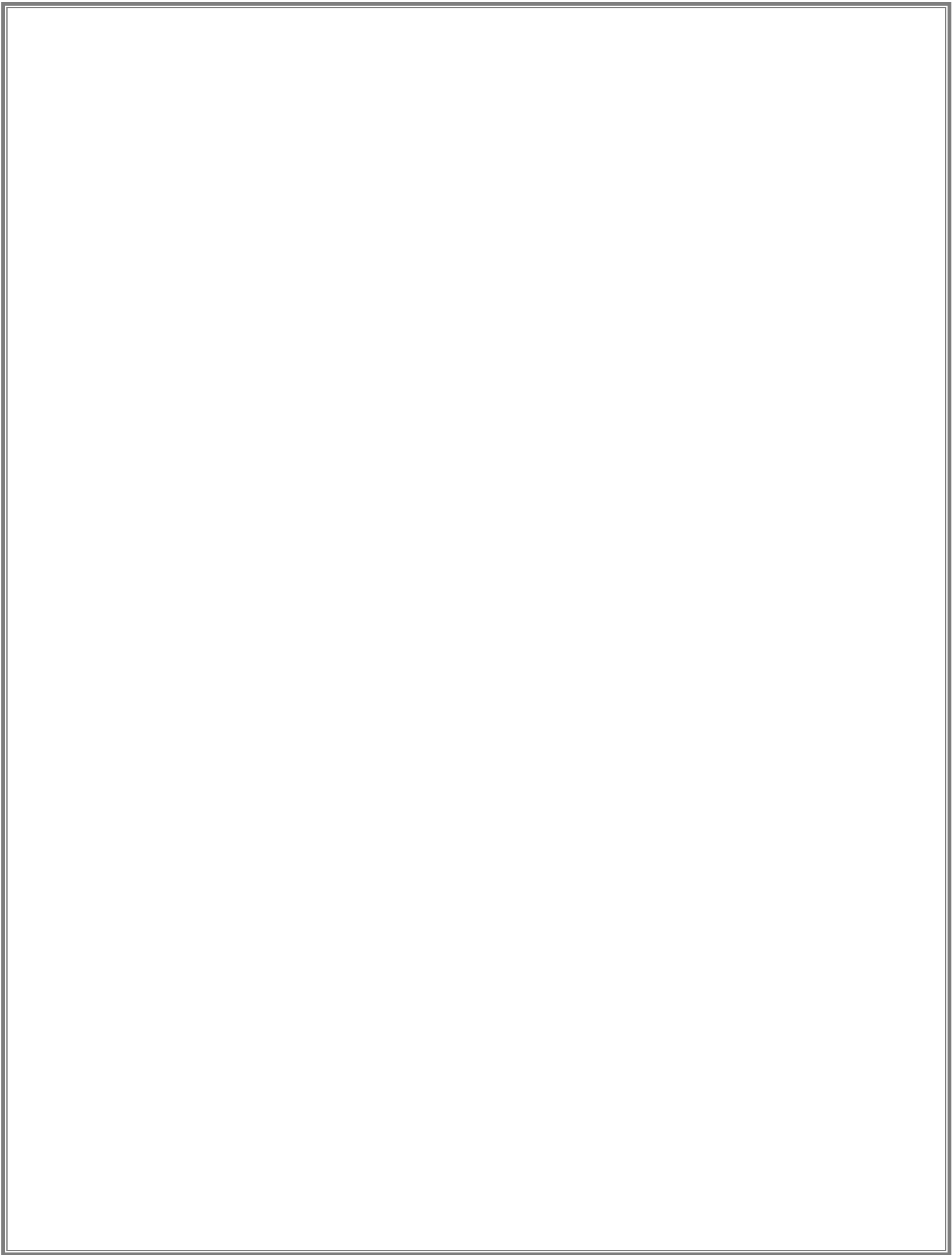
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