

Internship as a Junior Web Developer

by

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An Internship Report submitted to the Department of Computer Science and
Engineering
in partial fulfillment of the requirements for the degree of
B.Sc. in Computer Science

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Declaration

It is at this moment declared that:

1. The report submitted is my original work while completing a 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. We have acknowledged all main sources of help.

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Abstract

Companies need a strong online presence because web development and digital marketing are fields that are expanding quickly. During my internship, I began working as a Junior Web Developer at Crocs Bangladesh, where my duties included creating, developing, and managing the company's website. As I proved over time that I could handle technological difficulties and improve the functionality of websites, I was promoted to the position of IT Executive. I took on more duties in this position, such as monitoring SEO tactics, keeping an eye on website performance, and making sure the business's digital platforms ran well.

In addition to overseeing a group of interns in web development and digital marketing, as an IT executive, I also mentored them in these areas. My duties included adding plugins, fixing bugs on the website, boosting user interaction using SEO, and coordinating the content of the website with the marketing objectives of the business. The report provides an overview of my major projects, the difficulties I encountered (such as managing a team and optimizing websites), and the solutions I put in place to get the intended outcomes.

This report from my internship describes my career path, from my position as a junior web developer to my promotion to IT executive, and it also shows the technical, managerial, and leadership abilities I acquired during that period. I now have invaluable insights into how web development, project management, and digital marketing are used in the real world, which will help me be ready for any obstacles the IT business may present in the future.

Dedication

This report is devoted to my family, whose unwavering support has been indispensable to me during my academic career. Additionally, as they contributed to my professional development, I would like to dedicate this work to my Crocs Bangladesh colleagues. A particular thank you to my parents, whose steadfast support has been the cornerstone of my career.

Acknowledgment

My profound thanks go out to Crocs Bangladesh for giving me the chance to start my career as a junior web developer and eventually advance to the position of IT executive. My coworkers' and supervisor's encouragement and direction were really helpful to me as I developed my managerial and technical skills.

My university has given me the tools to succeed in the profession and I am so grateful that they made this internship possible for me as part of my degree program. My sincere gratitude is extended to my instructors and mentors, whose counsel and insights have been indispensable to my advancement in my career.

And lastly, I want to express my gratitude to all of the colleagues that I had the honor of managing. Working with them has been extremely fulfilling, and their commitment and effort helped us to accomplish our objectives.

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Chapter 1

Introduction

Internships join academic experience and knowledge gained from theory with the practice in real-world settings. Thus, internships allow a student to apply knowledge gained within the framework of computer science and engineering curriculums and contribute to the solution of business tasks in practice, gain experience in the field of activity, and work on the development of professional skills. This I was able to achieve through my internship program with Crocs Bangladesh. When I joined the company as a junior web developer, my main role was to handle and maintain crocsbangladesh.com, which is the e-commerce site for the company. After some time, I was promoted to an IT Executive level, which entailed managing projects and leading a team besides designing the website.

1.1.1 Importance of Internships

Interns are virtually placed in business environment roles and thus the experience they gain from internships is real. They equip the students with the chance to implement concepts learned in the classroom, generate new expertise, and become more assertive in their chosen field. Apart from developing vocational knowledge in one's area of specialty, internships also assist persons in developing interpersonal skills that include communication, teaming, and critical thinking, which defines career success in the current global village.

1.1.2 Overview of IT and Digital Marketing Roles

Indeed, it's impossible to imagine a contemporary business organization lacking IT and digital marketing departments. The internship at Crocs Bangladesh helped me witness the implementation of technology and approaches in determining a business's online trends. My job entailed designing and building a WordPress-based website for the company, maintaining and optimizing its performance as well as optimizing it for sales. Sometimes even though working with the marketing and sales department I was able to learn how technical optimization fits into the larger business strategy.

1.2 Objective

It is suggested that the purpose of this internship report is to show the things that I have done and the things that I have learned during my internship program in Crocs Bangladesh. This report describes the tasks assigned to me, the difficulties experienced, and how theoretical concepts learned at the university were applied to practical problems encountered. It also describes how I evolved from a specialized worker to a directorial position where I'm in charge of interns, and have direct responsibility for other aspects of the company's website.

1.2.1 Purpose of the Internship

The primary thing of this internship was to enable me to meet real-life computer wisdom systems. Either, it was developing my web development, and SEO skills as well as leadership skills while managing group members since I planned to pursue a career in the IT sector in the future.

1.2.2 Key Learning Outcomes

During this internship, I developed several crucial skills:

- A good knowledge of WordPress and website optimization.
- References to SEO work, approaches, tendencies, and contributions to the development of digital marketing as a branch.
- Basic communication skills with different employers and customers through engaging in an Internship at the Office.
- Effective working with cross-functional teams highlighted my communication and collaboration skills.

1.3 Information Sources

The information included in this report resulted from the observations during the internship, the materials studied during the work on the internal projects, web development, and SEO guidelines.

1.3.1 Internal Project Documentation

During my internship, I took part in projects intended for enhancing the functional capacity of sites at croscbangladesh.com. Internal documentation that I engaged involved notes from the meetings, brief projects, and performance reports that offered perception into the operations of the company.

1.3.2 External Research and Online Resources

To be current with external sources, web development trends, and practices of SEO, I used external materials. Among them, there are the WordPress development guide,

SEO using Google Analytics, and web tutorials that I used to hone my skills and use standard approaches to the job.

1.4 Document Overview

This paper has been divided into several important chapters where all focus highlights my internship period and the skills attained during this course.

1.4.1 Chapter Summaries

Chapter 2: Company Profile: This section gives detailed information about Crocs Bangladesh, its operation strategy, product line, and its organizational chart.

Chapter 3: Workplace Details: In this chapter, I describe my position within the organization, the organizational structure of the teams I was exposed to during my internship, and the duties I performed during my internship.

Chapter 4: About Me: Here I discuss in detail the assignments that I undertook: web design, SEO optimization, and advertising strategies.

Chapter 5: Considerations: This chapter reviews the professional, technical, and personal skills I gained in the course of my internship.

Chapter 6: Recommendations: In light of this, this section concludes the internship and gives some recommendations that will be useful for any other intern who will be working for Crocs Bangladesh in the future.

1.4.2 Report Structure

This report is arranged in a successive manner that starts with a brief background of the company and my position, followed by details of the particular achievements made within the company and ultimately the tone development and issues learned by the author. Every chapter is related to the former one and gives the overall information about the internship experience.

Chapter 2

Company Profile

Crocs Bangladesh, located within the sphere `croscbangladesh.com`, is a successful retail and distribution point for the internationally notorious Crocs shoes in Bangladesh. Formed in 2021, the firm has established itself as the go-to seller of Crocs within the country because it deals in quality, most comfortable footwear.

2.1 Company Overview

It is an online business and sells almost all Crocs products starting from clogs, sandals, flip flops, and slides among others. Another key element of Crocs Bangladesh's business model is its commitment to customer convenience: the store website is easy to navigate, and shoppers can make secure purchases with either cash or bKash; most importantly, delivery across the country is quick and dependable. Exploiting the current trend and built-in functionalities that are in the Crocs, the company intends to be a one-stop shop for anyone who desires both fashionable and comfortable shoes. It is their goal to offer luxury Crocs footwear to the public at a reasonable price with corresponding excellent service. The Bangladesh operation, Crocs Bangladesh, which was established in 2021, initially started its journey to deal with the increasing demand for genuine and original Crocs products in the region. The company identified the local market need for comfortable footwear quality in the international market and the famous Crocs brand was taken to the market. Gradually Crocs Bangladesh has broadened its product portfolio and inversely has increased its outreach, reaching everyone with bottom wear and tear requirements.

2.1.1 History of Crocs Bangladesh

Crocs Bangladesh was established in 2021. The company originally started its operation by furnishing the people of Bangladesh with original quality Crocs products. Realizing that the population was in lack of comfortable yet luxurious shoes, the company became a distributor of the popular worldwide brand – Crocs. Since then, Crocs Bangladesh has added a product line and now targets all orders of the mass, earning the trust of the consumers.

At first, the company only relied on internet deals, but lately, the company has expanded from retail collaborations and direct partnerships with logistics providers so that every customer in Bangladesh can receive the products directly and instantly.

2.1.2 Key Business Areas

Crocs Bangladesh operates in several crucial business areas.

1. **Online Retail:** The core business of the company is to sell unique, genuine Crocs shoes which are available through the internet at its sanctioned point crocsbangladesh.com, along with other accessible styles, colors, and sizes.
2. **Noncommercial Distribution:** In addition to the direct sales of its shoes in its outlets, Crocs Bangladesh also supplies outlets throughout the country through wholesalers.
3. **Customer Support:** What makes this company stand out is its effective shipping-service department, first-rate returns policy, as well as exchange services, guaranteeing every customer the best experience from the moment of purchase to when they want to return or exchange the product.

2.1.3 Vision and Mission

The vision of Crocs Bangladesh is to be an authentic, comfortable footwear provider compatible with the requirements of the people of Bangladesh. The company aims to sell authentic Crocs shoes that incorporate comfort in design and style, while serving customers in the most pleasing and effective way possible.

2.2 First Day of Joining Crocs Bangladesh

When I entered Crocs Bangladesh as a Junior Web Developer, I initially focused on developing my relationship with the company. I soon realized there was a popular online presence of the organization through www.crocsbangladesh.com. On this day, there was an elaborate orientation process where I got to meet crucial members of the IT, marketing, and customer relations departments. This process was important to help me understand the everyday work process and familiarize myself with the tools and technologies used to administer and develop the website.

2.2.1 Introduction to the Team

Currently, there aren't many people in the Crocs Bangladesh team; however, everyone interacts closely with each other, as most of the employees from different departments take turns maintaining the official website and contributing to the development of the company. I also formally met the IT specialists responsible for website development from the backend, the marketing department for search engine optimization and digital marketing, and the customer support team, who aim at enhancing customer satisfaction.

2.2.2 Orientation and Induction

In this case, I was informed of the pre-existent digital structure of the company, more specifically, the enterprise-business system. The induction process thus concentrated on aspects such as an analysis of the website's performance metrics, customer engagement plans, and the general online marketing strategies that the company had

embraced. As a Junior Web Developer, my responsibilities were to help enhance the website's usability, its effectiveness in navigation, and its design.

2.2.3 Initial Tasks Assigned

Some of my first assignments at the company included a deep inspection of the site `croscbangladesh.com` and its optimization issues concerning site speed, search engine optimization, and mobile optimization. I was also to assist the marketing team in rolling out changes to the product pages, and optimize the customer journey from landing pages to purchasing.

2.3 Products and Services

Crocs Bangladesh has a wide product portfolio in footwear and ensures that every customer gets the comfortable fit that they ask for. Its website `croscbangladesh.com` offers a diverse collection of Crocs footwear that can be filtered by style, color, and size, making it easier for customers to find what they want.

2.3.1 Product Categories

The product categories offered by Crocs Bangladesh include:

1. **Clogs** - The most notorious products of the Crocs company are the LiteRide, Echo, and the Classic series shoes due to their comfort and durability.
2. **Slides** - Crocs slides are comfortable and popular outdoor footwear since they are simple sandals to wear and are waterproof.
3. **Flip-flops** - Made for utmost comfort, these shoes come in different colors and designs and can be used for fashion purposes as well as for comfort when walking.
4. **Kids' Footwear** - Crocs Bangladesh also offers a kids' footwear line to ensure children of all ages can experience the comfort of Crocs, available in fun colors.
5. **Accessories** - The Jibbitz™ Charms are small accessories that can be placed inside Crocs footwear and come in a wide variety of shapes, allowing customers to personalize their shoes.

2.3.2 Target Audience and Market

The target market of Crocs Bangladesh is wide and covers all age groups of both genders in Bangladesh. It targets individuals who prefer to wear comfortable and quality products on their feet. Crocs Bangladesh acknowledges this by offering its customers a variety of designs and styles that are suitable for casual wear as well as outdoor activities.

2.3.3 Unique Selling Points (USPs)

What sets Crocs Bangladesh apart from its competitors is:

1. **Authenticity** - All shoes and other accessories sold through crocsbangladesh.com are authentic Crocs products, produced by Crocs' certified suppliers.
2. **Customer-centric Programs** - The company has a return policy where customers can return products and exchange them for other sizes if the current size does not fit or suit them.

2.3.4 Special Edition and Limited Edition Products

Crocs Bangladesh periodically launches a unique product line, which can be referred to as a seasonal product line. These include products like the LiteRide 360 and Bayaband Clog. These products typically feature more durable and robust designs, often incorporating trending colors and features that attract more customers compared to regular models.

2.4 Experience and Track Record

Since its inception, there is no doubt that Crocs Bangladesh has successfully tapped into the Bangladeshi market, offering well-defined services characterized by timely delivery, authentic products, and strong customer relations.

2.4.1 Strategic Collaborations

A significant contributor to Crocs Bangladesh's success is its strategic partnerships with logistics providers such as Pathao Logistics and SteadFast, who ensure timely delivery with minimal hassle. These collaborations have played a major role in helping the company maintain a strong reputation for excellent and efficient service.

2.4.2 Market Expansion

Through the consistent diversification of its product portfolio and enhancements to its website, Crocs Bangladesh has been able to increase its market share. Strategic goals include expanding its customer reach by improving online platforms and delivery infrastructure, ensuring that products are delivered on time even in remote areas.

2.4.3 Customer Satisfaction Metrics

Customer satisfaction is a key performance indicator for Crocs Bangladesh. The company measures success based on customer satisfaction, post-purchase feedback, and the frequency of product returns. With an optimal order processing system, clear return policies, and a responsive support team, customer satisfaction is always guaranteed.

2.4.4 Key Milestones and Achievements

1. **2021-2022** - Product diversification, including new lines, series, and seasonal products. Limited edition series played a major role in boosting sales.
2. **2022** - Achieved high sales rates during seasonal marketing campaigns, establishing Crocs Bangladesh as a leading local distributor of Crocs products.

Chapter 3

Workplace Details

3.1 My Responsibilities

During my internship at Crocs Bangladesh, my primary responsibility was to manage the company's e-commerce website, `crocsbangladesh.com`. Over time, my role evolved to include generating website content, modifying SEO strategies, and organizing a team of interns. These responsibilities gave me a comprehensive understanding of how the business operations are structured and how various functions contribute to its success.

3.1.1 WordPress Development and Maintenance

Among the numerous tasks I performed, one of my primary responsibilities was to maintain and update the company's official website, which was built using WordPress. This involved keeping the WordPress platform, plugins, and themes up to date by fixing security vulnerabilities and resolving any bugs. Based on user requirements, I also contributed to providing the appropriate layout for the website and making structural changes. For example, to enhance the user interface, I simplified the navigation menus and reorganized the product order section. To improve site speed, I implemented caching for the pages and optimized images.

3.1.2 SEO and Digital Marketing Strategy

Search Engine Optimization (SEO) for `crocsbangladesh.com` was one of my major responsibilities at the company. I collaborated with the marketing team to apply various SEO strategies that would help the website rank higher on Google and other search engines. This included activities such as keyword research, optimizing product pages with targeted terms, and checking for proper meta tags. I also used tools such as Google Analytics to track website traffic, identify where visitors were coming from, and improve conversion rate optimization.

3.1.3 Project Management and Supervision of Interns

Later in my internship, I was promoted to supervise several interns who were assisting with various tasks related to the website. My responsibilities included assigning tasks, providing feedback, and ensuring that goals and deadlines were met. I also

helped the interns get acquainted with WordPress development and SEO best practices. This administrative role helped me develop leadership skills, which will be valuable for my future career and will also enable me to manage projects effectively.

3.1.4 Collaboration with Marketing and Sales Teams

My role involved collaborating with both the marketing and sales teams to align the website updates with the organizational goals of the company. For example, when the marketing department launched a product campaign, I ensured that the relevant website pages were updated to handle the expected traffic. I also worked closely with the sales team to optimize the checkout process and address cart abandonment issues. This required making adjustments to the website's code and conducting tests to find the best solutions.

3.2 Organization Structure

Crocs Bangladesh is a relatively small company by global standards, but it has a well-defined organizational structure with clear delegations of authority and responsibility among its various departments. The primary organizational units include the IT department, marketing and sales department, and customer support department.

3.2.1 Management Hierarchy

At the top of the organizational chart is the Managing Director, who oversees all departments and makes key business decisions. The IT and marketing departments, where I was primarily involved, report directly to their respective department heads. These heads are responsible for setting goals, managing budgets, and ensuring tasks are completed on time. As an intern, I reported to the IT Director but often consulted with the Head of Marketing regarding the website's development and its alignment with the company's marketing strategies.

3.2.2 Team Dynamics

What particularly caught my attention during my internship at Crocs Bangladesh was the high level of cohesion and integration displayed within the company's departments. The multidisciplinary teams were effectively coordinated, with employees grouped together to achieve specific objectives. Daily meetings focused on ongoing tasks, what had been accomplished since the last meeting, and how problems faced could be addressed. This organizational structure gave me insight into how each department functions and how it contributes to the success of the company as a whole.

3.2.3 Interdepartmental Communication

Communication within the company was primarily conducted through emails and shared design boards such as Trello. Weekly meetings were held to ensure everyone was aligned and to address any issues that arose. These meetings were particularly useful during major marketing campaigns for new products or product lines, as they

ensured that the website, marketing collateral, and customer support were prepared for the increased traffic and customer inquiries that were expected.

3.3 Communication Channels

Proper communication was essential for managing various systems within the company, especially regarding the website and marketing efforts. To ensure that everyone was on the same page, Crocs Bangladesh utilized internal communication tools such as forums (Lync), daily meetings, and project management systems.

3.3.1 Internal Communication Tools

Slack and Email were the main communication tools used within the company. Slack was used for daily reports, quick responses, or informal discussions, while email was used for more formal communications, such as project requirements, meeting notes, and other key business matters. These tools ensured that all team members were informed of progress and could quickly resolve any issues that emerged during the development process.

3.3.2 Weekly Meetings and Reporting

The senior staff held daily meetings with the IT and marketing teams to assess systems, forecast future tasks, and identify any potential issues. These meetings were essential for monitoring timelines, ensuring that all employees were on track, and preventing or mitigating potential risks. I was responsible for generating reports on website performance, which were discussed in these meetings. These reports included business metrics such as sales volume, SEO progress, and any technical issues that arose during the day.

3.3.3 Customer and Stakeholder Communication

In addition to internal communication, there was also interaction with external parties such as third-party vendors and logistics partners. This involved coordinating with delivery companies to ensure that the website's order fulfillment and delivery processes ran smoothly. I also worked with the website developer to identify and resolve any issues related to payment gateways as they arose.

3.4 Workspace and Facilities

The environment at Crocs Bangladesh was optimized for collaborative work. Although the company is relatively small, the office space was well-organized and provided all the necessary comfort and facilities to allow us to perform our work effectively. The work environment fostered a productive atmosphere, contributing positively to our ability to meet objectives and deadlines.

3.4.1 Unlimited Coffee and Tea

Another advantage of working at Crocs Bangladesh was the availability of free food, especially free coffee and tea at all times. This small but valued perk ensured that

energy levels were maintained during busy workdays and also fostered a sense of camaraderie among the team, as many of our conversations took place in the pantry area.

3.4.2 Lunch Facilities

The company also provided lunch breaks, where employees could grab some food and take their break. While many employees generally ordered lunch to the office, the break area offered a space for social relaxation during the day.

3.4.3 Indoor Recreation Facilities

In addition to the workspaces, Crocs Bangladesh had a small indoor games area where games such as table tennis and chess were available. This was particularly helpful during break hours, as it provided a way to de-stress while also encouraging team spirit among employees.

3.4.4 Birthday and Achievement Celebrations

The company also embraced cultural values by celebrating milestones such as birthdays and work anniversaries. These events helped foster a sense of unity within the team and made employees feel like they truly belonged to the company.

Chapter 4

My Contributions

During my internship at Crocs Bangladesh, I had the opportunity to make significant contributions to several of the company's key projects, particularly those focused on developing the dynamic web interface, search engine optimization (SEO), and leading a team. I was able to grow both professionally and technically while positively impacting the company's online presence. This chapter provides detailed information about the projects I was involved in and my specific contributions.

4.1 Project Overview

Throughout my internship, I worked on various projects aimed at improving the performance and efficiency of the company's website, crocsbangladesh.com. All of these projects were aligned with the company's broader goals of boosting online sales and improving customer experiences through digital marketing. In some projects, I was directly involved in coding, while in others, I managed interns assigned to my team, combining both technical expertise and project management skills.

4.1.1 Website Design and Development

The first task I was given upon joining the company was to redesign crocsbangladesh.com and make the website more attractive and effective. This included assessing the site's structure, identifying areas needing improvement, and restructuring it to provide an optimal user experience. I focused on streamlining the website, making it easier to display products while reducing loading times. These changes improved the ease of navigation and led to an increase in website traffic along with reduced bounce rates.

4.1.2 SEO Strategy Planning and Implementation

In addition to my usual web development tasks, I was also responsible for improving Search Engine Optimization (SEO). Working with the marketing department, I was in charge of researching relevant keywords and integrating them into the website. I also ensured that all product descriptions and titles complied with SEO best practices. I contributed to creating content aimed at boosting organic traffic and improving the website's rankings in search engine results. As a result, crocsbangladesh.com began to rank better for targeted keywords, increasing visibility and driving more traffic to the site.

4.1.3 Digital Marketing Campaigns

Beyond my web development and SEO work, I was also involved in supporting the company's online marketing efforts. This included assisting in the design and development of landing pages for marketing campaigns and optimizing these pages during busy sales periods, such as during festive seasons or special promotional events. Additionally, I participated in A/B testing with the marketing team to determine which parts of the website were most effective in converting visitors into customers.

4.2 System Analysis and Design

In my technical contributions, I was engaged in the analysis and design of new solutions for enhancing the company's e-commerce operations. This involved gathering requirements from stakeholders and assessing the feasibility of implementing changes to improve the website's functionality.

4.2.1 Requirements Gathering and Analysis

When planning any significant changes to the website, I first met with the marketing team and IT department to understand their needs. Some of the activities involved in this process included conducting interviews, reviewing sales records, and gathering customer feedback through surveys to identify pain points. Using this information, I was able to prioritize the most important features and improvements that would have the greatest impact.

4.2.2 User Experience (UX) Design

Once the requirements were gathered, I focused on improving the user experience (UX) of the website. This included simplifying the navigation menus, optimizing the website for mobile devices, and streamlining product pages so customers didn't have to sift through unnecessary details to find what they wanted. All of the major UX improvements were aimed at enhancing user engagement and reducing bounce rates, both of which are crucial for successful online sales.

4.2.3 Plugin and Tool Integration

To enhance the functionality of the website, I utilized various plugins. These plugins helped optimize different aspects of the site, notably improving page speed. Among the plugins I installed were SEO plugins, which automated some tasks, and performance-enhancing plugins to ensure fast page loading times. Additionally, I integrated tools like Google Analytics to track user visits and interaction with specific elements of the website, providing valuable insights into user behavior.

4.3 Project Responsibilities

During my internship, I was entrusted with significant responsibilities that allowed me to have a direct impact on the company's operations.

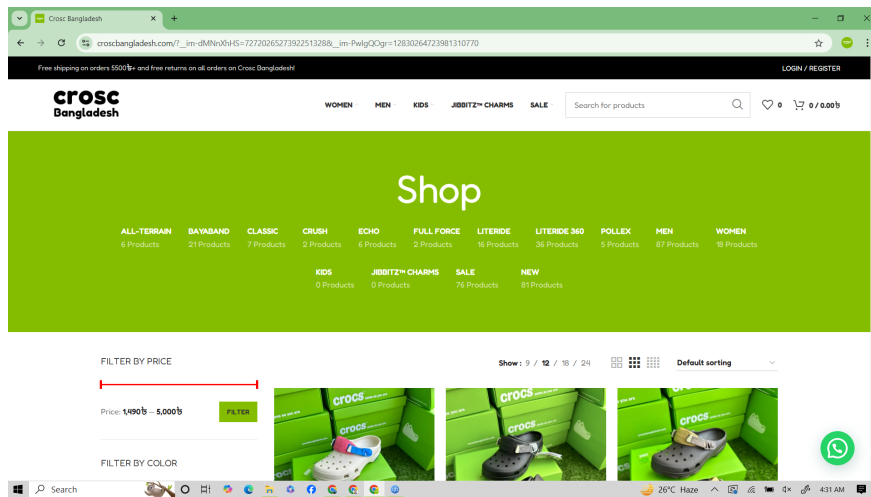


Figure 4.1: Homepage Overview – Structure, design, and functionality of the homepage.

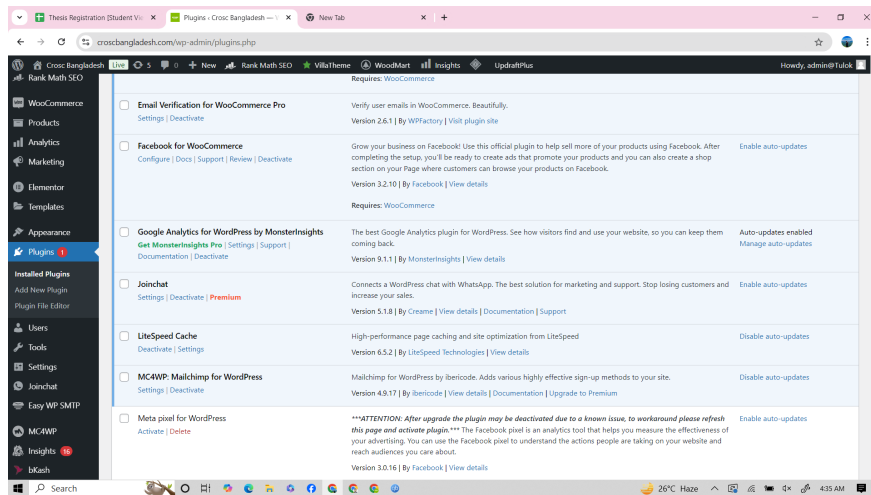


Figure 4.2: Plugins Used – List and description of the plugins integrated into the website.

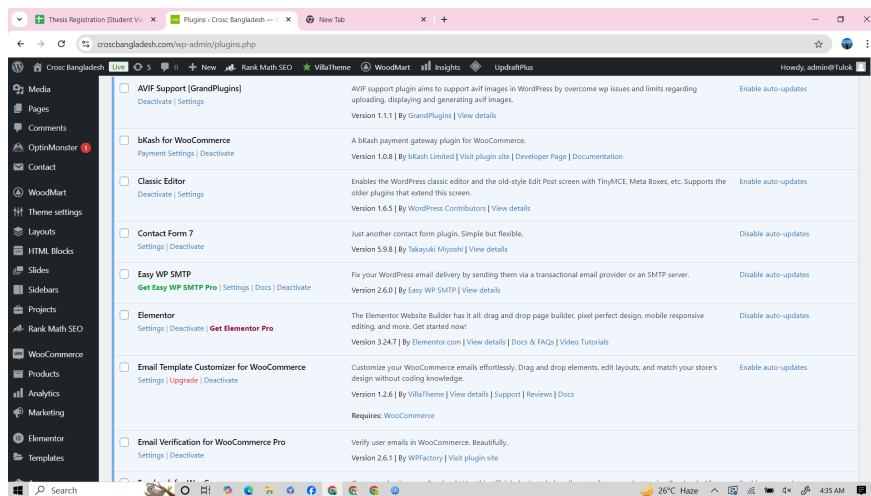


Figure 4.3: Additional Plugins – Further details on other plugins implemented.

4.3.1 Task Allocation to Interns

As I gained more experience, I took on the responsibility of managing a group of interns who assisted with various aspects of web development and SEO. My duties included delegating tasks, providing guidance, and ensuring that the work was completed on time and to a high standard. I also organized regular check-ins with the interns to review their progress, offer feedback, and help them develop their technical skills.

4.3.2 Performance Tracking

To ensure the overall performance of the website was improving, I closely monitored key metrics such as traffic, page load times, and conversion rates. I conducted regular testing and used tools like Google Analytics to generate a scorecard of performance indicators, which I shared with the IT team. This data-driven approach helped us understand how the website was performing and informed our marketing strategy moving forward.

4.3.3 Reporting to Senior Management

In addition to my technical responsibilities, I was also tasked with reporting progress to senior management. This involved preparing comprehensive reports on the website's performance, detailing what changes had been made, and how those changes had impacted key metrics. These reports kept the management team informed about our progress toward achieving the business objectives.

4.4 WordPress Website Development

Since crosbangladesh.com was built on the WordPress platform, a significant portion of my time was dedicated to developing and maintaining the website using WordPress.

4.4.1 Theme Customization

I began my responsibilities by customizing a WordPress theme to match the company's branding and commercial identity. This involved editing the theme's CSS and HTML to modify layouts, typography, and color schemes. The goal was to create a visually appealing, functional, and user-friendly website that aligned with the company's brand.

4.4.2 Plugin Installation and Configuration

I installed and configured various plugins to enhance the website's functionality. This included SEO plugins to automate certain tasks, caching plugins to improve site speed, and security plugins to protect the website from potential threats. Each plugin was carefully selected and configured to ensure it would improve the website's performance with minimal impact on user experience.

4.4.3 Website Performance Optimization

Beyond theme customization and plugin configuration, I also worked on optimizing the website's performance. This included compressing images, enabling lazy loading, and reducing JavaScript usage to improve page load times. These optimizations were essential for improving the website's performance on mobile devices, as the majority of visitors accessed the site via mobile.

4.4.4 Mobile Responsiveness Advancements

Ensuring that the website was fully responsive was a crucial priority during my internship. I worked on optimizing the website's layout for various screen sizes, making sure that customers had a seamless experience whether browsing on a desktop, tablet, or smartphone. This not only improved the user experience but also contributed to higher conversion rates as mobile traffic continued to grow.

4.5 SEO and Digital Marketing

SEO and digital marketing were key components of the crosbangladesh.com strategy to increase traffic, boost sales, and improve user engagement. By combining both organic and paid strategies, we were able to significantly enhance the company's online visibility. A major part of our approach was the integration of Meta Pixel, along with other marketing tools, to track and optimize our campaigns effectively.

4.5.1 Keyword Research and On-Page SEO

To improve the organic reach of crosbangladesh.com, I conducted extensive keyword research. This helped identify search terms that aligned with user behavior and industry trends. The insights gained were used to optimize product pages, product descriptions, and blog posts with targeted keywords. As a result, the website's ranking on search engine results pages improved, leading to a significant increase in organic traffic.

4.5.2 Off-Page SEO (Backlinks and Outreach)

In addition to on-page optimization, off-page SEO strategies were implemented to build high-quality backlinks. This involved reaching out to relevant websites and blogs for link-building opportunities. Through these efforts, crosbangladesh.com gained authority in the industry, which positively impacted its overall SEO performance.

4.5.3 Meta Pixel Integration and Features

The integration of Meta Pixel into the website was a game-changer for our digital marketing efforts. Meta Pixel, a tracking tool provided by Meta (formerly Facebook), allowed us to track user interactions on crosbangladesh.com after they engaged with our Facebook ads.

Key Features and Benefits of Meta Pixel

- **Conversion Tracking** - Meta Pixel tracks actions like purchases, product page views, and "add-to-cart" clicks. This data helped us understand which ads were driving valuable actions and calculate the return on investment (ROI) for each campaign.
- **Customer Retargeting** - By analyzing the data collected by Meta Pixel, we were able to create a custom audience for retargeting. This ensured that visitors who showed interest in our products were shown relevant ads in future campaigns, increasing the likelihood of conversion.
- **Ad Optimization** - Meta Pixel enabled us to optimize ad delivery based on the likelihood of conversion. Using conversion data, we adjusted our ad placements and targeting to focus on high-performing customer segments.
- **Event Tracking** - I set up custom events in Meta Pixel to track user actions such as specific product views and form submissions. This provided us with granular insights into how users interacted with our website and which products generated the most interest.

By leveraging the data provided by Meta Pixel, we were able to enhance our advertising strategy, improve ad targeting, and ultimately increase the effectiveness of our campaigns.

4.5.4 Google Analytics and Search Console Operation

In conjunction with Meta Pixel, I also utilized Google Analytics and Google Search Console to monitor website performance and analyze user behavior. These tools provided a comprehensive view of both organic and paid traffic. Google Analytics offered insights into user demographics, acquisition channels, and conversion rates, while Google Search Console helped us identify and resolve SEO issues such as indexing errors and broken links.

4.5.5 Social Media Marketing Integration

The Facebook Ad Center was a crucial part of our social media strategy. By leveraging data from Meta Pixel, we were able to create highly targeted advertising campaigns that promoted specific products to users who had already interacted with our website. This approach helped us boost engagement and increase sales. I also worked closely with the marketing team to ensure that landing pages were optimized for social media-driven traffic, improving the overall conversion rate from these campaigns.

4.5.6 Additional Digital Marketing Tools

In addition to Meta Pixel and Facebook Ad Center, I used several other digital marketing tools to further enhance the effectiveness of our campaigns:

- **Google Ads** - We used Google Ads to run pay-per-click (PPC) campaigns. These ads targeted users searching for relevant products, directing them to product pages on crosbangladesh.com. Google Ads helped us capture high-intent customers who were more likely to convert.

- **HubSpot** - HubSpot allowed us to automate email marketing campaigns and manage customer relationships. I used it to set up personalized drip email sequences for users who interacted with our website, ensuring ongoing engagement and nurturing leads into customers.
- **SEMrush** - I used SEMrush for advanced keyword research, competitor analysis, and SEO performance tracking. This tool helped us stay ahead of industry trends and continuously optimize our SEO strategy.
- **Mailchimp** - Mailchimp was essential in creating and distributing email marketing campaigns. I used it to send newsletters and promotional emails to our customer base, providing them with updates on new products, deals, and special offers.
- **Hootsuite** - With Hootsuite, I managed and scheduled social media posts across multiple platforms. This ensured that our content consistently reached our customers and kept them engaged with the Crocs Bangladesh brand.
- **Canva** - Canva was my go-to tool for creating visually engaging graphics for social media ads, product promotions, and website banners. Its intuitive design interface allowed me to produce professional-quality visuals aligned with our brand's image.
- **BuzzSumo** - BuzzSumo helped us identify trending topics and the most shared content across social media platforms. Using this data, we created content that resonated with our customers, improving both engagement and brand awareness.
- **Ahrefs** - To analyze our backlink profile and SEO rankings, I used Ahrefs. This tool provided insights into the health of our domain, helping us identify opportunities to acquire new backlinks and improve our search rankings.
- **Optimizely** - To optimize the user experience on crocsbangladesh.com, I used Optimizely to conduct A/B tests on various elements of the website. We tested different versions of product pages, call-to-action buttons, and landing pages to determine which designs and features led to higher conversion rates.

The combination of data-driven insights, effective ad targeting, and strategic SEO improvements resulted in increased traffic, better user engagement, and higher conversion rates.

4.6 Team Leadership and Supervision

Towards the later stages of my internship, I was given the opportunity to lead a small group of interns who assisted with web development and digital marketing tasks. This leadership role allowed me to develop my managerial skills and learn how to effectively delegate tasks and provide constructive feedback.

4.6.1 Mentoring Interns in Web Development

As part of my leadership responsibilities, I mentored the interns in WordPress development and SEO best practices. This involved providing one-on-one guidance, reviewing their work, and helping them troubleshoot any issues they encountered.

4.6.2 Delegating Tasks and Providing Feedback

In my leadership role, I was responsible for assigning tasks to interns based on their skill sets and interests. This required careful planning and communication to ensure that all tasks were aligned with the company's goals. In addition to task delegation, I provided regular feedback on the interns' work, helping them to improve their skills and guiding them through any technical challenges they encountered.

4.6.3 Coordinating Team Workflow

Managing the workflow of a small group required me to develop organizational skills and ensure that each project was progressing smoothly. I used project management tools like Trello to keep track of the interns' tasks and set deadlines for each project phase. Regular check-ins with the team helped me monitor progress and address any roadblocks early on.

4.6.4 Organizing Team Building Activities

To maintain morale and encourage collaboration, I organized informal team-building activities, such as brainstorming sessions and feedback circles. These activities helped foster a strong sense of collaboration within the group, ensuring that everyone felt supported and motivated to contribute to the company's success.

Chapter 5

Growth

The internship at Crocs Bangladesh was a transformative experience, offering significant opportunities for professional, technical, and interpersonal growth. During my time with the company, I transitioned from a Junior Web Developer to an IT Executive, expanding my responsibilities and honing my skills in web development, SEO, digital marketing, and leadership. This chapter reflects on the growth I achieved in three crucial areas: professional development, technical expertise, and interpersonal skills.

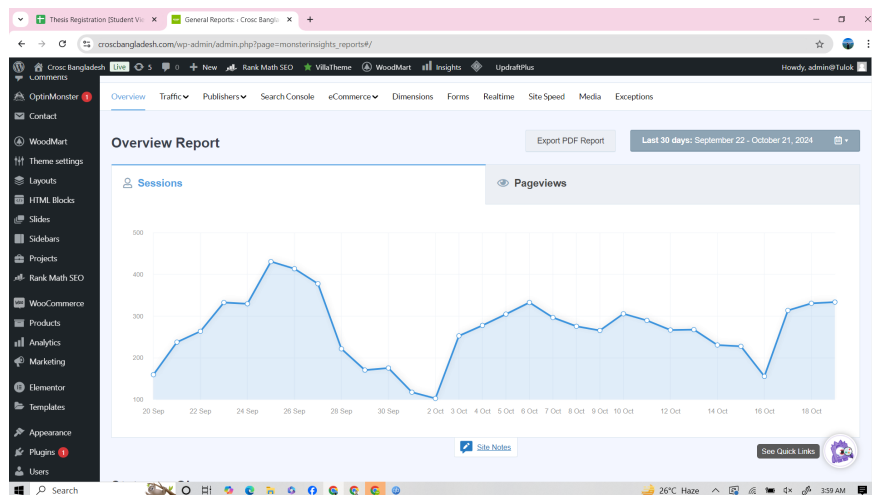


Figure 5.1: Daily Customer Reach – Analysis of the number of visitors accessing the website daily.

5.1 Professional Growth

Throughout my internship, I experienced considerable professional growth, particularly in my ability to manage systems, lead a team, and align technical work with broader business objectives. The hands-on nature of my role at Crocs Bangladesh allowed me to transition from focusing on technical tasks to managing employees and taking ownership of significant systems.

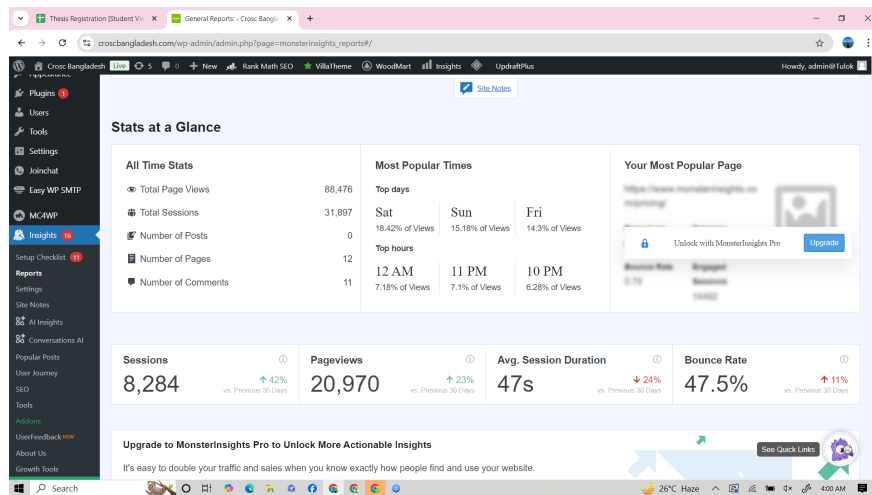


Figure 5.2: 20-Day Performance Overview – Detailed insights and statistical data covering the past 20 days. Visitor and Device Breakdown (Pie Chart) – Graphical representation of visitor distribution based on device usage.

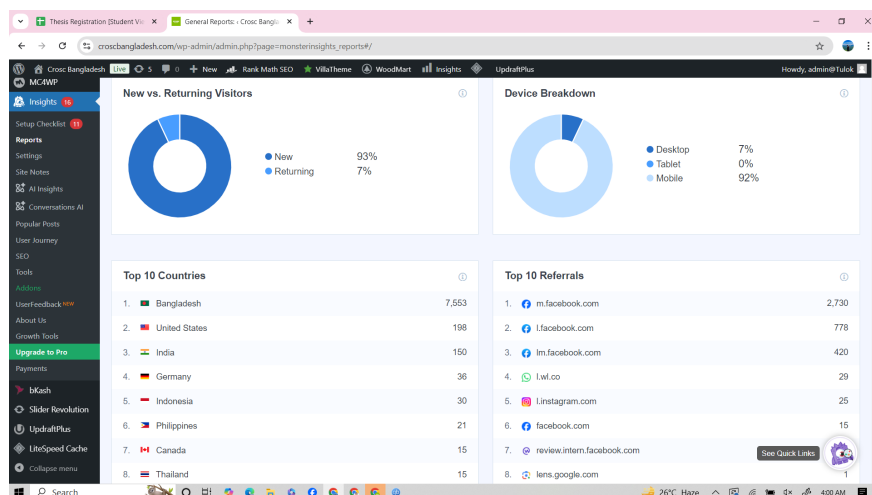


Figure 5.3: Visitor and Device Breakdown (Pie Chart) – Graphical representation of visitor distribution based on device usage.

5.1.1 Transition from Junior Developer to IT Executive

The transition from a Junior Web Developer to an IT Executive was one of the most significant milestones of my internship. This transition allowed me to take on more responsibility, manage a team, and oversee larger systems. I learned how to balance technical work with managerial duties, ensuring that both aspects were addressed without compromising the quality of the work being delivered.

5.1.2 Leadership and Team Management

In my role as IT Executive, I was responsible for overseeing a group of interns, guiding them through web development tasks, and ensuring that systems were completed on time. This required me to develop strong leadership skills, as I had to manage multiple systems simultaneously, delegate tasks effectively, and provide formative feedback. I also had to ensure that my team was motivated and working cohesively, which involved regular check-ins and team-building activities.

5.1.3 Customer Interaction and Project Delivery

Part of my professional growth involved working closely with customers and other stakeholders, particularly when delivering systems. I was responsible for communicating design updates, gathering customer feedback, and ensuring that their requirements were met. This experience helped me improve my communication skills, particularly when presenting complex technical information in a clear and accessible way to non-technical stakeholders.

5.2 Technical Growth

In addition to my professional development, my internship allowed me to expand my technical knowledge significantly. Working on crosbangladesh.com provided me with hands-on experience in web development, SEO strategies, and digital marketing, all of which were critical to the company's success.

5.2.1 Mastery of WordPress Tools and Plugins

One of the key technical skills I developed was the ability to work with WordPress tools and plugins. I became proficient in customizing WordPress themes, integrating various plugins, and optimizing the website's functionality. These technical advancements contributed to the website's overall performance and user experience, ensuring that customers could navigate the website smoothly and efficiently.

5.2.2 Proficiency in SEO Strategies

A major part of my technical growth involved learning and implementing SEO strategies to improve the website's search engine rankings. I conducted keyword research, optimized product pages, and implemented link-building strategies that resulted in increased organic traffic to crosbangladesh.com. I also gained experience using tools like Google Analytics and Search Console to track website performance and identify areas for improvement.

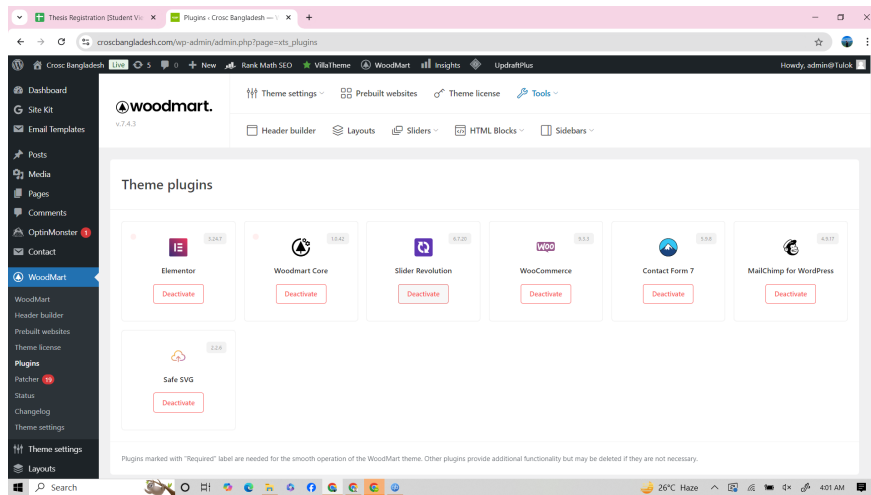


Figure 5.4: Theme Plugins – Overview of the theme-related plugins utilized for website customization and enhancement.

5.2.3 Understanding of Digital Marketing Techniques

During my internship, I also gained a strong understanding of digital marketing strategies, particularly through the use of the Facebook Ad Center. I supported the marketing team in promoting products and boosting content through targeted Facebook advertisements, ensuring that our campaigns reached the right customers. This hands-on experience with digital marketing tools allowed me to understand the mechanics of paid promotions and how they complement organic marketing efforts. I also worked on optimizing landing pages for Facebook-driven traffic, ensuring that the website was ready to convert visitors into customers.

5.3 Interpersonal Growth

In addition to the technical and professional skills I gained, my time at Crocs Bangladesh allowed me to improve my interpersonal skills. Working closely with different employees and leading a team of interns provided valuable opportunities to enhance my communication, collaboration, and problem-solving abilities.

5.3.1 Communication and Collaboration Skills

Effective communication was critical to the success of my projects, particularly when collaborating with the marketing and sales teams. I learned how to convey technical information in a way that was easy for non-technical team members to understand, and I became more comfortable presenting design updates to senior management. These experiences helped me develop my communication skills, ensuring that I could work effectively in a team environment.

5.3.2 Problem-Solving in Team Settings

Throughout my internship, I was regularly involved in problem-solving, particularly when technical challenges arose. Whether it was troubleshooting website issues or

optimizing SEO strategies, I worked closely with my colleagues to identify solutions and implement them efficiently. These experiences taught me how to approach problems comprehensively and how to collaborate effectively with others to achieve a common goal.

5.3.3 Conflict Resolution

As a team leader, I occasionally encountered conflicts within the group, particularly when there were differing opinions on how to approach a project. These situations required me to intervene between team members and find solutions that worked for everyone. Through these experiences, I learned how to resolve conflicts diplomatically and ensure that the team could continue working together effectively.

Chapter 6

Conclusion

My internship at Crocs Bangladesh was an incredibly fulfilling experience, offering me the opportunity to apply the theoretical knowledge I gained during my academic studies in a real-world business environment. From my early days as a Junior Web Developer to my eventual promotion to IT Executive, the internship provided invaluable insights into the world of web development, digital marketing, and e-commerce operations.

One of the key lessons I learned during this internship was the importance of agility. Working in a fast-paced e-commerce environment meant that I had to be quick in identifying and solving technical issues, whether they were related to website performance, SEO strategies, or customer experience. This hands-on experience not only enhanced my technical skills but also helped me develop a mindset of continuous improvement.

Additionally, the leadership responsibilities I took on during my time at Crocs Bangladesh played a significant role in my personal and professional growth. Managing a team of interns, collaborating with different departments, and communicating directly with customers helped me develop my leadership and communication skills, which will be invaluable in my future career.

The digital marketing skills I gained, particularly through the use of Facebook Ad Center, were also a pivotal part of my development. Learning how to create targeted advertising campaigns and analyze their performance in real-time gave me a deeper understanding of how digital marketing operates within the context of e-commerce. In conclusion, this internship allowed me to bridge the gap between theory and practice, equipping me with the tools and confidence to pursue a career in IT and digital marketing. The combination of technical expertise, leadership skills, and practical experience I gained at Crocs Bangladesh has been essential in shaping my future career trajectory.

6.2 Recommendations

Based on my experience, I have several recommendations for both future interns and Crocs Bangladesh as a company.

6.2.1 Advice for Future Interns

- **Take Initiative** - Don't hesitate to take on new responsibilities or suggest innovative ideas. The more proactive you are, the more you'll learn.
- **Embrace Collaboration** - Working closely with other departments, such as marketing and sales, will give you a broader perspective on how the company operates. This cross-functional collaboration is essential to your growth.
- **Stay Updated on Industry Trends** - E-commerce and digital marketing are constantly evolving. Stay up-to-date with the latest trends and technologies to ensure your work remains relevant and effective.
- **Seek Feedback** - Regularly ask for feedback from your supervisors and peers. This will help you identify areas for improvement and accelerate your learning.

6.2.2 Suggestions for Company Improvement

- **Expand the Use of Digital Marketing Tools** - While Facebook Ad Center has proven effective for boosting content, there is potential to explore other digital marketing platforms, such as Google Ads or LinkedIn, to reach a wider customer base.
- **Invest in Automation Tools** - Incorporating more automation tools, especially for SEO and customer relationship management, could help streamline processes and improve efficiency.
- **Encourage Cross-Departmental Training** - Offering cross-departmental training opportunities could provide employees with a more holistic understanding of the company's operations, fostering greater collaboration and innovation.

Chapter 7

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