



Inspiring Excellence

INTERNSHIP REPORT

ON

WEB USABILITY, SEO & DIGITAL MARKETING

Of



EDISON
GROUP

WEB USABILITY, SEO & DIGITAL MARKETING OF PICKABOO.COM

Prepared For:

Ms. Afsana Akhtar
Assistant Professor
BRAC Business School
BRAC University

Prepared By:

Mahfuzul Haque
ID: 11304042
BRAC Business School
BRAC University

Submission Date: 7thSeptember, 2016

7th September, 2016

Ms. Afsana Akhtar

Assistant Professor

BRAC Business School

BRAC University

Subject: Submission of internship report on “Web Usability, SEO & Digital Marketing of Pickaboo.com”.

Dear Madam,

I would like to submit this report titled “Web Usability, SEO & Digital Marketing of Pickaboo.com”, prepared as a mandatory requirement for the completion of my internship at EDISON Group under the BBA Program of BRAC University.

I have completed my internship at Pickaboo.com which is an online venture of EDISON Group during the organizational attachment period for 12 weeks. In this period of time, I have acquired in-depth knowledge on the activities regarding web usability, SEO and digital marketing of Pickaboo.com. To prepare this, I collected as much information as possible from the organization.

Working on this report has been a delightful experience for me. I really appreciate the opportunity to work on this project. I sincerely hope that this report fulfills the objectives and requirements of my internship and that it finds your acceptance.

Sincerely yours,

Mahfuzul Haque

ID: 1130404

BRAC Business School

BRAC University

Acknowledgement

With the endless blessing and the helping hand of Almighty Allah, the supreme service provider and the ultimate savior of the universe, I am fortunate and able to complete the report properly on the due time. Praise to Allah, the most magnificent and the most merciful, for granting me the opportunity to complete the BBA program and therefore this report.

For the successful completion of this report, firstly I would like to convey my gratitude to Assistant Professor **Ms. Afsana Akhtar**, my internship supervisor at BRAC University, for giving me her valuable advice, support and encouragement. Without her guidance & support this report would not have been possible.

Along with that I would like to express heartfelt gratitude to my organizational supervisor, Mr. Morin Talukder, Head of Technology, Pickaboo.com. He regularly reviewed and directed me towards the right information to prepare my report. I would also express heartfelt gratitude to Mr. Shabab Bin Shareq (Head of Marketing) and Shahrear Sattar (CEO) of Pickaboo.com. During my internship period, they supported me a lot. I would also like to acknowledge the help of full technology and marketing team for helping me complete my internship.

Last but not the least I would like to show my gratitude to all the Marketing & E-Business faculties who taught me how to apply theories in practical work. Special thanks to Mr. Syed Mahmudur Rahman, former senior lecturer of BRAC Business School for teaching me about Web Usability, SEO and Digital Marketing in my university life and mentoring me all the time whenever I need.

TABLE OF CONTENTS

Executive Summary	7
1. INTRODUCTION	8
1.1 OBJECTIVE OF THE PROJECT	9
1.1.1 Broad objective	9
1.1.2 Specific Objective	9
1.2 METHODOLOGY	10
1.2.1 Primary Source.....	10
1.2.2 Secondary Source.....	10
1.3 SCOPE	10
1.4 LIMITATIONS	11
2. THE ORGANIZATION	12
2.1 BACKGROUND OF THE EDISON GROUP	12
2.1.1 SB Tel Enterprises Ltd.	12
2.1.2 EDISON Properties Ltd.	12
2.1.3 EDISON Logistics Ltd.	13
2.1.4 Mission & Vision of EDISON Group.....	13
2.1.4.1 Mission.....	13
2.1.4.2 Vision.....	13
2.1.5 Objective of the EDISON Group	13
2.1.6 Departments of EDISON Group	13
2.1.7 Product & Services of EDISONGROUP	15
2.2 OVERVIEW OF PICKABOO.COM	16
2.2.1 How to Place an Order on Pickaboo.com	16
2.2.2 Return Policy of Pickaboo.com	21
2.2.3 Warranty Policy of Pickaboo.com	24
3. DESCRIPTION OF THE JOB	25
3.1 Specific Responsibilities of the Job	25
3.1.1 Manage Magento Platform.....	25
3.1.2 Web Content Development.....	26

3.1.3	Analyzing and Updating Meta Information	27
3.1.4	Supervising Content & Social Media Teams	27
3.1.5	Creating and Implementing Social Media Marketing Plan	28
4.	ANALYSIS AND FINDINGS	29
4.1	Web Usability Issues of Pickaboo.com.....	29
4.1.1	Meta-Analysis of Pickaboo.com	30
4.1.2	Search Engine Optimization	32
4.1.3	Problems in the Contents	34
4.1.4	Language.....	36
4.1.5	Mobile Friendliness.....	36
4.1.6	Lack of Product Categories.....	36
4.2	Comparison with Competitors	37
4.3	Advertisement & Promotion of Pickaboo.com	40
4.3.1	Online Campaign	41
4.3.2	Social Media Marketing.....	42
4.4	RECOMMENDATION	44
	CONCLUSION	46
	REFERENCES.....	47

Executive Summary

All over the world, e-commerce is growing faster than predicted by the help of technology and cheap cost of internet. E-commerce sector of Bangladesh is also growing fast. So, based on market demand EDISON Group launched an e-commerce website named Pickaboo.com in April, 2016. The Web usability, SEO (Search Engine Optimization) and Digital Marketing of the website has been analyzed in this report.

I worked as “*SEO, Digital Marketing & Social Media Manager*” during my internship period in the company. As it is a startup company of EDISON Group, I got opportunity to work from the very beginning of an e-commerce website. Meanwhile, I got to know about the e-commerce companies that are concern and putting an effort for web usability, SEO and online marketing in this emerging era of this sector in Bangladesh. In my analysis, some issues have been identified in the website. Those issues do not allow Pickaboo.com to have a better search engine optimization and user friendliness. Due to those issues, website is facing huge bounce rate and that is a reason of showing low ranking in Google. The issues of this website were compared with its competitors. “Daraz.com.bd” and “Dam.com.bd” were chosen as main competitors of Pickaboo.com. Even though those sites have few problems but the SEO of their website is good. All the lacking and advantages of Pickaboo.com was found by comparing its own website to its competitor’s one. Moreover, through this study consumer retention was linked with various variables (i.e., Ads on different websites, Social Media Platform, Post Engagement, Purchase Behavior and Adverts on Social Media). Facebook is the most used platform in Bangladesh, which has been proved in this paper.

Before coming up with any conclusion based on this report it must be considered that the report has been prepared within a very short period of time and with limited data access as per company’s confidentiality policy. However, still the report may be helpful for any further study of Web usability, SEO and Digital marketing of Pickaboo.com.

1. INTRODUCTION

Practical experience plays an important role in this competitive world. Theoretical knowledge is not just great enough. So, everyone must have to accumulate some practical experiences. According to the academic rule the students of BBA (Bachelor of Business Administration) must have to complete an integrated course called internship at the end of their BBA program. The foremost objective of this internship program is to ensure that students gains professional skill of their major and minor areas. As a student of Business Administration with double major in Marketing and E-Business, I got the opportunity to be a part in Pickaboo.com as an intern which is an online venture of EDISON Group. The duration of internship is for 12 weeks i.e. three months. In this company I also got the chance to introduce with the reality and relate my theories with the real world. Seems like the theories are coming from the real world but it is more challenging. And sometimes the real world not follows the theories. Decisions are made depends on the situation not theories. This sort of learning is important to work and to learn how to work in real life. I started my on 3rd April of 2016 and ended up on 30th June, of 2016. During this three months journey I worked in the Digital Marketing sector of Pickaboo.com as a SEO, Digital Marketing & Social Media Manager. In this sector I had specific job duties and responsibilities. While working there I tried my level best to perform my job duties and responsibilities perfectly and enjoyed every bit of experience at Pickaboo.com. It was really a great experience for me to work with this startup e-commerce company of EDISON Group.

Day by day e-commerce is improving the efficiency and effectiveness of business. The government and nonprofit organizations are also helped by this system. Nowadays, we lack time due to regular routine. We all try to save our time but unfortunately we cannot save due to traffic jam and some other business. Nevertheless, e-commerce is there to save our time and money both. From an online marketplace people can buy and sell their products rather than visiting physically marketplace. So, to ensure the sales on internet web usability, SEO and digital marketing is very important.

1.1 OBJECTIVE OF THE PROJECT

There are main two objectives of this internship program. These are

- Broad objective
- Specific objective.

These two objectives are following:

1.1.1 Broad objective

This objective is to introduce the professional world practically. By this student gain a practical experience related to major concentrated area.

1.1.2 Specific Objective

The other objectives are specific objectives. This paper was designed to accomplish these specific objectives. The specific objectives of internship program are given below:

- To accomplish the educational requirement.
- To carry out a thorough situational analysis of Pickaboo.com.
- To have a full concept about website usability of Pickaboo.com.
- To know about the SEO (Search Engine Optimization) of Pickaboo.com.
- To have knowledge about digital marketing campaigns of Pickaboo.com.
- To know about their social media activities.
- To find out problems of online shopping in Pickaboo.com.
- To find out the problems of customer services of Pickaboo.com.
- To know about EDISON Group's overall E-Commerce related operations.

1.2 METHODOLOGY

To prepare my report, I have collected data from different sources. The whole data collection procedure has been divided into two parts: Primary and Secondary Data collection.

1.2.1 Primary Source

The report is mainly based on primary data. I have collected all this during my 3 months long work experience time. Mainly most of them are collected from my colleagues and the person who is directly engaged with the procedure (i.e., customers, vendors).

1.2.2 Secondary Source

Secondary information is those that already exist. These data were mainly collected from website, articles and social media pages. I also collected information from secondary data sources. They are:

- www.edison-bd.com
- www.pickaboo.com
- www.facebook.com/pickaboocom
- www.symphony-mobile.com
- Text books
- Articles and Journals

1.3 SCOPE

Employees of Pickaboo online shop helped me to gather all information I included in my papers by providing me their data. Analyses are done by researching the website of Pickaboo.com, its' social media page and competitors. While preparing this report, I had an opportunity to gain deep knowledge about the e-commerce websites, especially in online shopping service. I have also come through many different personalities, who shared their experiences, while conducting the research. The report has also given the readers the opportunity to learn about the general e-commerce procedures and online products mechanism, the related regulations, and the obligations. The report aims at designing innovative strategies for new organization.

1.4 LIMITATIONS

Maximum effort was given to make the study a successful one, but it suffers from some limitation those were apparently unavoidably. The major ones were:

Shortage of time period: The major limitation faced to carry out this project was mainly time constraints. It hindered the course of vast area and time for preparing a report within the mentioned period is really difficult

Secrecy of Management: The authority of the organization did not disclose much information for keeping the organization confidential. So, some data were hard to collect for the confidentiality or the secrecy of management.

Busy working environment: The officials could not provide information sometimes because of their huge routine work. So, it wasn't possible for us to gather vast knowledge about the critical issues. It is really difficult to gather data from the place where people do not know me for a long time.

Lack of information: In the website, information of e-commerce practice in several companies was limited.

2. THE ORGANIZATION

2.1 BACKGROUND OF THE EDISON GROUP

EDISON Group is one of the enthusiastic and embryonic business groups, founded with the aim of touching and enhancing all the angels of life. This is for the customers with powerful brands, reliable products and services. The group has so many diversified investments in Technology, Communication, Power, Real Estate, Electronics & Value Added Service sectors in Bangladesh. At present, EDISON Group has seven strategic businesses operating in the market.

1. SB Tel Enterprises Ltd.
2. EDISON Technologies Ltd.
3. EDISON Properties Ltd.
4. EDISON Power Bangladesh Ltd.
5. MoMagic Bangladesh Ltd.
6. EDISON Logistic Ltd.
7. EDISON Electronics Ltd.

2.1.1 SB Tel Enterprises Ltd.

Group's first company SB Tel Enterprise was established in 2005. In 2008 SB Tel started their mobile phone business under SYMPHONY providing a new innovation and product diversification to the consumer. The other two supporting businesses are symphony accessories and mobile application.

2.1.2 EDISON Properties Ltd.

EDISON Group has entered in property business in 2010 as a part of its quick diversification plan. An elegant and well-constructed home for your family is their first priority.

With the strong burning desire to serve people, EDISON Properties continues its journey with the high quality of housing support.

2.1.3 EDISON Logistics Ltd.

EDISON Logistics Ltd (ELL) is one of the growing logistics solutions providers in Bangladesh. They have employees with a wide variety of expertise in the Logistic, Freight Forwarding, Airlines and Supply Chain.

As it is a multifunctional service provider, ELL provides customer-oriented, innovative and advanced solution for the industry. EDISON has strong Management and man power resources, managed by a board of directors with extensive experience.

It helps as a complete package of logistic services under a roof. The logistic hotspot of the Bangladesh.

2.1.4 Mission & Vision of EDISON Group

2.1.4.1 Mission

The mission is delivering difference to be the best in every market we serve, to the benefit of our customers and our stakeholders.

2.1.4.2 Vision

The vision is to be a respectable, responsible and prominent company.

2.1.5 Objective of the EDISON Group

Edison Group is arranged to provide online services to all types of customers ranging from small entrepreneurs to big business firms. Accordingly it gives emphasize on the priority sector of the economy. Besides, the main objective of e-commerce business is to provide different customer friendly purchase products to fulfill the business needs of individuals.

2.1.6 Departments of EDISON Group

There are 7 main departments of EDISON Group.

- a) HR department
- b) Product department
- c) Supply chain department
- d) Call center department
- e) Accounts department

- f) Business development department
- g) Marketing Department

HR Department

Human Resource Department of EDISON Group is one of the most important departments. This department is designed to the responsibilities of recruitment, posting, promotion, transfer and development of human resources of the organization.

Product Department

The duties of this department are to upload the product, describe about this product, given the clear description and images.

Supply chain Department

The duties of this department are to deliver the products to the customers on just time. If the products cannot reached on just time, it creates a bad image to the organization.

Call Center Department

The duties of this department are to give the information to the customer when they call and wanted to know the product.

Accounts department

The duties of this department are to maintain the financial site, given the sellers payment.

Business Development department

The duty of this department is to give the price list of the product. They are maintaining their products price and meeting with seller about their product price.

Marketing Department

The duties of this department are promoting and advertising of their product. Sometimes they campaign their product on online, university, or any reputed place.

2.1.7 Product & Services of EDISONGROUP

EDISON GROUP is one of the encouraging and evolving business group, founded with the objective of enhancing all aspects of life for the customers with powerful brands, reliable products and services.

Symphony

EDISON GROUPS first company SB Tel Enterprise Ltd was established in 2005 and started mobile phone business under SYMPHONY brand in 2008.

Siemens

EDISON group is proud to bring you the worlds renowned brand SIEMENS. More than 150 years, Siemens has been the leading innovator in home appliances. Siemens was originated in GERMANY. It is the number one brand in Europe and has taken the third place across the globe in terms of revenue with regard to free standing and built in kitchen Appliances.

Samsung

There is very few who haven't heard about Samsung at today's date. However it bounced back during the quarter and successfully took the second position in overall mobile phone and the smartphone sub segment with 7.2% and 23.4 % share respectively.

Samsung Tizen based ZI expanded its reach beyond India and got off to a positive start in Bangladesh, initial sell in remained healthy and was the number one smartphone model in the entire country.

Microsoft

Microsoft entry level Lumia portfolio especially Lumia 540 and Lumia 535 helped the vendor to clinch the fourth spot in smartphone segment with a market share of 5.4% during the quarter.

2.2 OVERVIEW OF PICKABOO.COM

In April, 2016, Pickaboo.com started its journey and within a very short time period it was able to become a popular destination for the online shoppers. Pickaboo is an ultimate shopping destination where you can shop accordingly, Smart and Feature phones, Camera, Computing and accessories, have them delivered to you directly. They offer free returns and various payment methods including Cash on delivery, online payments, swipe on delivery and Bkash with affordable price and quality products. They are expanding the range of our products to include latest gadgets, accessories and new categories.

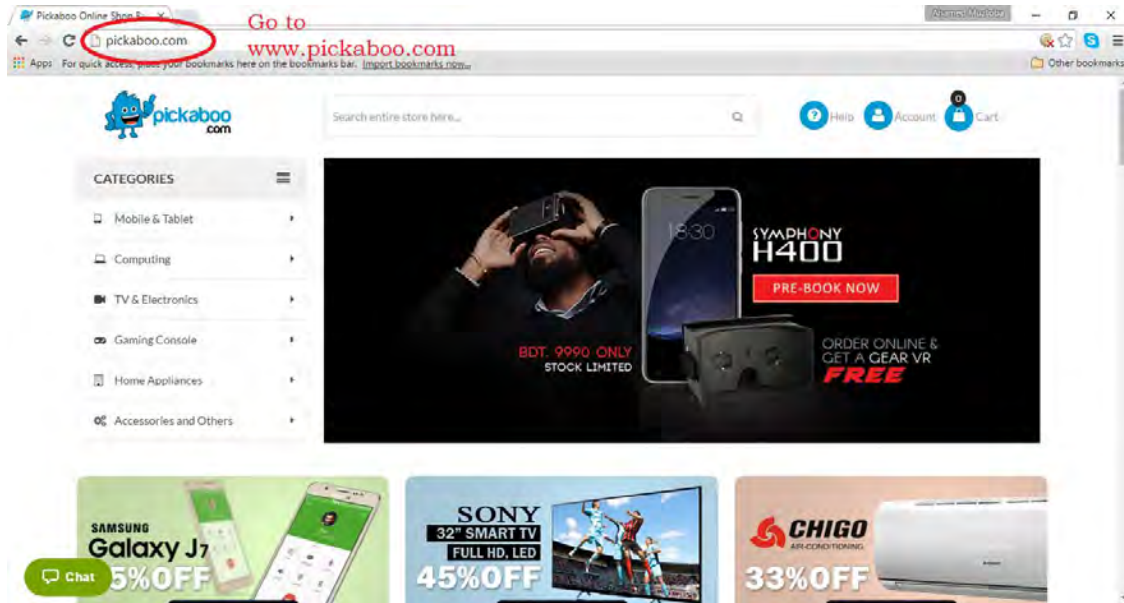
Pickaboo.com follows the Daraz.com.bd as a business trade on a single platform where the sellers sell their products through Pickaboo.com website in exchange of commission percentage on each and every sale. Pickaboo.com in an online market source where buyers and sellers meet and exchange goods. Buyers from Dhaka enjoy the facility of payment via cash on delivery while the buyers outside Dhaka throughout the country also can enjoy the home delivery service by prepayment through mobile banking. Pickaboo.com provides sellers the free advertisements of their products through social media, newsletter and Google Search Engine Optimization (SEO).

2.2.1 How to Place an Order on Pickaboo.com

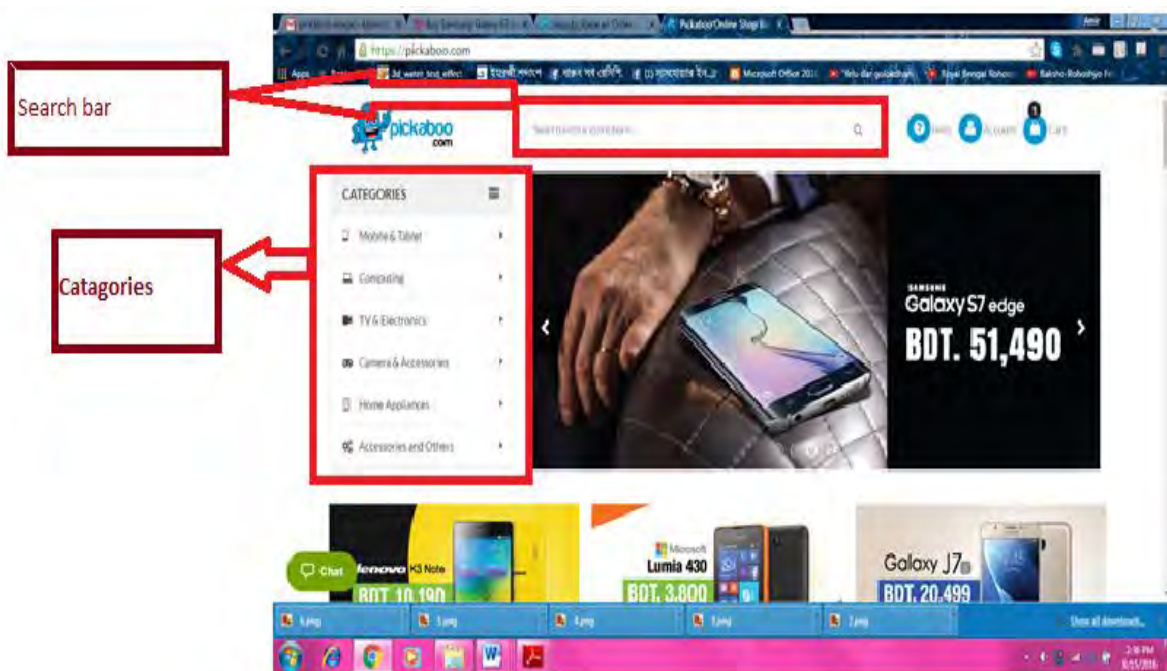


How To place an order!!

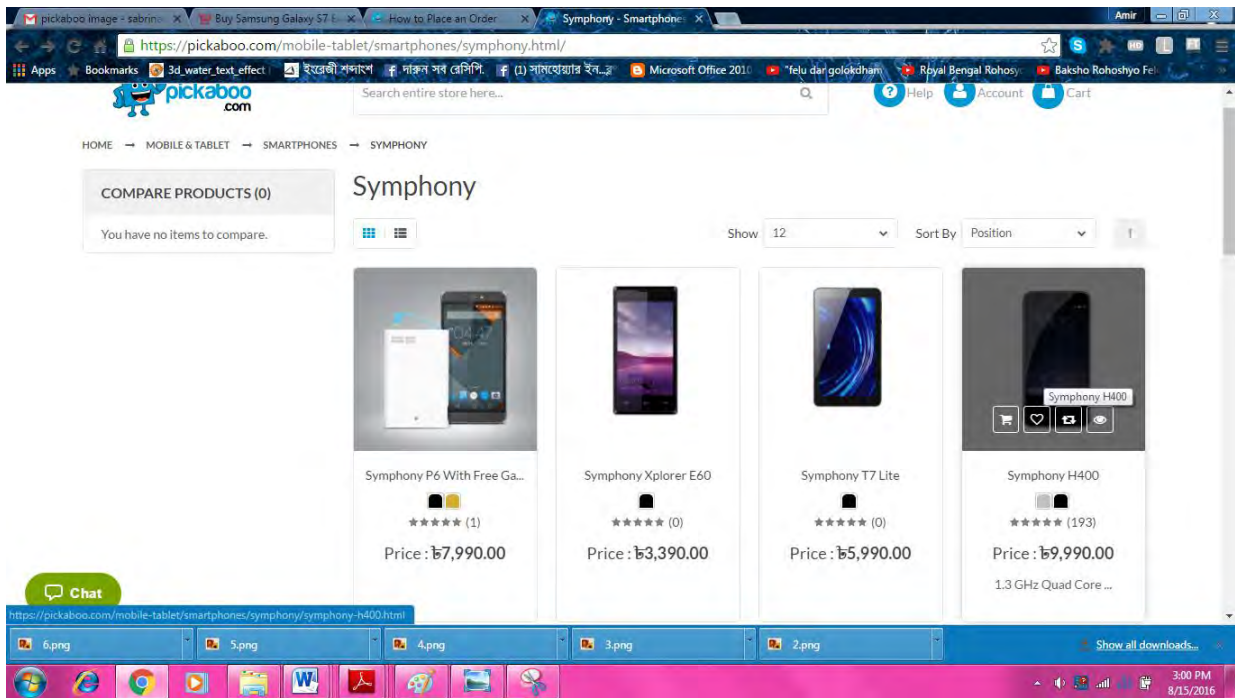
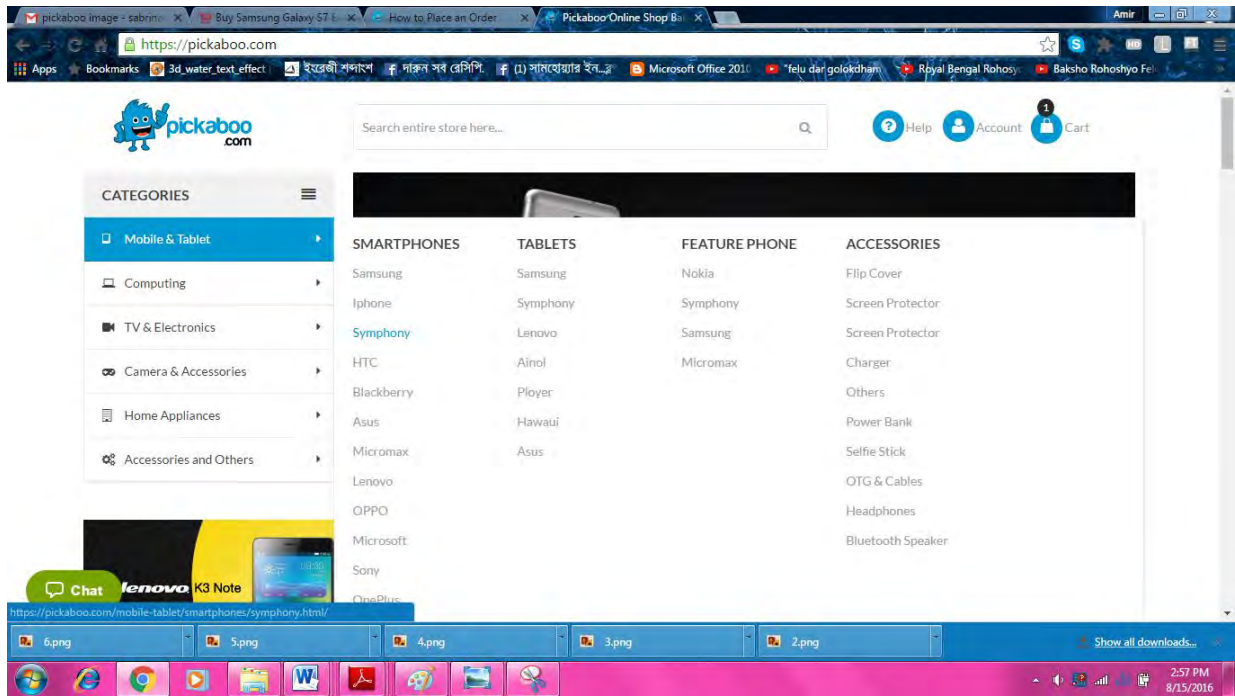
- ❖ First of all, go to your browser and type www.pickaboo.com. You will find the home page.



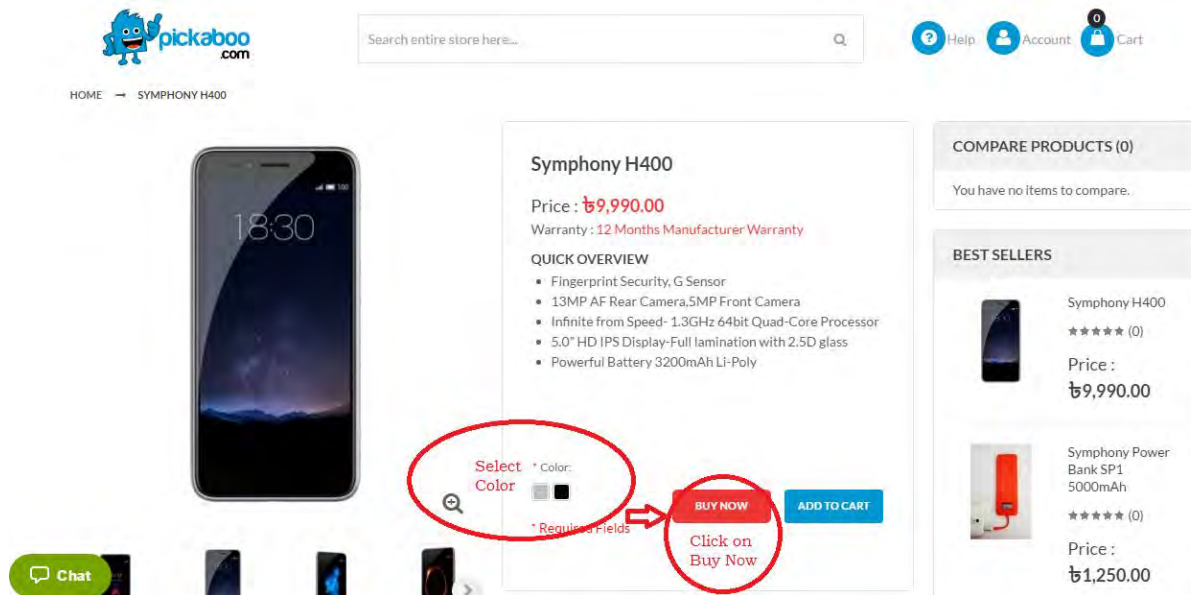
- ❖ Then you can search the product use it our search bar or you can browse through our categories to find the desire product.



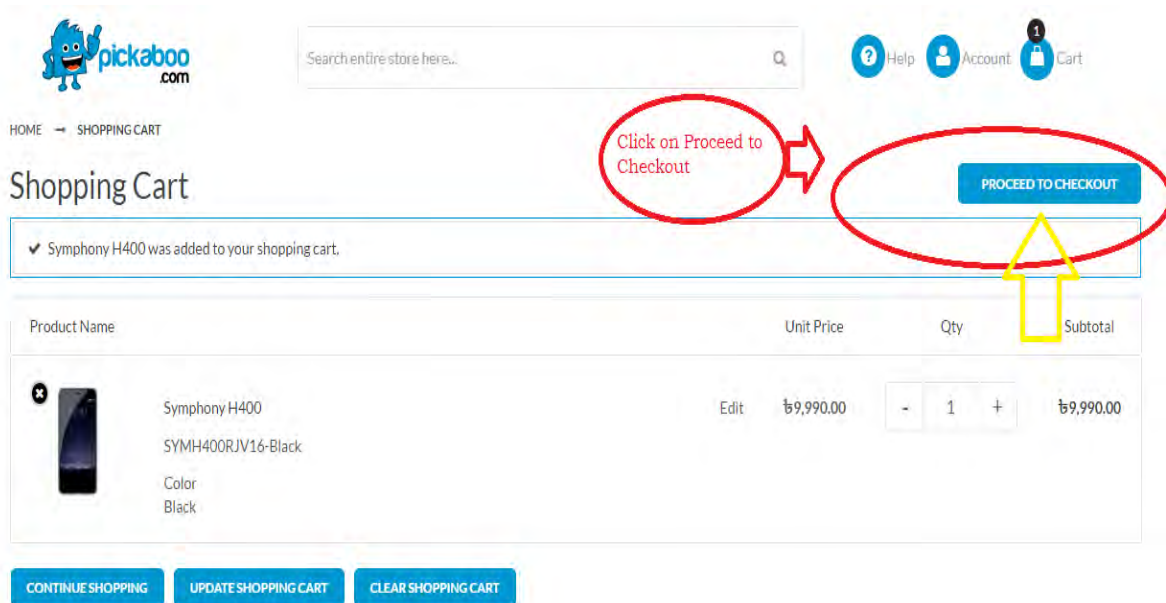
❖ Click on the product you want to buy. Suppose you want to buy Symphony H400.



- ❖ Select the color you want to buy and press **Buy Now** option or if you want to shop more products, you can click on **Add to Cart** and browse for more product.



- ❖ After clicking **Buy Now**, you have to click on **Proceed to Checkout** option to go to the last step.



- ❖ Now you need to fulfill the information and select the **Payment Method** and click on **Place Order Now** option.

Checkout

Fill the information

LOGIN ₹ 9990

Name & Address

First Name* Last Name*
 Ahamed Zahid
 01708127000 ahamed.zahid@gmail.com
 5/7/A, Block:B, lalmatia
 Country* State / Province
 Bangladesh Dhaka
 Dhaka 1207

Shipping Method

Regular Shipping
 Pickaboo ₹50.00
 Office Pickup
 24-48 Hours ₹0.00 **Select this**

Payment Method

Select cash on delivery **CASH ON DELIVERY**
 VISA, MASTER, AMEX - WALLETMIX
 BKASH [SEND MONEY ON +8801717-
 Grand Total ₹ 9990
PLACE ORDER NOW
 To confirm Order

Enter your coupon code:
 OUTLATE CODE
 APPLY Put outlate code & Click Apply

Chat

- ❖ You will see the this **Order Received Page**.

pickaboo.com Search entire store here... Help Account Cart

HOME → CHECKOUT

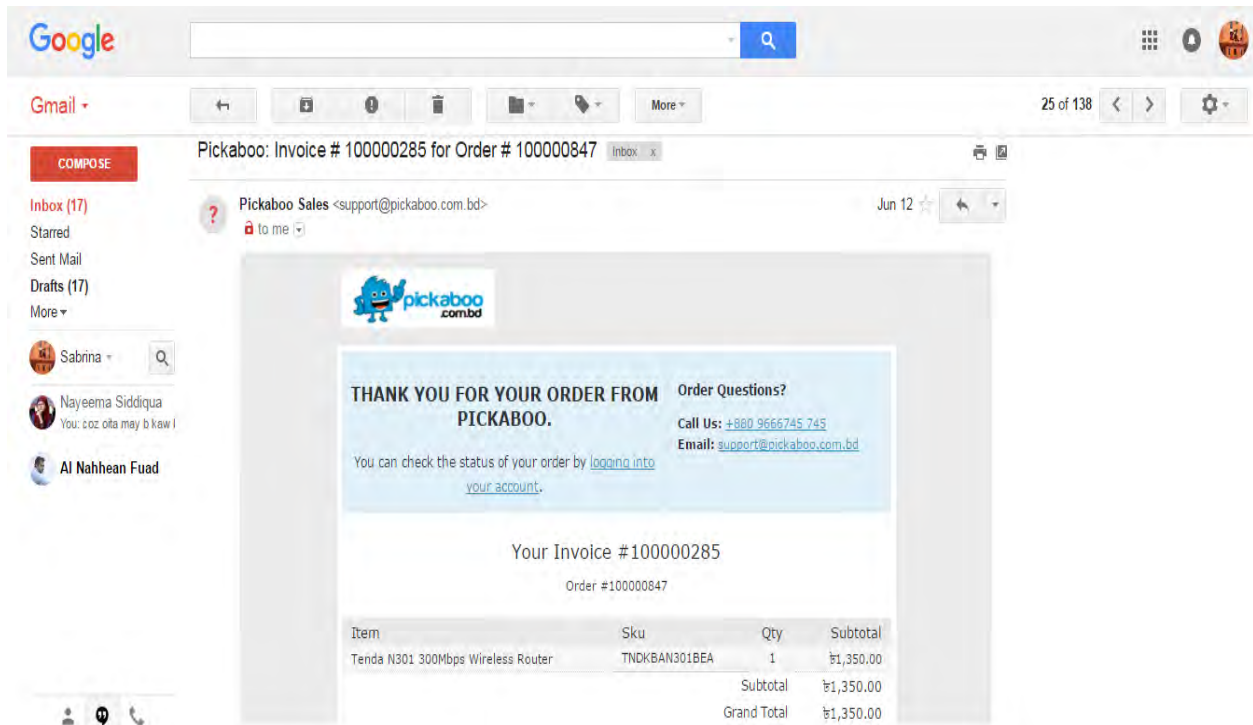
Your order has been received.

Thank you for your purchase!
 Your order # is: 100000037.
 You will receive an order confirmation email with details of your order and a link to track its progress.

CONTINUE SHOPPING

GET TO KNOW US	LET US HELP YOU	CUSTOMER SERVICE	MAKE MONEY WITH US
About pickaboo.com.bd	Your Account	Contact us	Sell on Pickaboo
Terms & Conditions	Your Orders	How to place Order	
Privacy policy	Returns and Replacement	Why shop on pickaboo	
Cookie Policy	Warranty policy	FAQ	

- ❖ You will get an email and also our employees will call and verify your order.



2.2.2 Return Policy of Pickaboo.com

Return policy of pickaboo.com is very clear. They made it as simple as possible for their valuable customers. But customers have to follow some instructions. These are described below:

Conditions to return products:

Customers must have to read through the Return Policy page of Pickaboo.com so that they can understand the eligibility for returning the products. Customers get only 3 calendar days after the product delivery to let the customer service of Pickaboo know that s/he wants to return that. Return can be initiated by the help of customer service team, if the delivered product meets all the requirements. Pickaboo customer service number is 09666745745.

Customers can simply follow the 6 steps stated below:

1. Check if your product meets all requirements.
2. Call customer service of Pickaboo.com.
3. Fill return form given with the invoices.

4. Either drop the product in our office, or appoint a rider when you call customer service.
5. Your return will go through quality check.
6. If validated, you will get refunded.

Return time of a product:

Products can be returned within a time period of 3 days from the date of delivery. For example: if I get my product on the 11th of September, I have until the 14th to let customer service know. Customer service team is available from 9:00 am to 11:59 pm, 7 days a week.

Items sold on Pickaboo.com can be returned within a period of 3 days from delivery date, provided they are eligible for return. Example: If I received my product on the 5th, I have until the 8th to contact Customer Service. Customer Service agents are available from 9:00 am – 09:00 pm, 6 days a Week.

Conditions for returning an item and the procedure:

If someone bought electronics, s/he has to refer to the requirements stated in the chart below.

What is the reason for my complaint?	What are the conditions for returning the item?	What do I get and when?
Product is not the one ordered or advertised	Seal must be intact if there is one, item in original condition Item must not be used. Item must include all packaging. 3 days to call Customer Service Call Customer Service to schedule a pick-up or drop-off Fill the return form	A full refund in the form of: Voucher: 1-2 business days. Bank transfer: 3-4business days.
At time of delivery product got damaged or it is defective.	Item must be in original condition Item must include all packaging.	Credit card reversal: 3-4 business days

How to request a return:

Contact Customer Service support@pickaboo.com to confirm that your product is eligible for return. They will explain the return procedure and arrange the pick-up.

To return any product customer have to give the following data:

1. Order number.
2. Reason for the return
3. The method of refund that you would like and the necessary information associated.
4. Where and when the product should be picked-up

Customer service of Pickaboo will arrange for pick-up the product from the given address with free delivery cost.

The checks being done after receiving the product by Pickaboo.com:

Once the product is received, that will be checked by Pickaboo's Quality Check team. They will make sure that the product meets all the requirements for a return as stated in their policies.

How long does the validation or invalidation of the refund take?

This quality evaluation process may take about 2 business days. Once completed, they will send an e-mail or call to give the result of the evaluation.

Can the customer request a replacement rather than a refund?

If customer prefers to replace the product, just have to let Customer Service know. They will call the customer as soon as possible. Then Pickaboo team will check the availability of that product. If the customer chooses a refund voucher, s/he can also use it to buy a similar product on Pickaboo.com his or herself.

Pickaboo team will call the customer to explain the issue and send back to him/her if the return is invalid. Pickaboo service team will arrange the delivery of that item.

2.2.3 Warranty Policy of Pickaboo.com

The warranty service applies to physical product and only for physical goods which are purchased from Pickaboo.com.

What does the warranty cover?

The warranty covers when there is a defect under normal use of the product during the warranty period.

Where should I go to get the warranty?

If the ordered product is non-functional on arrival, or is otherwise eligible for return, customer can call Pickaboo.com at 09666745745 within 3 days of delivery to initiate a return or exchange(subject to terms and conditions). If more than 3 days have passed after delivery and the product has a warranty, a warranty card will be included in the packaging. Customer has to call Pickaboo customer service to get warranty service. They will pick the product from customer free of cost; however, there will be shipping charge of Tk. 50 inside Dhaka, and Tk. 100 outside Dhaka when they deliver the serviced product. Service of the product will be ensured within 7 working days.

How will the customer get warranty if s/he lives outside Dhaka?

If the customer lives outside Dhaka, s/he has to send the product by Sunderban courier service. After receiving the product, it will take 10 working days to ensure service of the product and deliver the product back to customer.

What is customer supposed to write in the return/servicing form?

Customer will have to write down the order number, details of the problem s/he is facing with the product. Pickaboo team will check the quality of the product against customer's claim, if found satisfactory, they will send the product to the manufacturer for servicing.

3. DESCRIPTION OF THE JOB

EDISON Group is the market leader for electronic products and mobile VAS (Value Added Service) services in Bangladesh. Their e-commerce sector (Pickaboo.com) is recently launched. To run their business they needed some enthusiastic full time employees. To complete my graduation with a practical knowledge, I applied in different organizations and from them EDISON Group (Pickaboo.com) has offered me the job of SEO, Digital Marketing & Social Media Manager post. I am so lucky that I got a full time from this startup company of EDISON Group. Though it is a full time job but now I am showing the 1st 3 months as my internship to fulfill my BBA program in BRAC University.

In my 3 months of job experience I have gone through numbers of responsibilities and learning elements. Though my engagement was with the Technology Head of Pickaboo.com but mainly I worked with the digital marketing team. From my very first day I engaged with updating the website product and learned new software and platform (i.e., Magento). Beside this I was also engaged with supervising the content team and social media team as I had previous experience through part time job beside my university studies. It was such a nice experience to work with people from different background and culture. But most importantly the working environment is quite outstanding and little bit challenging.

3.1 Specific Responsibilities of the Job

As a marketing student I always love to work with marketing team. But I also did my 2nd major in E-Business so; digital marketing is also my very soft corner to work. And I found lucky myself as I got engaged with the digital marketing team. The responsibilities are discussed below which I had been given to fulfill in the organization.

3.1.1 Manage Magento Platform

Magento is an open-source e-business platform written in PHP language which was developed by Varien Inc., a US company with assistance from volunteers. By using Magento we update the product information on our website. Each and every product contains information like product ID, name, type, price, color, SKU, Quantity etc. This helps the customer to get proper information about the product before order any product through online. It also helps them to get understand before physical visit at the store.

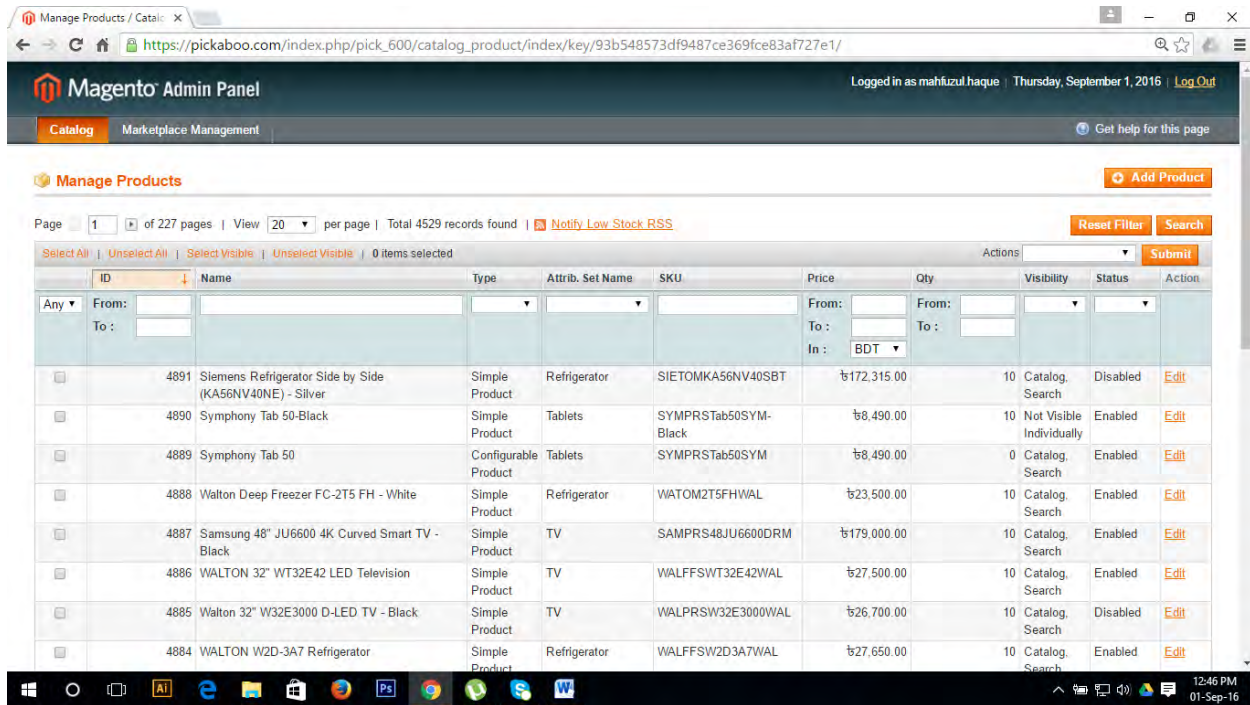
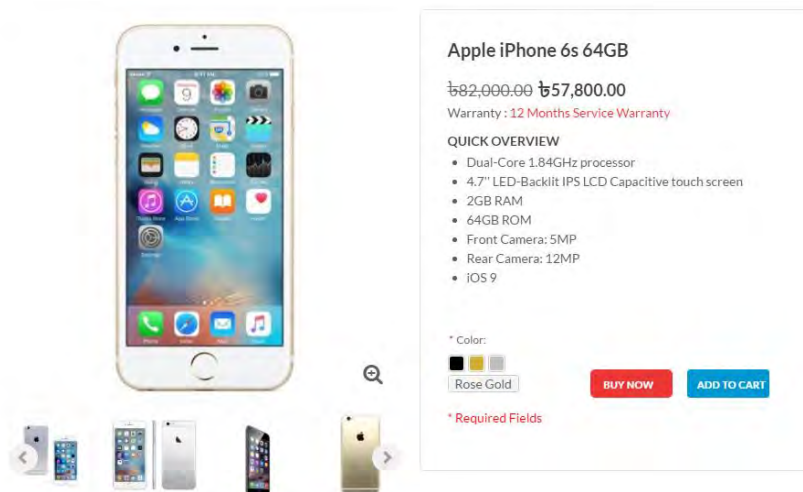


Fig: Magento Admin Panel

3.1.2 Web Content Development

Writing SEO enabled content of Pickaboo.com was my initial job. Product's contents comprise with various type of information (i.e., product name, price, description, quantity etc.). To develop a content I had to perceive what type of content is that. If the product is a smartphone,



then what are the specifications it has, what is dimension etc. I had to check and upload in the website.

3.1.3 Analyzing and Updating Meta Information

Meta information is also called Metadata. It describes and summarizes basic information about data. If I request to Google for a particular information, this Metadata helps to find that information easily. Meta tags or Meta data are basically HTML and XHTML language that describes the web page to all the search engines. It includes “Meta Title”, “Meta Description” and “Meta Keywords.” While this data perceived by the search engines, they play a significant role in SEO (Search Engine Optimization) rankings. Meta data can be created manually and automatically both. But manual creation is more accurate than automatic creation Meta tags. Till now each and every product’s metadata is analyzed and written by me.

Here, I have added a screen shot of Symphony M1 smartphone’s Meta information.

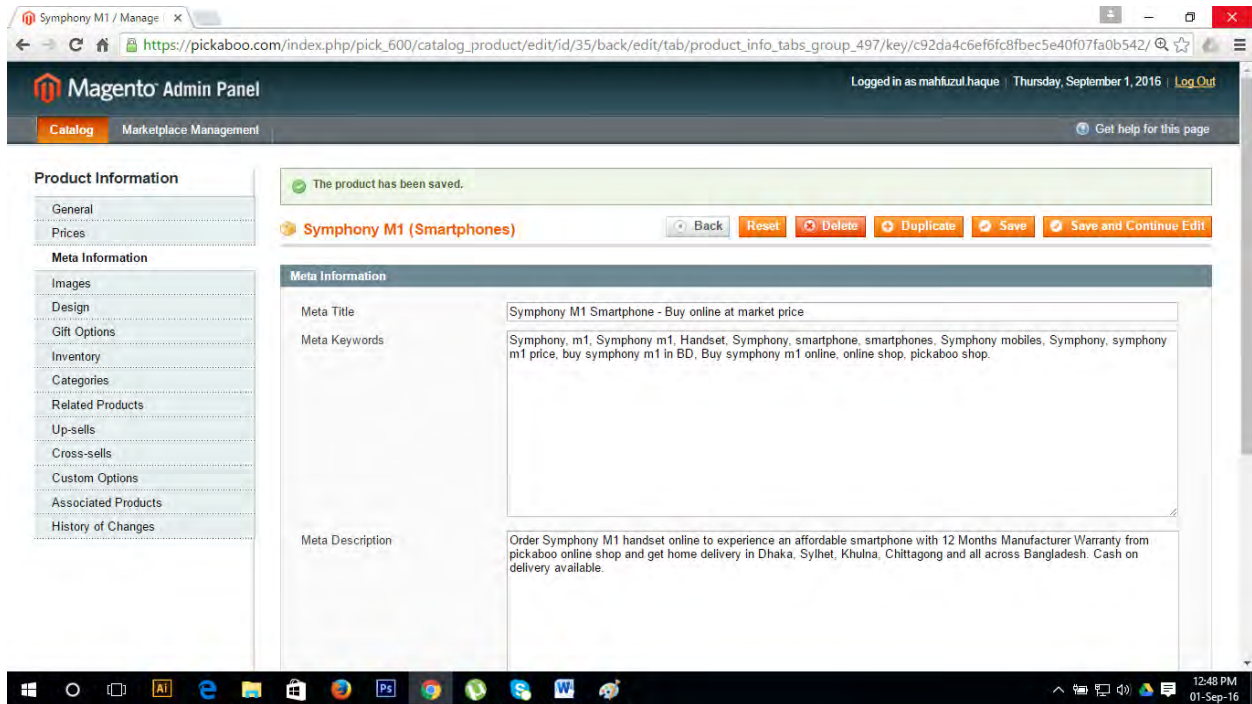


Fig: Meta Information

This is how in inputted Meta data from the back end of the website. It can be shown to anyone by clicking “view source” or “view page source” at the front page of the website.

3.1.4 Supervising Content & Social Media Teams

Before joining in Pickaboo.com, I had part time job experience in upoharbd.com. So, very fast I got the track and was requested to supervise the content team and social media team. For an e-

commerce business content team plays a vital role. Because before ordering a product, customers see the information whatever written in the description of that product. Likewise, social media team give replies through social media pages (i.e., Facebook). So, they also needed supervision to improve and give effective replies.

3.1.5 Creating and Implementing Social Media Marketing Plan

When I joined in Pickaboo.com, they did not have any social media pages. In this competitive era of e-commerce business, effective and strategic social media marketing was really needed for Pickaboo.com. I discussed with our Marketing head and created Facebook, Instagram and Google plus pages. After that we go for aggressive SMM (Social Media Marketing) to create a buzz that Pickaboo.com is in the market. Till now we have 296,169 total likes in our Facebook page. Moreover, we planned for different online fest and implemented (i.e., Mobile Mela, Home Appliance Festival). Our Mobile Mela campaign was a very successful for Pickaboo.com.



Fig: Facebook Page of Pickaboo.com

4. ANALYSIS AND FINDINGS

In this study, the Web Usability, SEO and Digital Marketing of Pickaboo.com have been analyzed. Some solutions have recommended as well after reviewing the problems of the Pickaboo.com website. Furthermore, the present situation of social media activities has been showed as well.

In the beginning, let us see what is web usability? And why it is important?

Web Usability is the easiness with which the users can use a website. Basically the smoothness of utilization of a website is the meaning of web usability. It makes the users comfortable with its presentation and the quality while using a website. Web usability actually narrowed down to efficiency in the perception of e-commerce websites. It also helps in triggering the sales and performing good transaction to the e-business. The concept of usability has been defined as “how well and how easily a user, without formal training, can interact with an information system of a website” (Benbunan-Fich, 2001). Benard et al. (1981) suggested that a “truly usable system must be compatible not only with the characteristics of human perception and action, but, most critically, with users’ cognitive skills in communication, understanding, memory, and problem solving.”

A usability assessment consequently evaluates the easiness of usage of a website functions and how successfully they enable users to accomplish their tasks efficiently. Afterward, usability is a more wide-ranging build than its usefulness.

4.1 Web Usability Issues of Pickaboo.com

To prepare my internship report, I worked on the website ‘www.pickaboo.com’ an online venture of EDISON Group. As it is a startup business of EDISON Group, the website is totally new. Hence, the usability of Pickaboo.com is not standard at all. It takes too much time to load from mobile devices. However, the website is still work in progress. It should be fine after few months.

This website was accessed on 1st May and 31st August of 2016 for doing the analysis. The usability of the website of Pickaboo.com is discussed in the next page-

4.1.1 Meta-Analysis of Pickaboo.com

As I mentioned above that Meta tags are HTML tags containing information for search engines about a particular website. They contain keywords and phrases to alert search engines of the contents of a website. If we request for any related topic on internet, those contents come in the screen of our devices.

The screenshot shows a search engine results page for Pickaboo.com. The search bar contains the URL 'https://pickaboo.com/'. The search results are displayed in a grid format. The first result is 'Pickaboo Online Shop Bangladesh - Genuine Mobile, TV, Tablet PC ...'. Below the search bar, there is a meta description: 'Get the best shopping experience from trusted online shop Pickaboo.com in Bangladesh. With a wide range of local and foreign branded products, we provide ...'. The search results are organized into two columns. The left column contains links to 'Mobile & Tablet', 'Mobile Mela', and 'pickaboo.com in Bangladesh'. The right column contains links to 'Symphony H400 With Free ...', 'About Pickaboo', and 'Why Shop on Pickaboo'. A link for 'More results from pickaboo.com »' is located at the bottom of the search results. Annotations on the right side of the image point to the 'Meta Title URL', 'Meta Description', and 'Site Links'.

Fig: Meta-Analysis of pickaboo.com

➤ **Meta Title:**

Google, (2010) suggests – “A title tag tells both users and search engines what the topic of a particular page is” (p.4). It helps to raise the ranking in the search engines if I add a precise Meta title for any specific web page. However, in case of Pickaboo.com, it does not have Meta titles for all the pages as I have mentioned before. Meta title of the home page which I have written for them is-

```
<title>Pickaboo Online Shop Bangladesh - Genuine Mobile, TV, Tablet PC, Laptop, Gaming Accessories, Home Appliances and more.</title><meta
```

Fig: Meta Title (From page source of pickaboo.com)

➤ Meta Description:

Google, (2010) also suggests – “A page’s description of Meta tag gives Google and other search engines a summary of what the page is about” (p.6). Meta description is important for each and every page of the website. Due to lack of man power Pickaboo.com is struggling with this issue. The number of clicks by the visitors depends on these descriptions. When I joined in Pickaboo, there was no Meta information. I have updated the Meta of all the smartphone pages including the home page and category pages. Here, I am showing the Meta description of the home page of Pickaboo.com.

```
name="description" content="Get the best shopping experience from trusted online shop Pickaboo.com in Bangladesh. With a wide range of local and foreign branded products, we provide fastest home delivery service, free returns and genuine products only." /><meta
```

Fig: Meta Description (From page source of pickaboo.com)

➤ Meta Keywords:

The Meta keywords are the tag which tells us any specific feature of web page. If anyone to search any specific product within a variety of product line, the Meta keyword helps to search for that specific product. In case of www.pickaboo.com, I have inputted the Meta keyword as much as possible for the home page.

```
/><meta name="keywords" content="Online Shopping Bangladesh, Electronics, Mobiles Online Shop Bangladesh, Shop Online in Dhaka Bangladesh, Smartphone in BD, Buy Laptop, Laptop price, PC Price, TV price in BD, Asus in BD, Astrum in BD, HP in Bd, Memory cards, Samsung, Apple, Best deals online in Bangladesh, electric iron price, Samsung price, Shimizu price, shopping in BD, Shop Casio Watches, Symphony mobile, symphony smartphones, featured phones, cheap mobile phone, iPhone, Online Shopping, Gifts to Bangladesh, online shopping store, online shopping store Bangladesh, bangladesh online shopping, online shopping store Bangladesh, Deals, Discount, Best deals dhaka, Smart Watches, Gadgets, best deals bangladesh, cheapest iphone in bangladesh, cheap electronics bangladesh, restaurants dhaka, electronics dhaka, Macbook price, iphone price in BD, Branded electronic products in BD, Dhaka electronics, discount products, send gifts bangladesh, send gift to bangladesh, bangladesh gift, bangladeshi gift, gift bangladesh, bangladesh online shopping, gift for bangladesh, online gift delivery shop, bangladesh wedding gifts, gift to bangladesh on eid, gift to bangladesh on valentines day, Cheap tabs, ecommerce bangladesh, online shopping bd, Headphone, Mouse, Keyboard, online shopping, bd online shop, online shopping in dhaka, computer accessories, accessories for men, online shopping mall, mobile phone, laptop, authentic, original, power bank." /><meta name="robots" content="INDEX,FOLLOW" /><link
```

Fig: Meta Keywords (From page source of Pickaboo.com)

4.1.2 Search Engine Optimization

Search engine optimization (SEO) is a process of causing the visibility of a website or web page naturally or in an un-paid (organic) way in the search results. As we know, Google's algorithm is exceptionally sophisticated and continually being updated to offer searchers the best possible results. This implies that SEO methodologies and understanding strategy of SEO and consumer behavioral patterns on internet is extremely important factor. SEO tactics must need to be implemented while developing our business operations online. Our web page content should be comprehensive, unique, accurate, relevant and useful to engage huge segment of customers and audiences. We need to be extremely focus on accurate and precise phrases and keywords related to our business purpose as its not only important for Google page ranking but also to make our page instinctive for the spider for crawl and decrypt it.

Due to limitation of description in all the category and product pages of the website, Pickaboo.com is facing the problems with search engine optimization. Moreover, the competitors of Pickaboo.com are getting first mover advantages. And the number of competitors is so high for an e-commerce business now in Bangladesh. So, the website ranks low and sometimes doesn't even appear when we search for an element of Pickaboo.

As Pickaboo.com is a startup e-commerce business and new website, it will take time to get the good ranking in Google. When the site was struggling with its presence in Google, I suggested my supervisor to index the website in Google Webmaster and Google Analytics. After that we started get the presence in Google. I have some screen shot before indexing in Google.

In the next page you will see 2 screen shots where 1st screen shot says Google is not aware of Pickaboo. Google asked me that “Did you mean “peekabao”, when I searched with “Pickaboo”. The 2nd screen shot is looking good with the map of Pickaboo office. It happened after some days of indexing this “www.pickaboo.com” website in Google Webmaster.

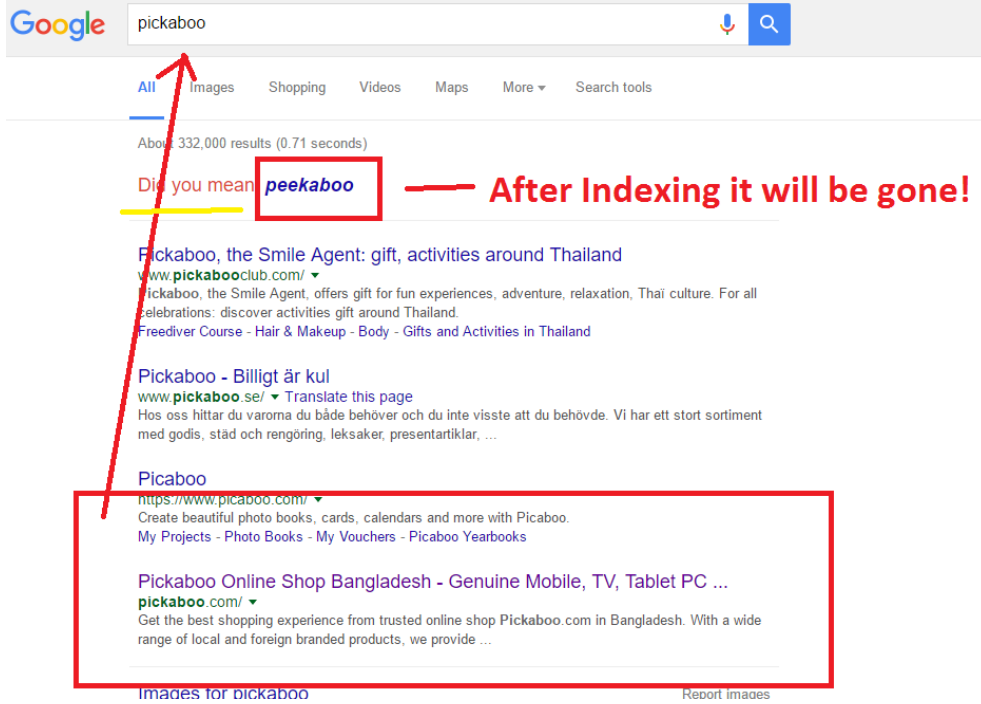


Fig: Situation of before indexing in Google Webmaster

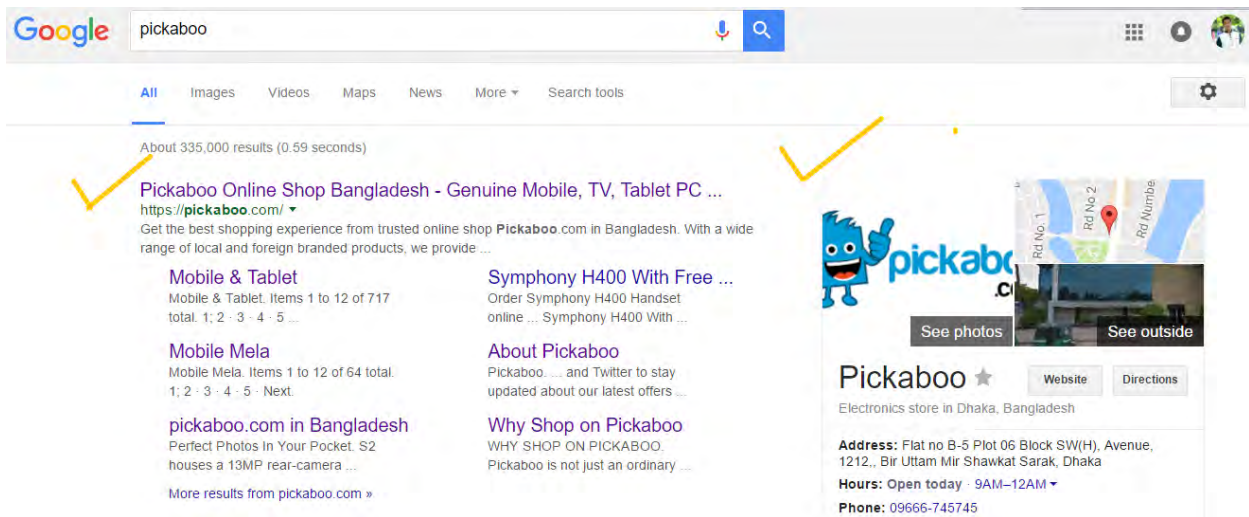


Fig: Situation of after indexing in Google Webmaster

4.1.3 Problems in the Contents

Sometimes the content team of Pickaboo makes some mistakes when they upload the content of any product. For that reason website does not show the content appropriately. Here is a screen shot of wrong uploaded content of a product where details information is missing.

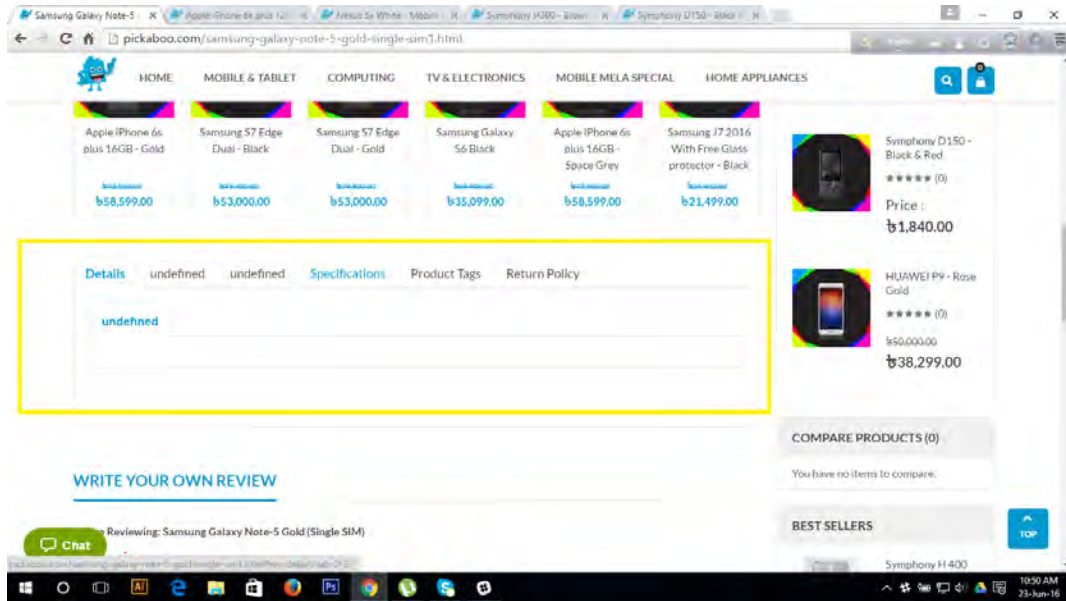


Fig: Problem in the content-1

In another product, “Buy Now” and “Add to Cart” options are missing.

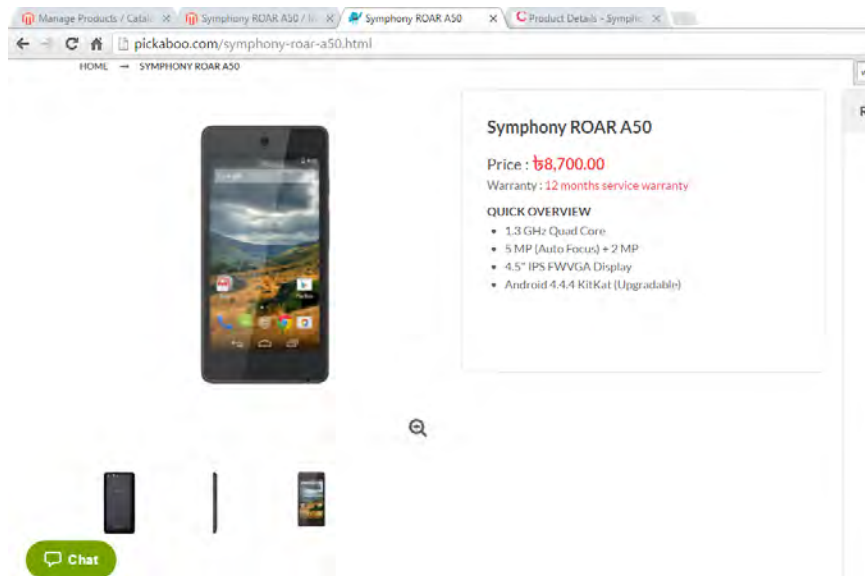


Fig: Problem in the content-2

Some products have image and color issues. These are given below:

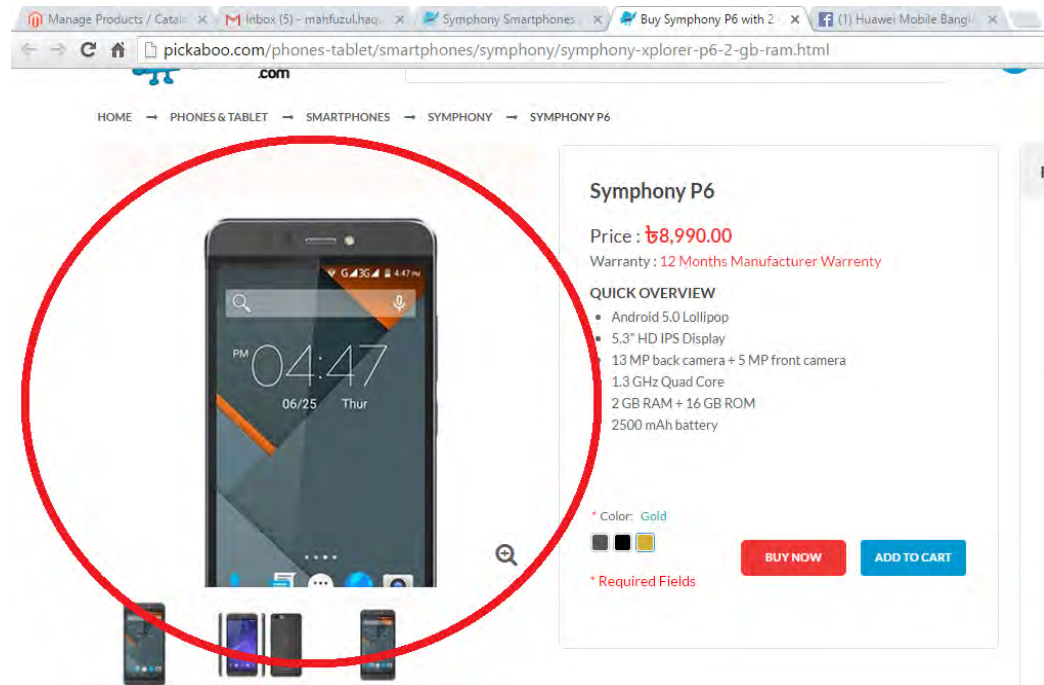
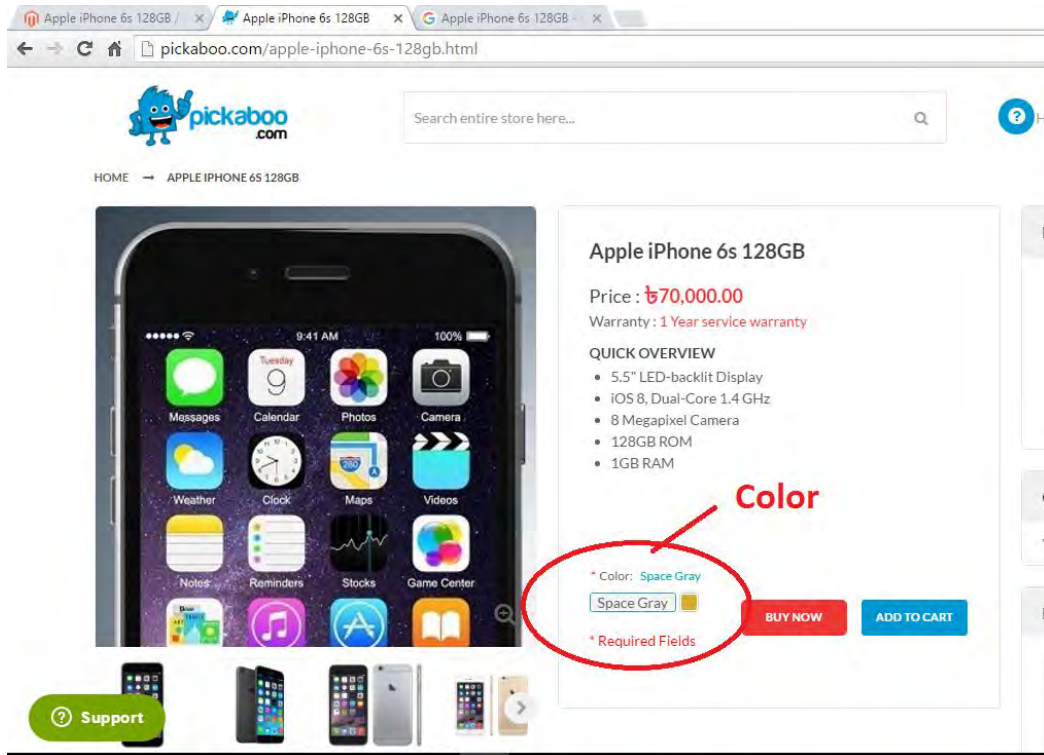


Fig: Problem in the content-3 (Color & Image size)

4.1.4 Language

In the website of Pickaboo, there is no language option. To have good web usability, an option for language change from English to Bangla is really important for any website in Bangladesh. It is more comfortable to browse the website in Bangla than English for some users. However, Pickaboo does not have this option yet.

4.1.5 Mobile Friendliness

In terms of mobile friendliness, Pickaboo.com seems somewhat slow and does not navigate properly if we browse the website from mobile or tablets. Sometime, the zoom option of images doesn't work of this website.

4.1.6 Lack of Product Categories

Some product categories are empty in the website of Pickaboo. Products were not added there to for the customers. When they see this type of error in the website, it gives really a bad impression to them. They might not come back again in this website if the page shows blank. Moreover, Pickaboo.com is just selling electronic products now. There is huge demand in fashion and life style products.

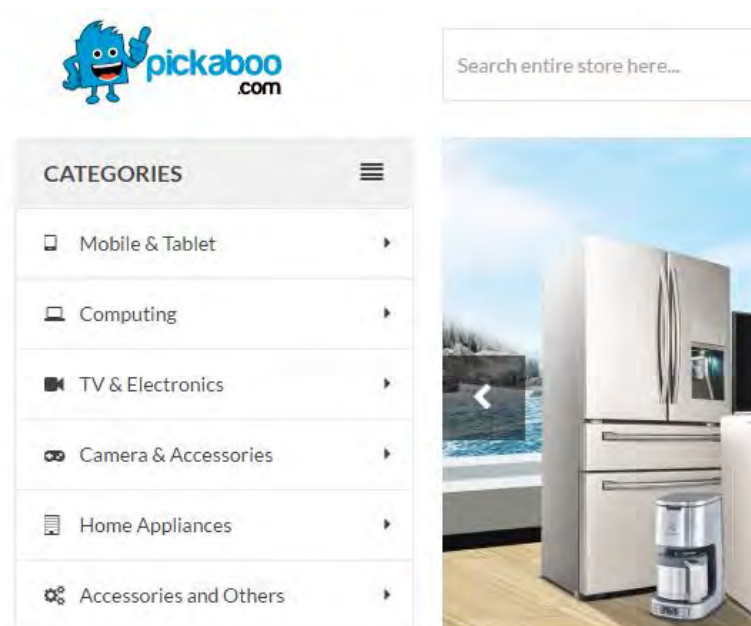
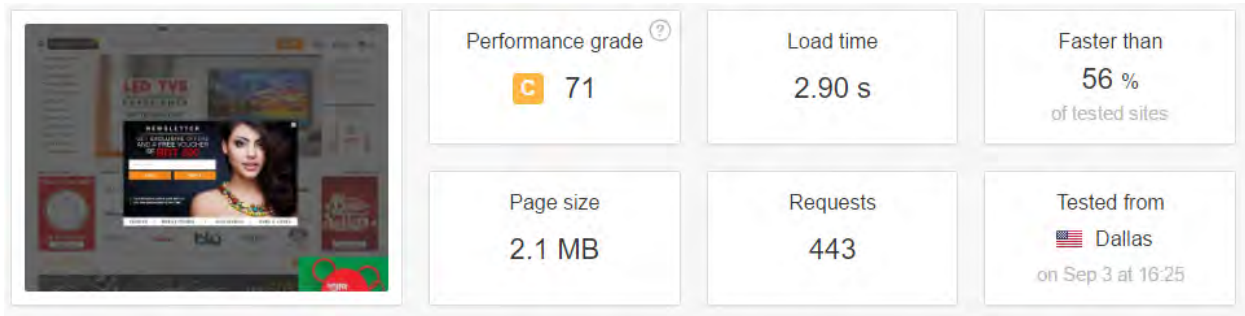


Fig: Lack of Product Categories

4.2 Comparison with Competitors

To compare Pickaboo website's ranking with other leading online shops, I have chosen 'Daraz' (<http://daraz.com.bd/>) and 'Dam.com.bd' (<http://dam.com.bd/>). There were many more online shops like Pickaboo, but Daraz and Dam.com.bd are the best competitors of Pickaboo.

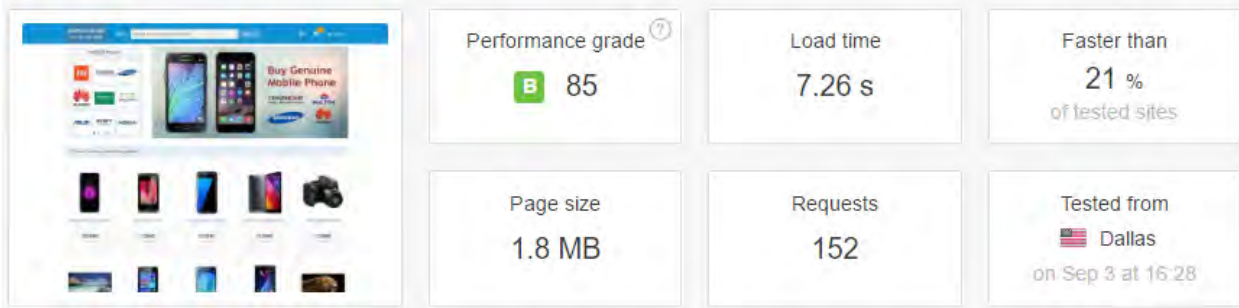


GRADE	QUEUE POSITION	
F 0		Minimize request size
F 0		Parallelize downloads across hostnames
F 29		Minimize redirects
C 74		Serve static content from a cookieless domain
B 86		Leverage browser caching
B 88		Combine external JavaScript
A 90		Specify a Vary: Accept-Encoding header
A 92		Combine external CSS
A 93		Remove query strings from static resources
A 96		Specify a cache validator
A 97		Minimize DNS lookups
A 100		Avoid bad requests

Fig: Performance grade of Daraz.com.bd

(According to tools.pingdom.com)

Summary



Performance insights

GRADE	SUGGESTION
F 0	Serve static content from a cookieless domain
B 88	Leverage browser caching
A 96	Minimize redirects
A 98	Minimize request size
A 98	Remove query strings from static resources
A 100	Avoid bad requests
A 100	Specify a cache validator
A 100	Specify a Vary: Accept-Encoding header

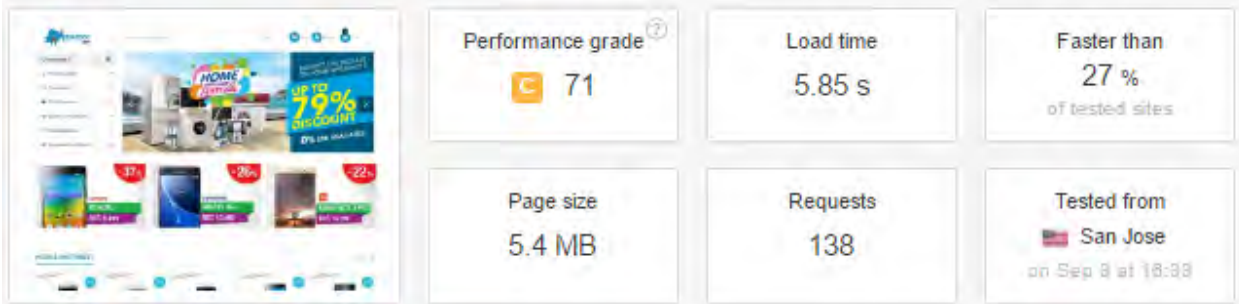
Fig: Performance grade of Dam.com.bd

(According to tools.pingdom.com)

Instead of Daraz.com, the performance grade of dam.com.bd is very good. The SEO (Search Engine Optimization) quality of Dam.com.bd is too high so that they got 85 out of 100 from the SEO analyzing website tools.pingdom.com.

On the other hand, the performance grade is not that much good enough for Pickaboo.com till now. You can see the grade sheet of Pickaboo.com in the next page.

Summary



Performance insights

GRADE	SUGGESTION
F 0	Combine external JavaScript
F 0	Parallelize downloads across hostnames
D 60	Serve static content from a cookieless domain
D 64	Minimize request size
C 79	Specify a Vary: Accept-Encoding header
B 84	Minimize redirects
B 88	Combine external CSS
B 89	Minimize DNS lookups
A 91	Leverage browser caching
A 97	Remove query strings from static resources
A 97	Specify a cache validator
A 100	Avoid bad requests

Fig: Performance grade of Pickaboo.com

(According to tools.pingdom.com)

4.3 Advertisement & Promotion of Pickaboo.com

Advertisement and promotions of online businesses are usually controlled through various sets of digital marketing channels. Digital marketing is such a marketing strategy that being broadly used to promote a business items or benefits and to achieve customers exposure through digital channels. It is a vast term that comprises social media marketing, mobile marketing, online marketing, email marketing, blogging, SEO, pay per click and so on. However, in this era of digitalization, in Bangladesh, digital marketing is emerging and yet to be more flexible in every platforms for maximum optimization and utilization. Nevertheless, very near future, Bangladesh will be adopting all the digital marketing channels as whole country is experiencing the vibes and power internet. According to “International Telecommunication Union (ITU), World Bank, and United Nations Population Division; *21,439,070 users are using internet in 2016*”.

From last year 2015, total internet users of Bangladesh increased drastically which is the real scenario of digitalization of Bangladesh and which inherent enormous opportunities for future marketers.

Digital marketing is such a marketing dimension that is evolving and rapidly changing every hour. So it is an enormous challenge for today’s marketer to execute digital marketing plan effectively in locally overwhelming yet global platforms.

From the very beginning Pickaboo.com understood the importance of digital marketing and also online campaigns. So, they organized Mobile Mela within 3 months after launching the website. And then they started aggressive marketing through Google Adwords and Facebook. I have added some of the screen shots of online campaign and promotions of Pickaboo.com in the next page.

4.3.1 Online Campaign

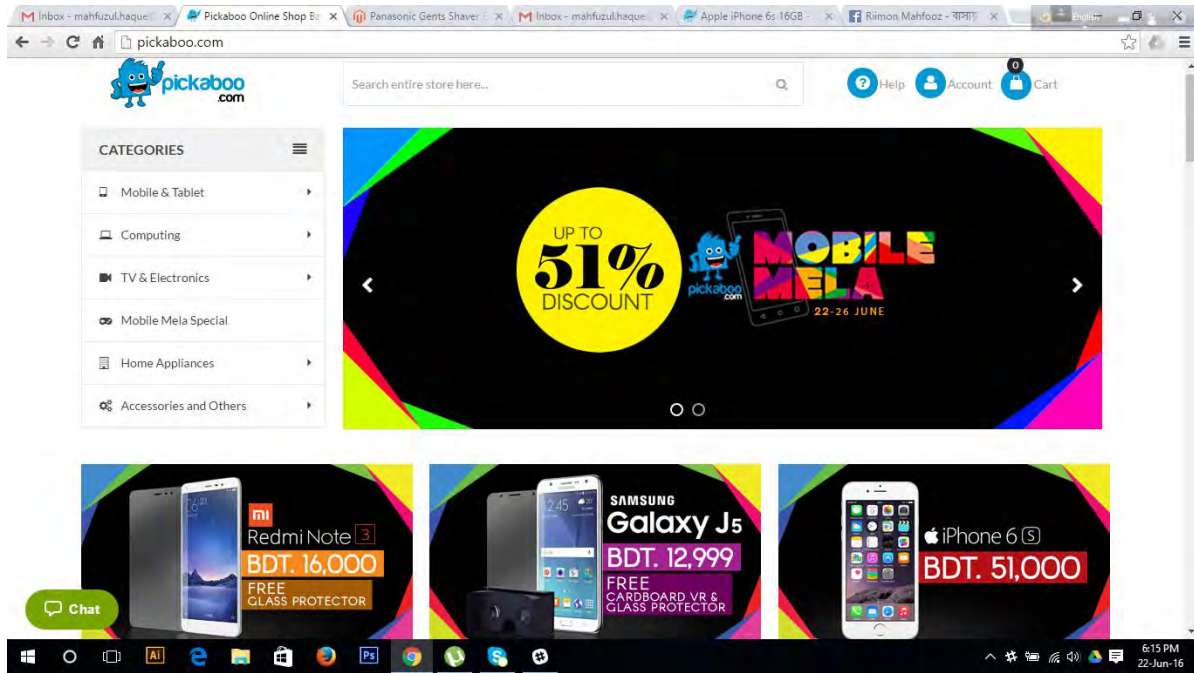


Fig: 1st Online Mobile Mela Campaign Organized by Pickaboo.com



Fig: Banner for Promotion of Mobile Mela

4.3.2 Social Media Marketing

According to We Are Social- “Annual growth continues apace particularly in the number of mobile social users which hit 31% this year (Kemp, 2016). Similarly in our country the using of social media increased by maintaining high manner. According to The Daily Star, mobile internet in Bangladesh shows that 70% of users spend more than an hour on social networking sites. About 23% of them spend more than 5 hours on the social networking sites a day (The Daily Star, 2015).

Asia pacific is also bringing much change in this sector too. The active social media users increase 14 percent than the last year. In terms of Bangladesh the growth rate is high as much as 148 percent than the last year.

So, Pickaboo.com wants to grab that market through social media promotion. Moreover, Pickaboo.com designs the campaign in way so that they get the maximum reach from the campaign.

Pickaboo.com added 32 new photos to the album মোবাইল মেলা অফার.
24 August at 17:59

এই মেলায় আপনি ২১টি ব্র্যান্ডের ৬০টিরও বেশি হ্যান্ডসেটের উপর পাচ্ছেন সর্বোচ্চ ৬৫% পর্যন্ত ডিসকাউন্ট। দেরি না করে এখনি অর্ডার করুন আপনার পছন্দের হ্যান্ডসেটটি। সীমিত সময়ের এই ছাড় উপভোগ করতে ভিসিট করুনঃ <http://goo.gl/TeVXXj>
বিস্তারিত জানতে কল করুনঃ 09666745745

NOKIA LUMIA 1320 BDT. 8,750 -65%	Lenovo K3 NOTE BDT. 9,490 -37%
SAMSUNG GALAXY J3 BDT. 10,990 -21%	BDT. 7,690 +26%

3,640,645 People Reached

64,170 Reactions, comments & shares

59,933 Like	59,933 On post	0 On shares
194 Love	194 On post	0 On shares
90 Haha	90 On post	0 On shares
302 Wow	302 On post	0 On shares
26 Sad	26 On post	0 On shares
26 Angry	26 On post	0 On shares
2,718 Comments	2,567 On Post	151 On Shares
1,519 Shares	1,519 On Post	0 On Shares

952,768 Post Clicks

853,131 Photo views	15,731 Link clicks	83,906 Other Clicks
-------------------------------	------------------------------	-------------------------------

NEGATIVE FEEDBACK

Fig: A promotional campaign of 2nd Mobile Mela

Today's date is 31st August, 2016. And here is the one week performance result of the Facebook page of Pickaboo.com. Right now the total number of Facebook likes is 296,169. This is the result of only 5 months struggle and Facebook promotions.

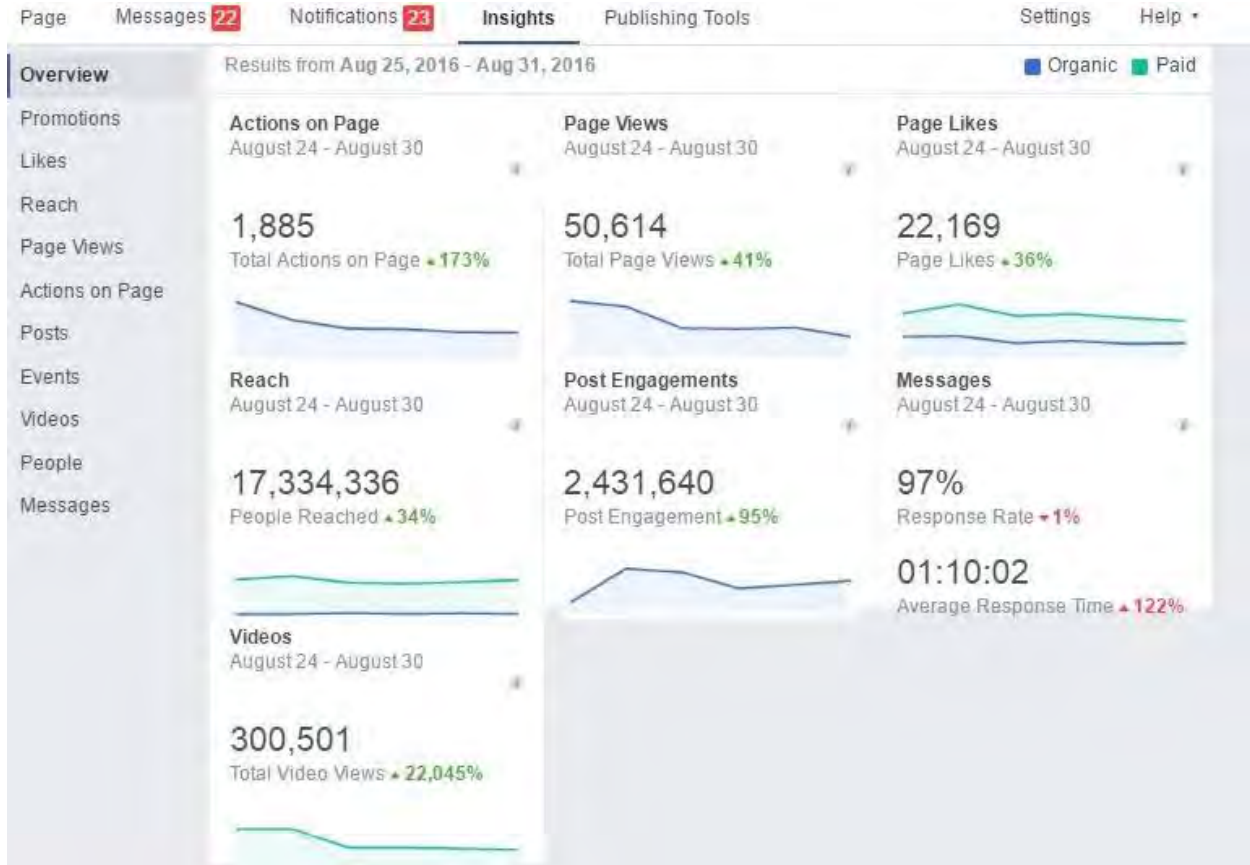


Fig: Facebook page insight (From Aug 25, 2016 – Aug 31, 2016)

4.4 RECOMMENDATION

To survive in this competitive e-commerce era, Pickaboo has to increase their web usability as soon as possible. Not only Pickaboo, but every company has to improve their website so that their customers visit the website again and again. From different author's analysis I got to know that customer retention will be higher if experience of browsing the website is effortless and easy. Pickaboo is expanding rapidly, but to cope up with the competition and keep them ready with the changing trend they should always keep upgrading their online services. There are some recommendations from my point of view:

- For each and every page of Pickaboo.com has to have proper Meta tags (Meta title, Meta Description & Meta Keywords). To get more customers both nationally and internationally a proper Meta data is very important.
- Home page of Pickaboo.com lacks the required description of the company. It makes clear to the visitors about the company and the product offerings. It also helps to improve search engine optimization.
- Language option should be included in the website. It will help the visitors who do not understand English that much.
- The product description should be more unique and informative so that customers get the overview of the product mentally even without seeing it physically and Google improves the ranking of the website.
- Proper keywords for each product and also main home page have to be updated so that Pickaboo.com comes up in the top of search result.
- Customers have high brand loyalty towards a brand if they are satisfied with the product delivered by it. If Pickaboo desires to survive in the market for extensive instance and countenance the competition, it must give attention to on improved feature goods.
- Perfect picture should be taken of the product and edit them accordingly before uploading in the website.
- Content team and technology have to be aware of the wrong content and bugs in the website.

- Most of the internet users browse internet from their smartphones. So, Pickaboo.com must have to have good mobile view and navigation system. They establish mobile app for Pickaboo.com which will be more beneficial for them.
- They should emphasize on to be a part of the discussion on social sites. They can also use Hashtags in their posts on trending topics so that the brand can be exposed to relevant users.
- Pickaboo.com posts a lot of direct links of the website and photos on social media. Hence, they should let the customers experience different type of post so that they do not get bored. For example, photos, videos, status, gif can be shared in the Facebook page. Therefore, they should always try to give fans something new and exciting.

The website should give some months to observe and check the website after the changes done in the website. If the bounce rate gets reduced or page rank gets higher than the previous result, then it is definitely a successful work for the website.

In ‘E-commerce from vision to fulfillment’, Elias M. Awad suggested to test the website again and again. First it should be checked whether the website is technically right. Then the site should be check if it right in the eyes of the visitors (Awad, 2008).

The website should be tested on the people who are the potential users of that website. It is all about them who are actual viewer or customer of the website. So, their comfort ability is the main priority.

CONCLUSION

Electronic commerce is rapidly growing as an impressive manifestation of globalization. By now, the growth story of Bangladesh has become well-known. Recently the offline market leader EDISON Group has entered into the e-commerce sector with their website Pickaboo.com. They are constant in detection of business innovation and improvement. With the journey of time they are also getting modern. In this development period of Pickaboo.com, the poor quality content, lack of Meta tags in every page, bugs, strategic digital marketing etc. are stopping the website to get a better rank in the Google. After working on the website, the company should review at least three months to check how it is performing.

My internship on web usability, SEO & digital marketing proves the importance of these elements in e-commerce sector. And the successful compilation of my internship proved the future of digital marketing and web usability. In terms of digital marketing, it is no more just to post the ads in the portal but to integrated service and channels.

The research is focused on the effectiveness of the web usability and digital marketing. Now the concept of shopping has changed. It is something more than “buy & sell”. I honestly believe that this report will help Pickaboo.com to get the understanding of what problems they are facing and where they can improve. The recommendation part of my report can help them to make their website and social media pages better. Last but not the least; my report can be platform to recognize the Web Usability, SEO and Digital Marketing in a practical way and acquire more knowledge about the design of a website and strategic marketing according to customer preferences of an e-commerce website.

REFERENCES

1. Awad, E.M. (2008). *Electronic Commerce from Vision to Fulfillment*. India: Dorling Kindersley (India) Pvt. Ltd.
2. *Digital, Social & Mobile in APAC in 2015*. (n.d.). Retrieved from We Are Social: <http://wearesocial.com/uk/blog/2015/03/digital-social-mobile-apac-2015>
3. Chaffey, Dave (2009). *E-Business and E-Commerce Management*. 4th ed. England: Pearson Education Limited.
4. *Internet Subscribers in Bangladesh February, 2016*. (2016, February). Retrieved from BTRC.GOV.BD: <http://www.btrc.gov.bd/content/internet-subscribers-bangladesh-february-2016>
5. *Social Media Analytics for Every Marketer*. (2016). Retrieved from Socialbakers: <https://www.socialbakers.com/>
6. Google (2010). *Search Engine Optimization Starter Guide*. Retrieved from: <http://static.googleusercontent.com/media/www.google.com/en//webmasters/docs/search-engine-optimization-starter-guide.pdf>
7. Badre Albert (2002) *Shaping Web Usability: Interaction Design in Context*. Boston: Addison-Wesley Professional.
8. *E-Commerce in Bangladesh*. Retrieved from Assaignmentpoint.com: <http://www.assignmentpoint.com/business/banking/e-commerce-in-bangladesh.html>
9. Md. Mohiuddin (July, 2014). *Overview the E-Commerce in Bangladesh*.
10. *Background of EDISON Group*. Retrieved from: <https://www.edison-bd.com/>
11. *About Pickaboo.com*. Retrieved from: <https://pickaboo.com/>
12. <https://www.facebook.com/pickaboocom/>