

Internship Report on
**Impact of Content Writing in Purchase Decision Process in the Software
Industry**

Submitted By

Sadab Sifer-E-Murshed Khan

ID: 16104009

Dept: BRAC Business School

BRAC University

An internship report submitted to the BRAC Business School in partial fulfillment of the requirements for
the degree of Bachelors of Business Administration

BRAC Business School

BRAC University

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing my degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material that has been accepted or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

Student's Full Name & Signature:

Sadab Sifer-E-Murshed Khan
16104009

Supervisor's Full Name & Signature:

Ms. Tanzin Khan
Lecturer, BRAC Business School
BRAC University

Letter of Transmittal

Ms. Tanzin Khan

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of the Internship Report.

Dear Madam,

I am pleased to submit my report on the “Impact of Content Writing in Purchase Decision Process in the Software Industry” which I prepared to the best of my knowledge while I was at work as a Junior Content Writer in accordance with the guidelines that you directed for me.

I have put my best effort to finish this report with the necessary data and organize it in as detailed manner as possible for me.

I sincerely hope and believe that this report will meet the standards.

Sincerely yours,

Sadab Sifer-E-Murshed Khan

ID: 16104009

BRAC Business School

BRAC University

Non-Disclosure Agreement

This agreement is made and entered into by and between WPDeveloper and the undersigned student at BRAC University Sadab Sifer-E-Murshed Khan

Acknowledgment

I would like to start by thanking the Almighty for giving me this amazing opportunity to work and finish my internship report in time. The guidance and excellent support from my supervisor Ms. Tanzin Khan helped me to create this report. I am very much thankful for the encouragement you provided. BRAC University and WPDeveloper have helped greatly in receiving this experience and learning so many things. It was not easy to prepare this report while working full time in a company, so the experience was difficult yet thrilling. I would like to state that the people I have met in WPDeveloper have been amazing and really helpful in providing me detailed information. I am glad that I have got the chance to work for an amazing company and to increase my marketing knowledge and understand the power of content writing from different angles. I once again would thank everyone for giving me such an opportunity.

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Executive Summary

The following report is a reflection of my duties at WPDeveloper. A world-class software company and dedicated marketplace for WordPress plugins, themes, and subsystems. They are powering over 3 million websites with their products. My duty as a full-time Content Writer started on the 16th of February 2021 and I'm continuing my journey with this company. In these three months, I have gained experience that made me understand the work process of a marketing department of a competitive software company.

This report has a brief introduction to WPDeveloper and the products it offers to its audience. Later on, I will describe what are my learnings and contributions in the last three months of the working period. In this era, software companies need to have clear communication with their customers to gather interest from them and precise instructions on the job for creating a better user experience for the consumers. My report explains with a lot of information how significant content writing is in the purchase decision process in the software industry.

In content writing, the most important part includes clear and meaningful wordings and an attractive tone to catch readers' attention till the end. I have focused on that area as a junior content writer.

Chapter – 1: Internship Overview

1.1 Introduction

The position I worked in was of a Junior Content Writer. It was in the marketing department of WPDeveloper. I had to go through a three-month-long probationary period in the company. Since there were lockdowns due to the pandemic I had also had to work from home for some days. Content writing is a critical component of brand and business communications. Because it delivers some essential information that assists consumers in making informed purchasing decisions. This strategic communication entices, motivates, the potential consumers and it helps to convert them to a consumer.

The main goal of content writing is achieved when the communication effectively reaches the consumer. The content we see when we visit a website, blogs we read there or find on Google search, emails we get from different websites, even the social shares we read on different social media platforms are all the work of a content team.

I am honored to be a part WPDevelope’s marketing team. I have learned how to apply my academic knowledge to the practical realm of marketing with content writing. I am also grateful to have some amazing mentors at the workplace who took their time to give me on-the-job training and teach me about the effectiveness and the use cases of content writing in the software industry.

1.2 Student Information

My name is Sadab Sifer-E-Murshed Khan, BRAC University ID 16104009. I was in the Bachelors in Business Administration program and I majored in Marketing and minored in Computer Information Management.

1.3 Job Information

1.3.1 Company Name & Address

I started working as a full-time Junior Content Writer at WPDeveloper on 16th February 2021. I was assigned to the Marketing department of the company where my tasks were related to content marketing.

My office is at Mirpur DOHS, 5th Avenue, Road 8, House - 592.

1.3.2 Supervisor Information

I was under the supervision of Afshana Diya. She is the Chief Marketing Officer in WPDeveloper.

1.3.3 The Job Scope & Responsibilities

This section contains all of my tasks as well as a full explanation of the position I am assigned to.

1. **Research:** Before starting any tasks, one of my first on-the-job training was about learning deeply about the WordPress platform and how to use different types of plugins. I had to thoroughly understand how to use their products before I could start any work. And on top of all that, I was required to observe and understand their writing tone and structure as well. Even now, when WPDeveloper is about to release a new update, before writing anything I have to test the new feature and research well before starting out any work. Sometimes I was also required to do a complete competitor analysis for creating a new type of product in the software industry.
2. **Blog writing:** At WPDeveloper I needed to write blogs for our products. It could be an introductory blog for a new feature or it can be for an important update, and sometimes it can be a topic that is related to our products. My key challenge here was to generate content that is attractive for the audience and how beautifully I can explain and introduce the features on a blog. But before even starting the blog I had to do sufficient research on the topic and the keywords and the structure of

the blog needed to be reviewed by my seniors. We had different websites for each of the products and we had to strategically publish each of the blogs on our websites. There is a non-disclosure agreement between WPDeveloper and me so the marketing strategies used for creating and publishing blogs cannot be disclosed by me here.

3. **Email writing:** We always need to be connected to our consumers, so for any important release blog or an update we need to write emails for our clients to keep them up to date. Email writing needed to be precise and attractive enough so our consumers read the whole paragraph. In the last three months, I also wrote emails for our consumers on different product update releases or blog publishing.
4. **Landing page copywriting:** WPDeveloper has separate websites for their separate products. And these products have a landing page where they showcase the product concisely. These landing page copies have to be well researched for optimized SEO and the relevancy must be there as well. I wrote and updated a few landing page copies and my seniors instructed me well on how to conduct research and what type of wordings are more likable by the consumers.
5. **Video subtitle & description:** At our office, we regularly have to post tutorial videos for our consumers. And these videos need proper description and a well-written subtitle. With all of that, we also need to do research here to find the perfect keywords and tags.
6. **Documentation:** With almost every software or application, the manufacturers will include documentation to ensure people know how to use features. This documentation needs to be tested and maintain accurate details or else the consumer gets annoyed. Documentations include screenshots of the interface and concise words to make understanding the feature easier.
7. **Collaboration with designers:** While writing landing page copy we need to collaborate with UI designers to check if the layout is looking good or not. The designers guided me if the alignment is right or not and other design-related details. That way I can change the copy as I see fit to make the website landing page more attractive.

8. **Modification after review:** In any task, I am required to send the finished work to my seniors and they review it. They will give suggestions on how to improve the content. And I would have to make necessary modifications to the content accordingly and resubmit the content for a final review.
9. **Analysis and present findings:** I also had the opportunity to conduct an initial competitor analysis for a new product and research competitors. I had to present my detailed findings and showcase them nicely.

1.4 Observation & Recommendation for the Company

WPDeveloper is a renowned software company catering to millions of consumers worldwide. During my work as a junior content writer for over three months, I have observed many details and would like to recommend some of these things to the organization.

1. WPDeveloper is a growing company that needs more employees that can deal with the workload. Their current workforce can be increased in numbers especially in the marketing department. That way handling work pressure can be easier.
2. The company can arrange a bigger seating arrangement in the office during the pandemic so that it does not feel congested among the employees.

Chapter – 2: Literature Review

Content writing is an impactful part of the online marketing of goods and services. The target audience's behaviors can differ just by the quality of the content. An important part of content writing is search engine optimization. Search engine optimization (SEO) is an effective way to improve your website's search engine ranking and site traffic. SEO projects can be more cost-effective than pay-per-click campaigns in the search engine marketing sector. (Malaga, 2007). While content writing, it is important to do proper keyword research for better SEO ranking. SEO ranking can be interpreted as the way a search engine ranks a website when someone searches for a specific keyword. The most popular search engine Google looks at over 200 different parameters to rank a web page (Evans, 2007). So the websites that rank the highest have more chances to get more visitors rather than the lower ones. SEO requirements have grown in parallel with the expanding use of the Internet as a business medium. A web-based software company's prospects of gaining new consumers will improve if they are at the top of search results. Meaning we need to do in-depth keyword research for writing every kind of content. And apart from achieving a good SEO ranking, we also need to make sure readers get a clear tone of voice in the content to get a perfect idea about the products and the use cases of the features. Because it is really important for getting people to buy the product. It has been proved that when you get high visitors to SEO-optimized online store websites, it can increase the sales of the product (Lukito, Lukito & Arifin, 2014). An SEO-optimized software company's website will rank high and a lot and people will be more familiar with the brand. That is crucial for building confidence in the brand. And consumer confidence in software firms and products is enhanced by brand recognition. When a consumer recognizes a brand that means there is confidence in the product's features and people will be more aware of what the product is when it will be released in the market. The brand image establishes trademark familiarity, allowing customers to choose powerful brands. This expands business possibilities and the company gains a large market share (CHA & SEO, 2019). In the software industry, it is very important for the company to establish clear communication with their target audience as many people would like to get a clear idea about features and the content needs to be easily understandable for all kinds

of people, the technologically educated and also the ones who only have a sound knowledge about the technology. Content writing for a software company also needs to focus on social media post captions. Social media has a big impact on all sorts of communication and consumers are increasingly interested to share their experiences on social media. People like, follow, share and post reviews on product quality and after-sales support as well on a daily basis. Even if a company decides not to use any form of social media, their customers are likely to talk about them and leave reviews on different social media. And good reviews are good sources of getting more sales. Consumers are going to talk about local businesses, whether they like it or not (Gupta, Miller & Darda, 2016).

Chapter – 3: Organization Overview

3.1 Company Overview

WPDeveloper is a software company that is focused on WordPress solutions and plugins. These plugins can support editors and page builders like Elementor and Gutenberg so people can design and create their own websites more effortlessly without any coding. They have products like Essential Addons for Elementor, Template, BetterDocs, SchedulePress, EmbedPress, and many more. The company is focused to build more products that can support every WordPress user on their website building and maintaining journey. The company has a total number of 60 employees who are dedicated to changing how people use WordPress.

3.1.1 Management Practices

WPDeveloper does not have an elaborate management department, all of the important managerial tasks of human resource are performed by the head of quality and operations, senior executive of accounts and executive admin. In the office, there is digital check-in machines and systems installed to track employee incoming and outgoing. The salary is dispersed by bank accounts. The company has detailed leave and bonus policies.

3.1.2 Financial Performance Accounting Practices

The financial performance of WPDeveloper is not publicly disclosed since it is a private software company. Also, they don't disclose their accounting practices. So there was no data collected on finance or accounting practices.

3.2 Industry and Competitive Analysis

3.2.1 The Industry Overview

WordPress is the most popular website creation platform. 40% of the websites in the world are created with WordPress. People use WordPress to create stunning websites for all kinds of uses. Anyone can use coding or just use different page builders like Elementor and Gutenberg editors. These page builders let you create a website without any coding knowledge. People use the WordPress platform and easily create their personal or business websites. To easily make websites people use page builders and editors like Gutenberg, Elementor. And these builders or editors can be more effective for users by installing various plugins. The market for plugins for WordPress is huge and there is a plugin for every need. From designing the website

landing page to the scheduling posts and organizing documentation, there is a plugin for every task. And it is a growing market with all the technological changes in the modern world.

3.2.2 SWOT Analysis

Strength: WPDeveloper has a successful plugin, Essential Addons for Elementor. This super popular product has its own fan base and community who adore the product and WPDeveloper can skyrocket their other products from utilizing this community. By establishing a good connection with the communities of the product they managed to launch the other products successfully and they are ready to launch new products in the future as well. Their top strength is the communities they build with each of their products and services.

Weakness: One of their biggest weaknesses is the demanding management of all the products. And it is a constant battle to deal with bugs and new releases and questions from the consumers.

Opportunities: They have strong opportunities with the acquisition of new products. There is a regular increase of WordPress users who need plugins to manage their websites better which means their target audiences keep getting bigger especially with the increase of online business from 2020. WPDeveloper can hire new talents to make their operations more efficient, the growth of the workforce can boost their overall service.

Threats: The number of newer website builders and content management systems are increasing every year. Since most of the WPDeveloper products are WordPress-focused, it can be tough to deal with competitors from different platforms which can be substitutes of their products.

The SWOT analysis reveals that the company has to deal with some new competitors and they might need to focus on the internal workforce to keep maintaining their product and service quality. And the opportunity and threats reveal that they can tackle competitors by acquiring new products from other platforms as well and hiring new talents.

3.3 Structure of the Company

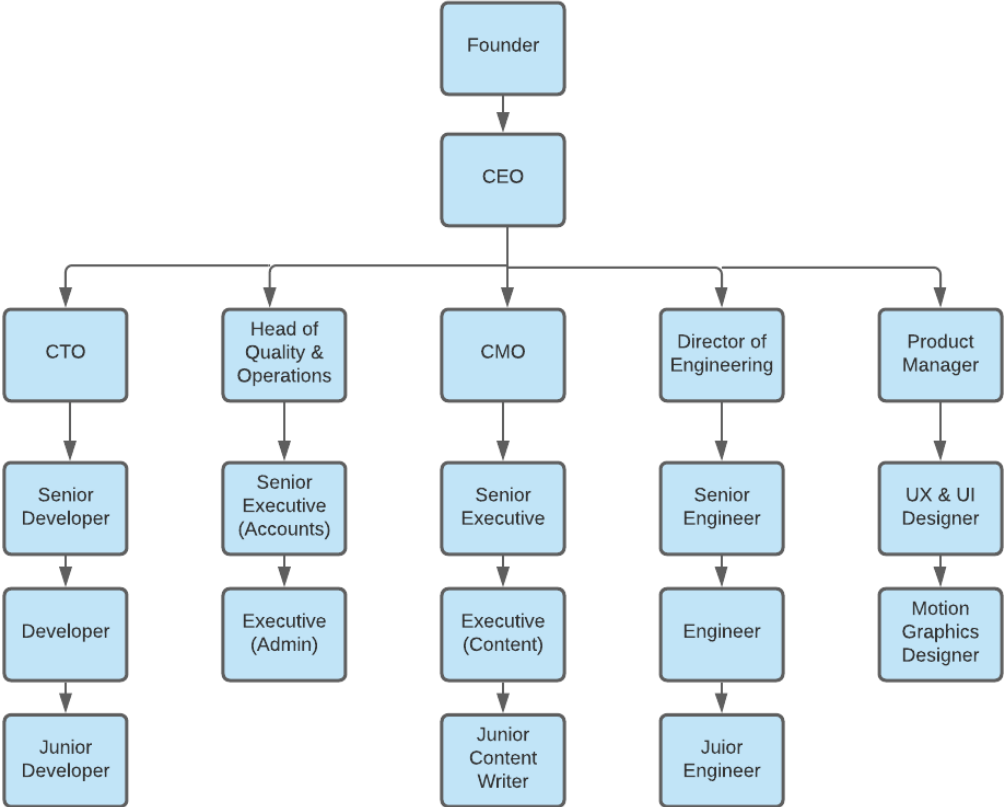


Figure 1: Structure of the company

3.4 Products of WPDeveloper

WPDeveloper has created many products that help website creators from all around the world. Here is a list of all of their products that have been released on the market.

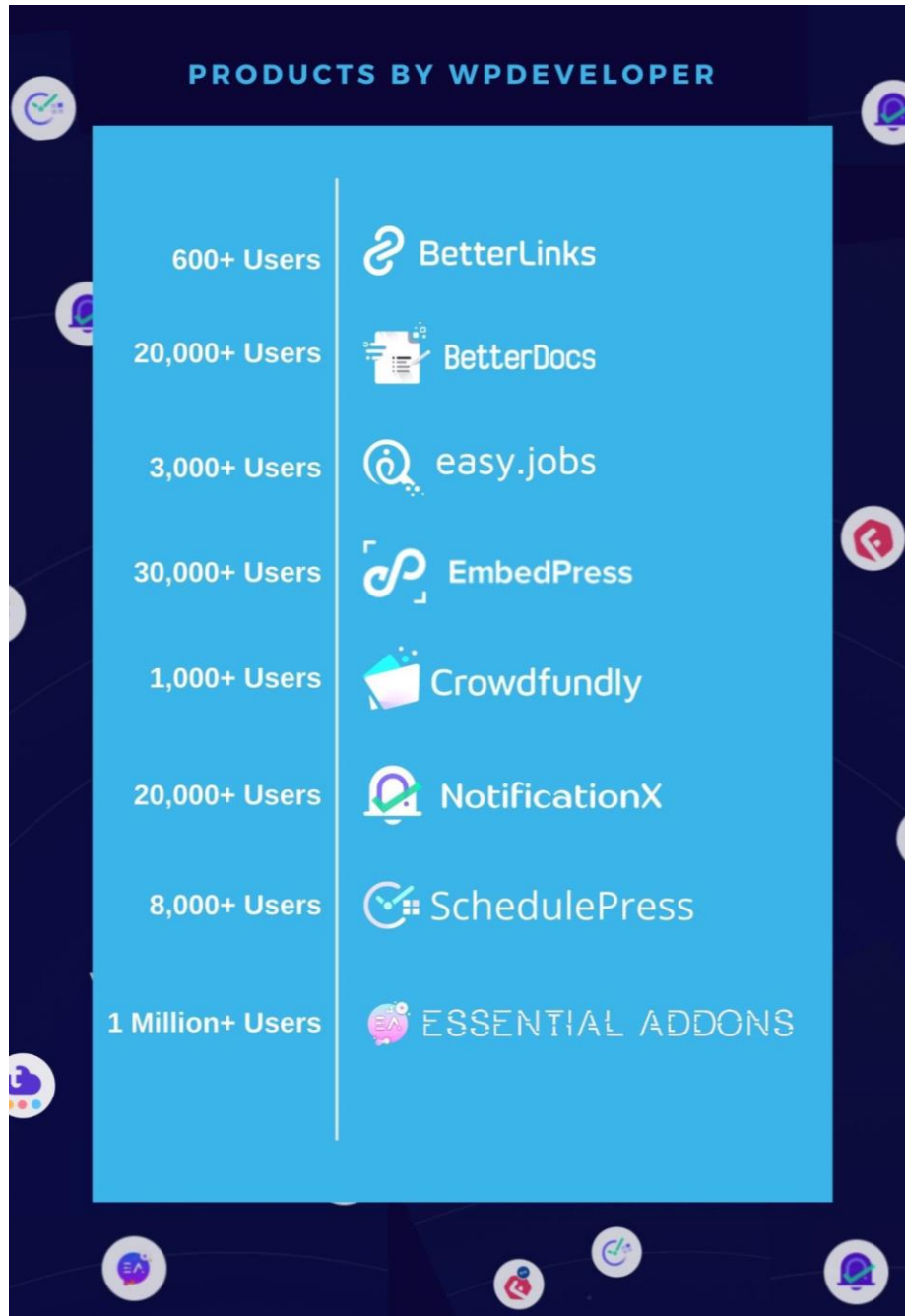


Figure 2: List of products & active user count

Chapter – 4: The Project Part

4.1 Objective of the report

The main objective of this analysis is to determine how content writing can aid the traditional marketing process from the customer's perspective and play a big role in making the purchase decision process easier in the software industry.

4.2 Scope of Study

The necessary information for the analysis was collected from the internal websites, databases, and research papers. As for the analysis, the scope will be covering customers from all around the world who use the WordPress platform for building their websites.

4.3 Methodology

I used two basic techniques or procedures to collect and acquire the results.

1. **Online Survey Questionnaire:** An online survey questionnaire was created and shared to learn more about client perspectives on the content they find on the internet regarding software products.
2. **Qualitative Analysis:** In-depth interviews with chosen WPDeveloper employees and client end personals were conducted to acquire a better knowledge of the roles of content writing in making the purchase decisions process

4.4 Data Type & Sources for the Study

The research will have a mix of qualitative and quantitative data collection methods. And these will be the data types and their sources.

1. **Primary data:** The survey will contain ten questions that will fulfill the study's purpose. The people who will take the survey are people who are joined in the social media communities and groups who always stay up to date with WordPress. These people are from different parts of the world. I was able to connect to them via social media groups to collect their survey responses.
2. **Secondary data:** For this study, I will also collect secondary data from the WPDeveloper website, blogs, articles.

4.5 Sample Size of Study

For this study, I selected roughly 50 samples from the population. I had joined a few online WordPress communities. And I passed the survey questionnaire onto the social media platforms of those communities. The sample includes people that routinely use WordPress and the Elementor page builder, as well as some of our own customers from the WordPress community.

4.6 Data Analysis & Findings

In this section, I will discuss all the data gathered during primary research. Then I will calculate the data from Google Forms and present it in the analysis. I will showcase the data and share the analysis with visual methods.

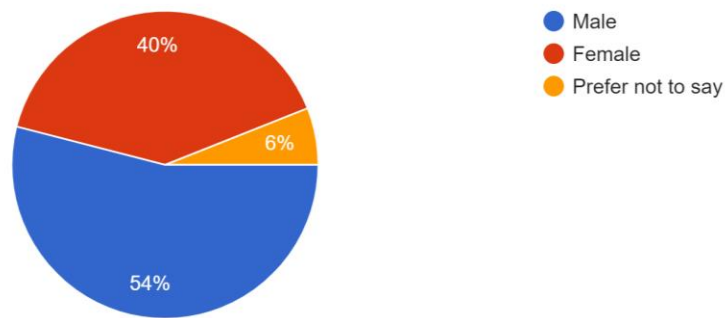


Figure 3: Gender

The first question of the survey was about the difference in numbers between males and females. I asked about the gender to get a good idea about the difference between the male and female potential buyers. According to the survey, 54% of the participants were male and 40% of them were female. The pie chart in figure 3 shows the gender differences between the users and we can see that the majority are male population.

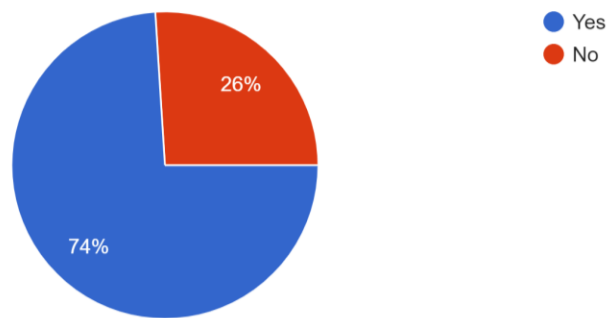


Figure 4: Do you have your own website?

The second question was about if the participant has their own website or not. In figure 4 we can see that 74% of them have their own website and 26% of them don't. In the industry, there are lots of people who work for other websites. With this survey, we can estimate that the majority of our potential clients work on their own websites.

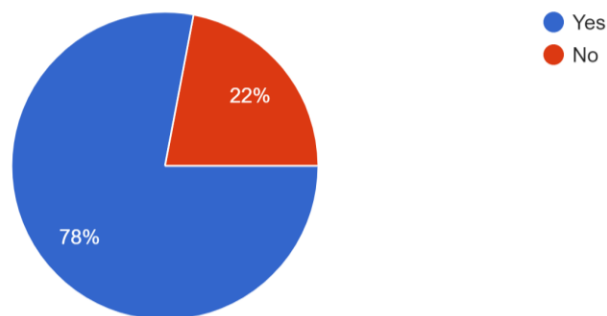


Figure 5: Do you use plugins for your website builder?

In the third question, I asked if they use plugins for their website builder. And in figure 5 we can see that 78% of them agreed on using plugins on their website building platform. So the majority of the participants like to use plugins to enhance their web page building experience. We can say that there is a huge market for plugin-based businesses like WPDeveloper. They can easily find market gaps for new plugins due to high demands.

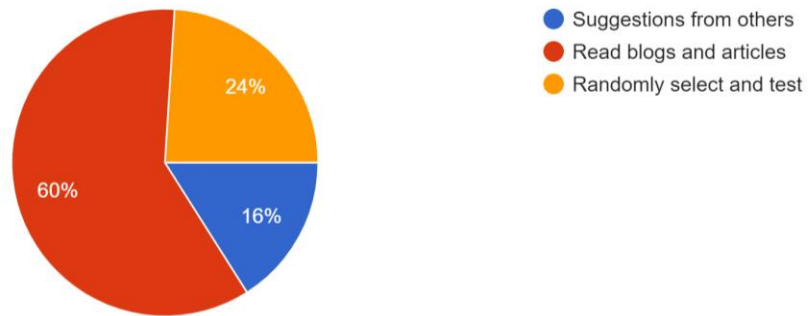


Figure 6: How do you discover new plugins for your website builder?

In the fourth question, I asked how they discover new plugins for their website builder. So I can determine if content writing has any effect on their purchase decisions. In figure 6 we can see that 60% of the people read blogs and articles and discover them. So the majority of them get interested in a new plugin when they learn about it through a blog or an article. We can safely assume that content writing has an impact on their purchase decision process.

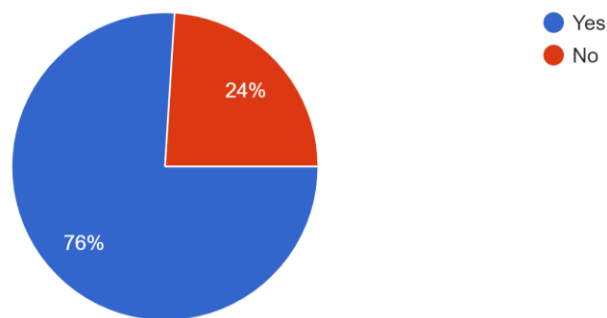


Figure 7: Do you purchase paid plugins?

The next question was related to if they buy paid plugins or not. In figure 7 we can see that 76% of the people buy paid plugins for their website builders. Most people buy paid plugins so they will be interested to buy new paid plugins that will enhance their website building experience.

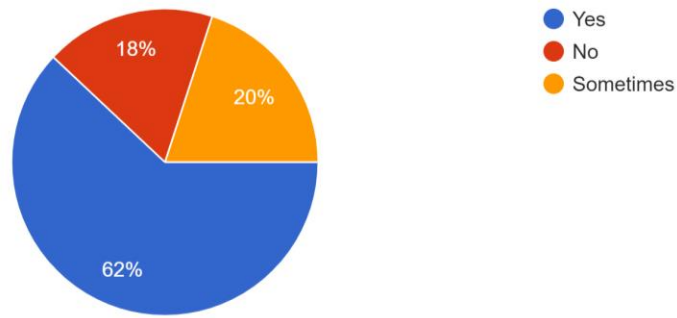


Figure 8: Do you like reading blogs about new plugins and features?

In the next question I asked if they read blogs about new plugins and new features or not. That way I can understand how many of them read about new plugins when they discover them. Then I can get a clear idea of how much writing blogs is important for potential consumers. In figure 8 we can see that 62% of the participants read blogs about new plugins. It indicates that writing blogs do have an impact on their buying decision process of plugins.

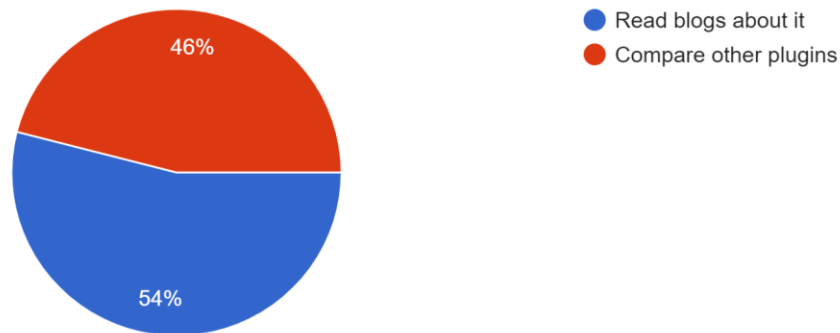


Figure 9: What you do before buying a WordPress plugin?

Next question was about what activities they do before buying a plugin for WordPress. So that I can understand what plays a bigger role in terms of the purchase decision process. In figure 9 you can see that 54% of the people like to read blogs about it to understand the plugin better. So it can be said that blogs

play a big role when a person is about to buy a plugin for WordPress. Blog content needs to be written well in terms of catching these consumers who read around before making their purchase.

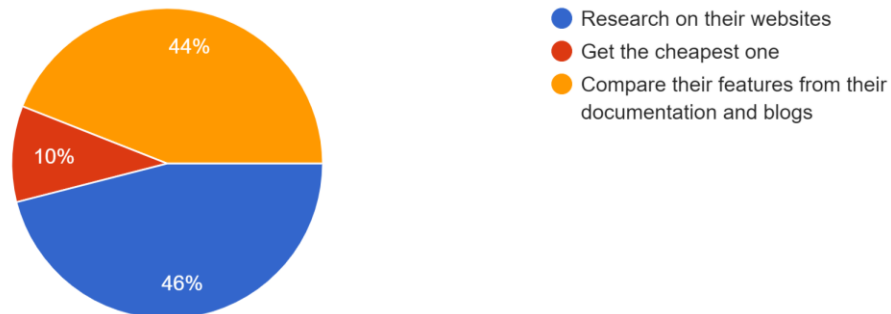


Figure 10: How do you compare plugins before buying one?

In the next question, I asked how do they compare between two plugins before they buy one. This data will reveal more information about what type of content makes the most impact. We can see in figure 10 that 46% of the people research on the plugin's website to understand more about the product and compare it to another one. And 44% of the people like to compare their features from the product documentation and blogs. It can be said that a plugin's blogs and documentation and their website content both need to be accurate and presented in an interesting manner. Website copywriting is very important because it creates the first impression of the product. So it needs to have enough importance as the documentation and blogs. Because these things have an almost equal impact on the minds of the potential clients.

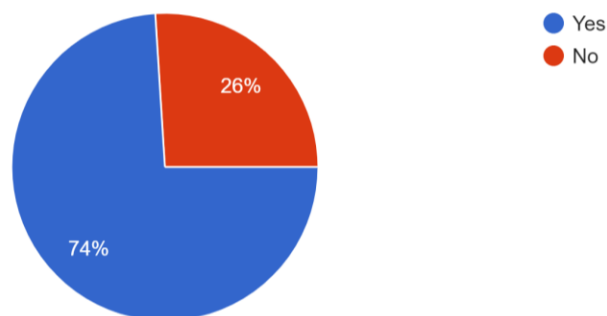


Figure 11: Do you subscribe to any product blogs?

Next, I asked if they subscribe to blog posts of the plugins. This information will reveal if they are interested to get regular blogs about their plugin's latest updates and features. This can prove if blogs about the plugins intrigue them or not. And in figure 11 we can see that 74% of the people subscribe to the blog posts of the plugins. Which can mean that blog writing is also appreciated by the consumers and they are most likely to subscribe to them if offered. So writing blogs is important to ensure post-purchase satisfaction of the buyers.

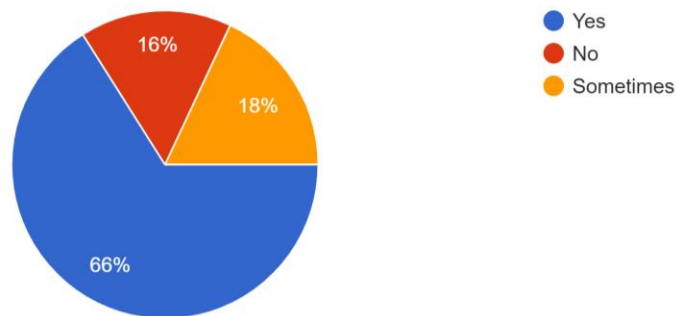


Figure 12: Do you like getting emails about latest update of your plugins?

The last question was related to receiving emails. I asked if they liked getting emails about the latest updates and features. Email writing is a big part of content writing. Because emails are direct communication with the clients and it needs to be specific and clear. When a client subscribes to getting emails they get notified through emails when an update is released or a new feature is added. In figure 12 we can see that 66% of the people said yes to receiving emails to get notified about updates and features. So we can say that most people are interested in emails from the companies to stay updated on products.

4.7 Key Findings of Study

Content writing for a product involves blogs, website copy, email copy, documentation altogether. Through content writing, companies can connect to the target audience and can deliver any message. It's important to make sure clear communication happens between the company and the potential clients. Software

companies focus more on marketing communication with content writing to generate more leads. The key findings from the above analysis are given below:

1. I found that 74% of the people, meaning the majority, had their own running websites.
2. It was also revealed that the number of people that feel intrigued by the website copy and blog or documentation content is almost similar and people pay enough attention to the written content in the website, blog, and documentation.
3. I also found that people are likely to spend more time reading the written content(blogs, documentation) on the product's website rather than just comparing it with other products.
4. People are more likely to subscribe to blogs and emails to keep updated about the latest releases of the plugins.
5. Lastly, I also found that people read content such as blogs regularly to learn about new plugins on the market.

4.8 Recommendation

After carefully looking at the analysis report and findings I had some recommendations for the content writers and marketers based on the study.

1. Blog content on the website needs to be attractive and properly SEO optimized because in the first step of the purchase decision process the potential consumer needs to recognize the need properly. And a well-written blog on a WordPress plugin can explain why that person needs it on their website.
2. Digital products need different types of marketing activities. And software products like WordPress plugins need to have a clear and easy-to-understand tone of voice and it also needs to be concise. Because most of the consumers will be skimming through different blogs and a well-detailed easy to read blog can help aid the information search part of the purchase decision process.

3. Content writers should focus on comparison blogs more while writing about products. That way the website visitor can compare the product easily. In the third step of the purchase decision process, the consumer will be evaluating his/her options. And the content writer can highlight their own product in a better and honest way in a comparison blog.
4. The fourth step of the purchase decision process, the purchase, needs to be simple and easy and it should have social proof marketing. For that content, writers can keep website copies that can support social proof marketing such as showcasing good reviews, and simple wordings that can avoid any confusion during the purchase. Creating a page for a demo is also a nice way to help in this step. If there is a demo page for the product where the content writer explains in detail and in simple words then the consumer will be more likely to feel comfortable making the purchase.
5. Content writers and marketers need to send emails to the subscribed customers on the latest releases and bug fixes. And they also need to notify them on brand new features through email. The content writers also need to release blog posts about how the customer can use the product more efficiently with tutorials so that the customer can feel more connected and have a good image of the brand. Post-purchase evaluation is the last step of the purchase decision process and if the marketers handle it correctly they can increase sales of the products.

4.9 Limitations

In the last three months of office work, there were lots of obstacles that came that affected this report. Here are some of the limitations that I had to deal with:

1. Collecting information: To collect proper information from a useful sample needed me to connect to people who are in the community. As I was new it took a while to comfortably collect information.
2. The whole report required me to observe all the activities and understand the inner workings and writing the report in an organized way required a lot of time. So time limit was a big issue.

3. There were many confidentiality clauses within the organization. It was difficult for me to gather more information regarding the financial and accounting section of the company, which could've made the report much larger and a more clear picture of the company could be gained.
4. Due to geographic distance and the pandemic in-person interviews with the consumers were not possible in this report, which could have made the report more detailed.

Conclusion

Getting a job position in a renowned software company was a great opportunity for me to understand and explore the world of content writing on an international scale. I am grateful that I could finish my internship with this amazing company. I got the chance to work with some of the best marketers in the industry and I am getting the chance to learn so much about how the industry works and how important the marketing sector is. We have fun while we work, and it was a great experience for the last few months especially seeing my work getting noticed by people all around the world. This was an important part of my career to learn from some amazing mentors on the job. Content writing is a crucial part of marketing and it's a skill that every marketer should possess. I got to learn so much that I am sure that this experience from this company will help me in my future endeavors as well. I am truly grateful to all of those people who helped me in making this report possible.

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Appendix

(Questionnaire of the survey)

Impact of Content Writing in Purchase Decision Process in the Software Industry

Hello I am Sadab from BRAC University. Please fill out this survey and help me with my internship report. It will only take a few minutes.

* Required

Sex *

- Male
- Female
- Prefer not to say

Do you have your own Website?

- Yes
- No

Do you use plugins for your website builder?

- Yes
- No

How do you discover new plugins for your website builder?

- Suggestions from others
- Read blogs and articles
- Randomly select and test

Do you purchase paid plugins?

- Yes
- No

Do you like reading blogs about new plugins and features?

- Yes
- No
- Sometimes

What you do before buying a WordPress plugin?

- Read blogs about it
- Compare other plugins
- Other: _____

How do you compare plugins before buying one?

- Research on their websites
- Get the cheapest one
- Compare their features from their documentation and blogs
- Other: _____

Do you subscribe to any product blogs?

- Yes
- No

Do you like getting emails about latest updates of your plugins?

- Yes
- No
- Sometimes

Submit