



Inspiring Excellence

BUS400: INTERNSHIP

Submitted to:

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Date of Submission:

13th December, 2018

Internship Report
On
Importance of Search Engine Optimization
(SEO) for businesses in Bangladesh



ACE 360 Digital
...passionate digital geeks

LETTER OF TRANSMITTAL

13th December, 2018

Ms. Rahma Akhter

Lecturer

BRAC Business School

Subject: Submission of Internship Report

Dear Madam,

I am presenting you with this report on “Importance of Search Engine Optimization (SEO) for businesses in Bangladesh”. The report has been completed by the knowledge that I have gathered from the courses and mostly from my job at ACE 360 Digital.

This report was done on Digital Marketing and other related activities to get some idea about the process and functions on the various projects of the company. The report was prepared on the basis of the practical learning experience I got from ACE 360 Digital.

The report is submitted to you for the evaluation of my internship. Moreover, I would like to thank you for giving me this opportunity to learn and enhance my knowledge under your guidance.

Sincerely,

Wadud Chishty

ID: 15104148

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BRAC University

DECLARATION

I, Wadud Chishty, student of BRAC Business School, BRAC University, (ID: 15104148) would like to declare here that the internship report on ‘ACE 360 Digital (Business Development Division)’, A study on Search Engine Optimization has been authentically prepared by me under the supervision of Ms. Rahma Akhter, Lecturer, BRAC Business School of BRAC University. While preparing this internship report, I have not breached any copyright act intentionally or unintentionally.

Wadud Chishty

ID: 15104148

ACKNOWLEDGMENT

This internship report has reached its completion due to the joint effort made by many individuals. Therefore, I want to express my gratitude to everyone involved.

My special gratitude goes to my internship supervisor, Ms. Rahma Akhter for providing me with the necessary guidance and information needed to complete this report.

I am also very grateful towards ACE 360 Digital for giving me the opportunity to complete my internship program. I want to thank my supervisor, Tasneem Jareen, (Business Development Executive) for her guidance and co-operation during my internship. I would also like to thank Muneera Syeed (Business Development Executive) and Muntasir Hafiz (Business Development Executive) and all other amazing people from the company for their guidance, encouragement and providing valuable suggestion to carry out the internship program in a right way.

Lastly, I would like to thank all of the employees in ACE 360 Digital for sharing their experience, knowledge and valuable time with me and my heartfelt thanks to my friends who also supported me during the preparation of this report.

EXECUTIVE SUMMARY

The following internship report is the representation of my work and all the experiences I have had as a business development intern at ACE360 Digital.

My internship began on 11th of August 2018 and ended on 11th of November 2018 with a duration of 3 months. During this 3 months, I was fortunate enough to be able to work on real projects and being treated as a part of the team, which has helped me to understand about digital marketing and its importance in the future. Through this, I have had the chance to get real life experience of how a digital marketing agency works and as a startup what are the challenges it had to face.

The report initially contains a brief overview about ACE 360 Digital and the services it is providing to its clients. Moving forward, the report focuses on a particular service called Search Engine Optimization (SEO) and its significance in the digital marketing sector in Bangladesh. It discusses the details of SEO and how it is a dominating factor, if a company wants to have a digital presence. Furthermore, it also discusses the collection of data along with its analysis and interpretation. And lastly the findings of the study along with some limitations and recommendations has been mentioned.

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CHAPTER 1

ORGANIZATIONAL OVERVIEW

1.1 History

ACE 360 Digital is a digital marketing agency which is a part of ACE Canada Venture Capital. ACE Canada Venture Capital is a venture capital firm which provides funds for startups and founded by Mr. Kamal Mahmud. Mr. Kamal Mahmud is a passionate tech entrepreneur who has been successful in securing Silicon Valley investments for various projects in Canada. Currently, Mr. Mahmud has expanded his reach to Bangladesh with ACE 360 Digital. ACE 360 Digital started its journey in May 2018, completing its six months journey and almost ready to launch its projects in the market.

The Dhaka Office consists of about 12-15 talented employees at the moment which is gradually increasing over the period of time. The primary function of Dhaka Office to conduct marketing research/survey, business planning, online marketing strategy and execution, web and app development (UX/UI), customer support. The Dhaka Office is also responsible for closely working with the marketing team in Canada. Since, majority of work is done in the Dhaka Office, so ACE 360 Digital's aim is to employ talented employees.

Even though it is a startup, ACE 360 Digital has multiple projects being worked on at present. However, the plan now is to launch two projects relating to legal and healthcare marketing.

1.2 Vision

To provide 360 digital marketing solution to our clients in Canada and America.

1.3 Mission

To be the leader as a Digital Marketing Agency and implement fully integrated digital marketing campaigns that drive industry-leading results for their valued clients and partners.

1.4 Services

As a digital marketing agency ACE 360 Digital aims to provide various digital marketing services such as Search Engine Optimization, Website Development, Social Media Management, Search Engine Marketing, Google Analytics, Email Marketing, Corporate Branding etc. to its clients of Canadian and American markets.

Search Engine Optimization

Search Engine Optimization (SEO) refers to techniques that help the website rank higher in organic (or “natural”) search results, thus making the website more visible to people who are looking for a product or service via search engines. ACE 360 Digital offers SEO Service for the following reasons:

- To increase the website traffic of a website
- For a website to be at the 1st page of Search Engines Results Page (SERP)
- To provide maximize return on investment for their clients
- For the client to have a bigger brand name than the competitors

Website Development

The majority of prospective customers now depend on internet information for their needs. Hence, ACE 360 Digital provides website development service to create an online portfolio for their clients which shows their customers who they really are, what they do and the services they are willing to provide.

Social Media Management

Social networks are prime real estate for digital advertising. ACE 360 Digital pinpoints the target audience for their clients, accredited to the profiling capabilities of sites such as Facebook, Twitter, Pinterest and LinkedIn and broadcast your advertisements accordingly.

Search Engine Marketing

At the forefront of any digital marketing campaign is search engine marketing and Pay-Per-Click advertisement. Through this, ACE 360 Digital focuses on providing Search Engine Marketing to provide targeted ads for the clients and increase their website's visibility on a Search Engine Results Page (SERP).

Google Analytics

The work is not finished as soon as the marketing strategy for your medical practice is put in motion. Digital marketing requires for the strategy to be consistent, accurate and worth the expense. Through an analysis, this can be done. ACE 360 Digital vigilantly monitors how their clients marketing investment is being utilized, making sure that it is producing results and securing them valuable customers.

Email Marketing

Newsletters have been an integral part of marketing a business for a while now, long before social media marketing. Through Email marketing, ACE 360 Digital allows to send a mass-communication for their client's customers keeping them up to date with new information and promotions on their services. Email marketing can be an effective way to connect with their audience and assist in selling products or sharing content.

Corporate Branding

ACE 360 Digital offers Corporate Branding to promote their clients company by providing rigid branded materials. It is becoming incredibly crucial to have branding materials imperative to boost the brand identity of a company to define their clients of who they are and what their company stands for to the general public.

1.5 Structure of the Organization

As a startup, the working structure of ACE 360 Digital is simple. There are basically three executives in the company who oversees all the employees and the executives are accountable to the CEO. As a digital marketing agency, the type of positions in the company at the moment are business development interns and executives, content writer, UI/UX designer, website developer, graphic designer, human resource manager. The responsibilities of these position are given below:

Business Development:

- Aggressively prospect, qualify, and develop the sales pipeline
- Have excellent communication and presentation skills
- Think critically, ask probing questions, and connect the dots while understanding customer needs
- Be able to have quality conversations about all company products and services
- Understanding of competitors and products in the related industries and analyzing opportunities in specific markets/verticals
- Follow all internal processes and procedures (or help make them better)
- Communicate our values/mission and help our clients achieve success
- Create strategic development plans, including active sales pipeline and implementation, to build new profitable business
- Track and report progress with prospects/clients outlining budgets, forecasts, etc.
- Manage business opportunities from negotiation to close through Strategic Selling and Consultative Selling.
- Develop and sustain strategic relationships/partnerships with clients

UI/UX Designer

- Understand service specifications and user psychology
- Work with a wide range of media and use graphic design software
- Think creatively and develop new design concepts, graphics, and layouts
- Conduct concept and usability testing and gather feedback
- Create personas through user research and data

- Develop wireframes and prototypes around customer needs
- Find creative ways to solve UX problems (e.g. usability, findability)
- Communicate design ideas and prototypes to developers
- Work as part of a team with copywriters, designers, stylists, executives etc.

Graphic Designer

- Take the design “brief” to record requirements and clients’ needs
- Work with a wide range of media and use graphic design software
- Think creatively and develop new design concepts, graphics and layouts
- Prepare rough drafts and present your ideas
- Amend final designs to client’s comments and gain full approval
- Work as part of a team with copywriters, designers, stylists, executives etc.

Content Writer

- Writing with correct grammar and punctuation, translating drafted writing into finished pieces, and editing written pieces with acute attention to detail.
- Creating, editing, and formatting content for e-newsletters, e-blasts, blogs, press releases, newsletters, white papers, case studies, brochures, social media posts, and any other marketing materials as needed.
- Having the ability to observe and use each company’s brand voice and applicable keywords in an effective manner.
- Obtaining and maintaining a full understanding of our clients’ needs across the industries we serve
- Reviewing and editing all articles and introductions to ensure the tone is compelling and they include key educational points of the article as part of the narrative.
- Ensuring that ads and articles accurately contain all standard components including phone number, item number etc.
- Ensuring compliance with legal, style, and other corporate standards
- Determining new and innovative ways to educate, inspire, and communicate to end customers

CHAPTER 2

DESCRIPTION ABOUT JOB

2.1 Business Development

I did my internship under this department. Main responsibility of this department is analyzing the industry/market trend and providing better service for clients than the competitors, formulating strategies and executing them based on the objectives of client. The business development process is given below:

Product/Service

To have a clear idea about the product/service and what the company is trying to sell.

Market Research

To conduct thorough market research to find out customers' needs, market trend and competitors analysis.

Business Model

To create a business model which is most suitable according the resources at hand.

Launching

Making the product/service operational and available for the customers to use.

2.2 Core Responsibility

Initially, as an intern my core responsibility was to work on the improvement of the product and conducting market research. I was mainly handling the project "Online Doctors Marketing". However, I was also involved with "ACE Legal Marketing". Furthermore, I was also put in the charge of one of the digital marketing services called Search Engine Optimization (SEO) and handle all the affairs relating to SEO.

2.3 Specific Responsibilities of the Job

- Firstly, when I started my internship I was asked to learn about Digital Marketing and its implementations in a business.
- As I handling the project Online Doctors Marketing, it was necessary to conduct thorough market research for which I had learn about Keyword Research. Along with that, I was responsible to creating business proposal for Online Doctors Marketing which consisted market research, services we are offering, pricing for the services and extensive competitor analysis.
- In addition to that, other responsibilities like creating website wireframes, online portfolios, collaborating with developers and graphic designers to complete a website was done by me.
- I was also in charge of handling SEO service in the company. Starting from technical audit to On-page and Off-Page SEO functions. Furthermore, was also responsible to setting up Google Analytics for the websites of the company and clients.
- Furthermore, I was also responsible to communicating with clients in Canada and America about the services we are providing in our company.

2.4 Critical Observation and Recommendations for the Organization

- The payment structure of the interns are less though the work load is too high. Official work time is from 9 AM till 5 PM. However. I along with the other interns had to work until 7 PM sometimes. So work hour especially for Interns should be monitored and maintained.
- To fulfil the increasing requirements of the clients, the organization needs more manpower especially Business Development Interns and Graphic Designer section needs more people as it become extreme for the existing people to provide effective and more quality service.
- More Training facilities can be provided from the ACE 360 Digital which will motivate the employees with more Digital Marketing knowledge which may make them more productive.

CHAPTER 3

PROJECT TOPIC

3.1 Rationale of the Study

As an intern working at ACE 360 Digital, I was assigned to work on the digital marketing service Search Engine Optimization for the client's websites. SEO is done to increase the online presence of the company. To help your customers find out your business from among thousand other companies. Hence, I have decided to focus on the importance of Search Engine Optimization (SEO) for businesses in Bangladesh.

As the person in charge of Search Engine Optimization during my internship, I chose this topic to see whether SEO service as part of digital marketing is considered by the businesses of Bangladesh compared to business in developed countries.

3.2 Statement of the Problems

Since the topic of my internship report is about importance of Search Engine Optimization for business in the Bangladesh, it is to see whether the businesses in Bangladesh realizes the importance of Search Engine Optimization as Digital Marketing to promote their business.

3.3 Objectives of the Report

To understand the roles of digital marketing communications over the conventional marketing from the business point of view to find out how digital marketing communications is getting and edge over conventional marketing process.

To see how Search Engine Optimization play a major role in the field of Digital Marketing.

3.4 Scope of the Study

Information for the analysis was collected from the company's websites, database, research papers, and online study materials. This research may come useful for the businesses to be sure if Search Engine Optimization really plays a major role in the field of Digital Marketing and its importance over conventional marketing.

CHAPTER 4

REVIEW OF RELATED LITERATURE

Now-a-days where technology is widely used everywhere, the system of marketing has also changed. Just by doing traditional/Conventional marketing, one company cannot get ahead of its competitors. It needs to adapt technology in its marketing practice and this where digital marketing comes in place. SEO is a major part of digital marketing where a company is promoted online to reach a bigger audience and make a greater impact globally.

Evans (2007) has mentioned that, successful Search Engine Optimizers use to ensure a page ranks highly in Google. Many SEOs generated many pages to influence rankings, which proved a partial, if limited, success. High PageRank in Google clearly plays a major part in a page's rankings, and attaining a high PageRank was a goal of most of the SEOs. The more successful SEOs attracted many in-links to their page, with a clear trend showing declining in-links for lower rankings. Accordingly, attracting many in-links is another technique used by SEOs that would appear to have a good deal of success.

Vaughan (2014) has noted that, on a theoretical level the study demonstrates that search volume data are not chaotic and meaningless but instead have patterns, thus we can mine this data source to obtain useful information. On a practical level the findings of the study show that we can use search volume data to estimate business performance and position data.

Bhandari and Bansal (2018) has discussed that, SEO has the most prominent advantages in increasing market share, enhance brand equity of the product followed by other factors, that is, product awareness, purchase persuasion, and consumer insight. The findings indicate that marketers should pay particular attention to SEO as it can have a long-lasting effect on multiple marketing variables.

Sharma, Gupta, Mateen, & Pratap (2018) also noted that, the average cost-per-click for ads on the top positions is expected to increase. Advertisers whose ads usually occupy the lower positions would be adversely affected. To counter this, more emphasis should be placed on ad extensions and on product listing ads. In addition, organizations would benefit from increased efforts on search engine optimization.

CHAPTER 5

METHODOLOGY OF THE STUDY

5.1 Method of Data Collection

Online Survey Questionnaire

To know the business insights on the importance of Search Engine Optimization application for their business, an online survey questionnaire was designed.

5.2 Overview of the Data Collection

This report is based both on Primary and Secondary data

Primary Data:

The survey instrument or the survey questionnaire contained a total of 10 questions that encompassed the objective of the research. Different businesses along with the generic people are the population of the study. The survey has been done on 46 people consist of different types of business and clients. With the help of online questionnaire form it was possible to collect data relatively easily. Responses from 100 samples were collected through the survey.

Secondary Data:

- ACE 360 Digital Website
- Newspaper, Articles, Journals
- Several other reports

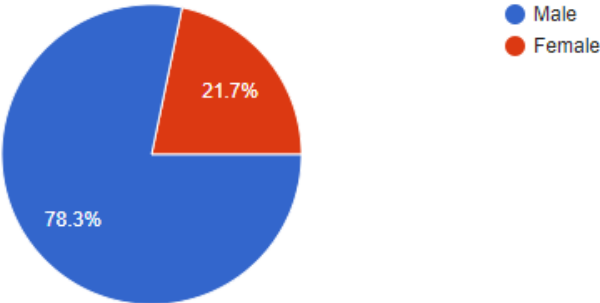
CHAPTER 6

ANALYSIS OF THE DATA

At first let us take a look at the demography of the sample size. 46 respondents participated in this survey. Among them most of the respondents (78.3%) were male and (21.7%) were female. The highest numbers of the respondents (84.8%) were aged between 21-30 years old and the rest (15.2%) were aged between 31-40 years old. Hence, majority of the respondents were aged in between 21-30. The details of these demographic aspects are shown in the figures given below:

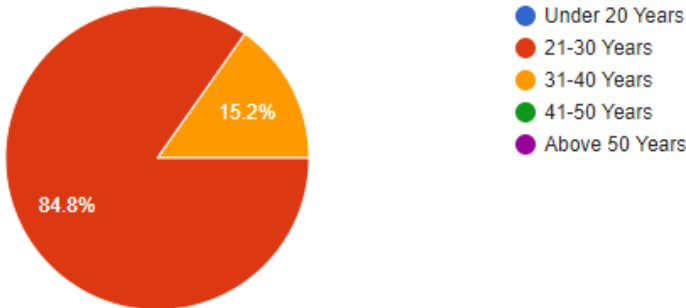
Gender

46 responses



Age Group

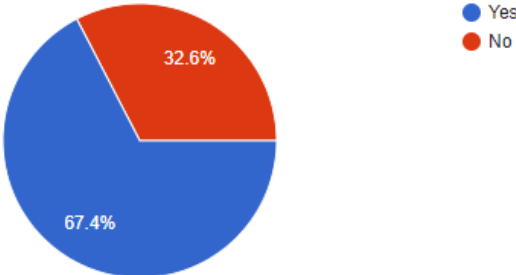
46 responses



After the demography check, some basic questions were asked to find out the effectiveness of digital marketing in Bangladesh and the importance of having a strong online presence to attract more customers. About (67.4%) of respondents said that traditional marketing is still very effective in Bangladesh. On the other hand, majority of people (97.8%) said that, marketers should focus more on digital marketing and everyone agreed (100%) that an online presence for a business now-a-days is a must.

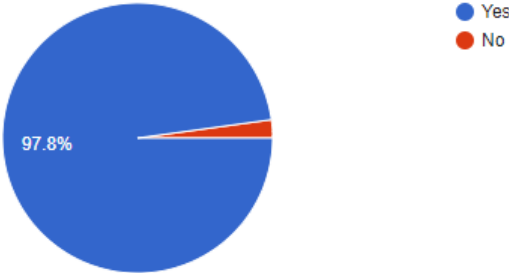
Do you think traditional marketing is still effective at present in Bangladesh?

46 responses



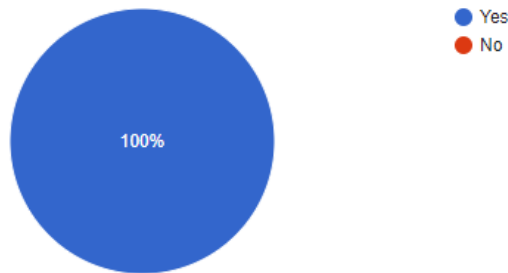
Is it important for marketers to focus more on Digital Marketing to attract more customers?

46 responses



Is it necessary for businesses now-a-days to have a strong online presence?

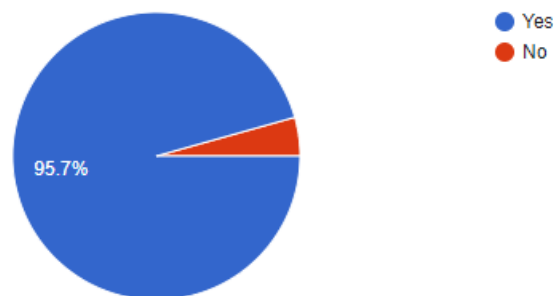
46 responses



After this, we wanted to know if people were familiar with Search Engine Optimization (SEO). The matter of joy is that, majority of respondents (95.7%) are familiar with the concept of SEO. They were also asked how much knowledge do they have about Search Engine Optimization and is it important for a website to be no. 1 on Google's Result Page. About (43.5%) of people had mediocre idea about SEO and (17.4%) of people had high knowledge about it. Thankfully, majority of people (76.1%) thought it was important for a website to be at the top on the Search Engine Results Page.

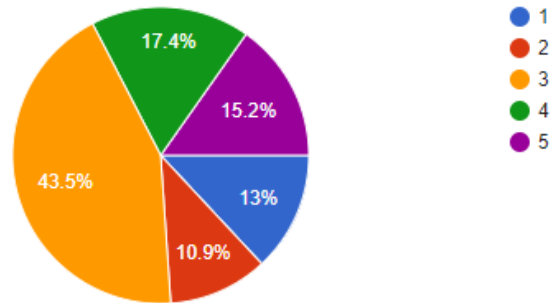
Have you heard about Search Engine Optimization (SEO)?

46 responses



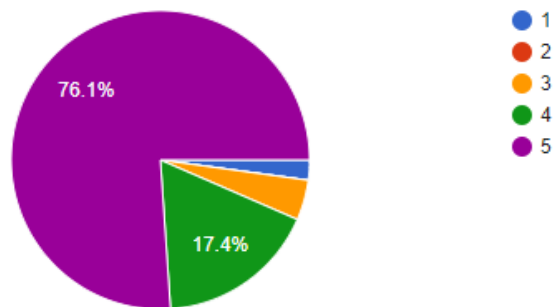
If yes, on a scale of 1-5 (1 being no knowledge whatsoever and 5 being full knowledge of SEO) how much do you know about Search Engine Optimization?

46 responses



How important (on a scale of 1-5, 1 being not so important, 5 being very important) is having a website at number one on a search engine?

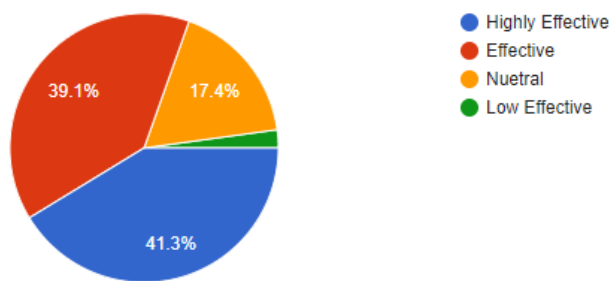
46 responses



Lastly, we wanted to check if SEO is very important in bringing traffic to the website and whether it is possible to target specific customers through SEO. So, majority of respondents (41.3% and 39.1%) believe that SEO is quite effective in bringing customer traffic to website and maximum no. of people (80.4%) believe SEO is effective to target specific customers towards a business.

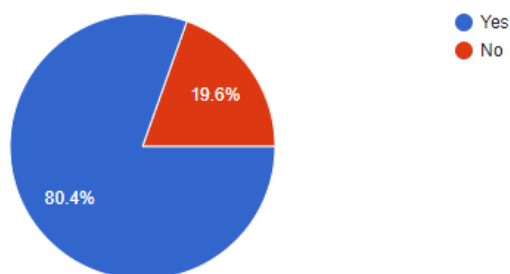
How effective do you think SEO is in bringing traffic to a website?

46 responses



Do you think it is easier to get targeted customer traffic through SEO rather than traditional marketing?

46 responses



CHAPTER 7

FINDINGS OF THE STUDY

From the above analysis, we can see that Search Engine Optimization (SEO) plays a vital role for business willing to establish themselves and be different from their competitors. Some of the key findings of the study are given below-

- Even though traditional marketing still exists in our country, most of the people think that digital marketing is more effective and the way to future. The business in Bangladesh should put more focus on digital marketing which in turn produce better result as the customers are becoming more digital. The brands which are focusing more on digital marketing are able to target more specific and wide range of audiences which was not possible through traditional marketing.
- Most of the people have heard about Search Engine Optimization but only half of them have a good knowledge of SEO and the rest of the people only have a rudimentary idea. Slowly but surely the effect of digital marketing and SEO is increasing every day. As competition rises well-known brand are seen optimizing their websites through SEO.
- Through the application of SEO, it becomes very easy to target specific customers according to the segmentation of the business. Not only that, it also becomes easy to track the needs of those targeted customers and what are they interested in.
- Through SEO, the focus on paid advertisement is decreasing. People are more interested to see organic results rather than paid advertisement. The reason is organic results are genuine instead of being paid by any company, so whatever result comes up on Google, customers perceive it as more accurate.
- SEO is more effective for new startups because it will help them to show up on the results page faster and get ahead of the competitors.
- The development of digital marketing is unavoidable. The digital advertising industry will experience exponential growth over the coming years with current brands to become bigger, and new ones to start off.

CHAPTER 8

LIMITATIONS OF THE STUDY

There are various limitations during conducting this research which are given below:

- To observe the all the activities of the company and come up with a fruitful result requires huge amount of time, so time limit is another crucial limitation of this study.
- Due to time constraint, data was collected from only 46 respondents. If the number of respondents were over 100, then this research could have been more powerful.
- Not having all necessary information due to company regulations and confidentiality.
- Not all data collected was from business industry and was not able to collect data from different types of industry.
- The survey was conducted only online. If the survey was conducted in both online and offline, then it could have been claimed as more credible.

CHAPTER 9

RECOMENDATIONS

According to the analysis and findings, there are some recommendation for the businesses based on the study:

- Even though everyone realizes the importance of SEO and Digital Marketing but unfortunately not many of them are trying to properly use its services. The businesses that are still thinking of doing only conventional marketing should start focusing on digital marketing in order to make its services more effective.
- More Investment on Digital Marketing is necessary. In order for the industry to have more growth, brands need to put in more money in this sector so that agency ideas are not hampered due to budget restrictions. It is often seen among agencies that creative idea on digital platforms are put on hold due to lack of budget. Hence, brands should go digital and increase the digital marketing budget for their future benefit.
- Businesses should put more emphasis on Search Engine Optimization, as it not only increases the online presence of the website and reach a larger audience but it is also very effective for social media marketing.
- Now-a-days customers rarely like to see paid promotions in the internet. Hence, this is where Search Engine Optimization comes in. Through SEO, the organic promotion becomes the norm which the customers are more inclined to see rather than paid promotions.

CHAPTER 10

CONCLUSION

The successful completion of this internship indicates that the future should be focused on Digital Marketing. Digital marketing is not only concerned with placing ads in portals, it consists of a lot more of integrated services. Marketers want to reach their target groups and build a brand and digital marketing can be a very effective way. In this digital era, marketer is not the custodian for a brand; people who are connected across the digital platforms are the custodians.

The internship report which is done by working at ACE 360 Digital is focused on the how digital marketing works specifically on the importance of Search Engine Optimization. Consumers are highly information seeker and they get majority of information from the internet. They will do an in-depth research about a product/service before willing to buy it. Therefore, businesses should use digital marketing to reach their prospective customers. I honestly believe that this project report will be at most useful for marketers to understand the digital marketing and also to plan for future strategies.

Digital marketing is the best way to convert a product to a brand as it is more cost effective and it provides lot of touch points to marketers. I honestly believe that this report will be at most useful for marketers to understand the importance of digital marketing and effectiveness of Search Engine Optimization.

To conclude, I would like say that the effectiveness of Search Engine Optimization in digital marketing is increasing exponentially as the world moves towards the digital era and Digital Marketing will be more important than ever for businesses in the future.

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APPENDIX

Gender:

- Male
- Female

Age Group:

- Under 20
- 21 to 30
- 31 to 40
- 41 to 50
- 51 to 60
- 61 and above

Do you think traditional marketing is still effective at present in Bangladesh?

- Yes
- No

Is it important for marketers to focus more on Digital Marketing to attract more customers?

- Yes
- No

Is it necessary for businesses now-a-days to have a strong online presence?

- Yes
- No

Have you heard about Search Engine Optimization (SEO)?

- Yes
- No

If yes, on a scale of 1-5 (1 being no knowledge whatsoever and 5 being full knowledge of SEO) how much do you know about Search Engine Optimization?

- 1
- 2
- 3
- 4
- 5

How important (on a scale of 1-5, 1 being not so important, 5 being very important) is having a website at number one on a search engine?

- 1
- 2
- 3
- 4
- 5

How effective do you think SEO is in bringing traffic to a website?

- Highly Effective
- Effective
- Neutral
- Low Effective

Do you think it is easier to get targeted customer traffic through SEO marketing rather than traditional marketing?

- Yes
- No