



Internship Report on

**The critical analysis of the existing criteria to analyze client's website and proposal for improved criteria.**

**Submitted to**

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Course: BUS400

Fall 2018

28<sup>th</sup> November, 2018

# **Title**

**The critical analysis of the existing criteria to analyze client's website and proposal for improved criteria.**



## **Letter of Transmittal**

28th November, 2018

Mr. Kamal Hossain  
Senior Lecturer,  
BRAC Business School,  
BRAC University.

Subject: Submission of internship report.

Dear Sir,

Here, I am submitting my Internship Report titled “The critical analysis of the existing criteria to analyze client’s website and proposal for improved criteria” which was required for BUS400 course and also to complete my under-graduation. During my internship period in ACE 360 Digital, I was involved in the research of the lawyer firms’ websites of several regions of Canada, including Ontario. From the beginning of my internship, I was with this research, providing lead generation. This paper is all about the analysis of the websites of different lawyer firms in Ontario, Canada.

I am thankful for your guidance. I hope to get a feedback from you.

Thank you.

Sincerely Yours

Zarif Mahmud

ID: 14104118



BRAC University

## **LETTER OF ENDORSEMENT**

This Internship Report, titled “The critical analysis of the existing criteria to analyze client’s website and proposal for improved criteria” has been submitted, to BRAC Business School, for the completion of the requirements for the degree of Bachelor of Business Administration (BBA), major in E-Business from BRAC University on 28<sup>th</sup> November, 2018 by Zarif Mahmud, ID: 14104118. The report has been acknowledged and may be provided to the Internship Defense Committee for the evaluation.

(Any opinion or suggestion, made in this written account are entirely that of the author of the report. The University does not condone, nor deny any of these opinions or suggestions).

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Mr. Kamal Hossain

Internship Advisor

Senior Lecturer

BRAC Business School

BRAC University

## **Acknowledgment**

I really feel that I have learned a lot, during my internship with **ACE 360 Digital**, that will support my lifelong career in E-Business sector; and I would like to thank **BRAC University** for giving me the opportunity to pursue this internship, and for the wonderful 4 academics years to build me as a team-player and a professional. I am glad to get the cordial guidance, and advisory from **Mr. Kamal Hossain** (*Senior Lecturer, BRAC Business School*), who was my internship advisor, and also the faculty member of our department who made me teach many things in the major courses.

I would like to thank the whole organization, ACE 360 Digital including Mr. **Kamal Mahmud**, Mr. **Muntasir Hajiz Nashek**, Ms. **Syeda Sirajum Muneera Ahmed**, Ms. **Tasneem Jareen Rupantee Nabila**, Mr. **Maruf Hasan Taman and** and **Mr. Saiful Islam Sajib** for being so very helpful as well as supportive. Special thanks to Mr. **Kamal Mahmud** – my internship supervisor, for guiding me into choosing such an interesting topic.

## **Executive Summary**

Among the marketing trends that have been booming lately in Bangladesh, and the South-East Asian region in general, online marketing industry is one. In the capital city of Bangladesh, there exist only a few numbers of digital marketing organizations till date. I am lucky to go for an internship in such an organization which is ACE 360 Digital.

I worked in a market research for a long while during my internship. My task was to make an Excel Sheet, gathering the information about the of the law firms of Ontario. In that sheet I used to write down all small points about each website - like whether the website had any favicon or not, whether the website put advertisement or not, whether the copyright information is of 2018 or not and so on.

All such data ACE database team needed to arrange that sheet about every particular website as ACE had to find out all the limitations or problems of the sites and then to approach to them whether they would take ACE 360 Digital's support or not. ACE 360 Digital has its Call Centre team and they would make a call to the lawyer firms in Ontario and ask whether they would take ACE 360 Digital's service or not, as their site has several problems. Those information or lead generation were needed to figure out all the weaknesses of the websites.



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## **Part 1**

### **Organization Overview**

#### **Brief History of ACE 360 Digital**

ACE 360 Digital is a Canadian company, committed to creating an actionable strategy as well as digital solution for digital professionals based in North America. ACE 360 Digital is a multidisciplinary company, working as a unified team. The Toronto sales and marketing team works with Dhaka strategy management and business development team. It is founded in 2017. The talent of ACE 360 Digital is based on a profound understanding of technology, emerging trends and, above all, people. ACE 360 Digital is managed by experienced Bangladeshi and Canadian professionals. A young and powerful professional team works in ACE 360 who are from North South University, IBA and BRAC University. Around 13 employees work here. ACE 360 specializes in Digital Marketing, Website Development, SEO, Logo Designing, Brand Guideline Setup, Visual Designing, Website Maintenance, Content Writing, Digital Adverts, Social Media Marketing, Video Interviews, Site Mapping, Market Analysis, Infographic Designing and so on. The web address is <https://www.ace360bd.com/>





## **MISSION, VISION AND THE MANAGEMENT**

### **Vision**

The vision of the business is to carve its place in the digital economy by serving professional niches.

### **MISSION**

Its mission is to run a successful binational business unit, scattered all over the world which would provide sophisticated tech-based solutions to the occidentals.

### **THE MANAGEMENT**

The CEO as well as the owner is Mr. Kamal Mahmud who is my immediate supervisor. He was an aeronautical engineer, worked at Bombardier then switched career. He studied MBA at McGill University. Later he launched various startups in Canada and in 2017 decided to open a venture capitalist firm and operational unit in Bangladesh which is his motherland.

I am working in a project which is LMA or Lawyers Marketing Association. The brand name is ACE Legal Marketing. The website is [www.acelegalmarketing.com](http://www.acelegalmarketing.com) . LMA aims to provide full service digital marketing solutions to lawyers practicing in Ontario (Canada) and New York (USA). The research of the project got started in May and the minimal viable product (MVP) launched in August.

## Part 2: **Project Part**

### 2.1 **Introduction to the study:**

#### 2.1.1 **Rationale of the study:**

It was very important to figure out the objectives of the report. Without coming to the objective that two more points were needed to be included to create the proposal calls to every prospective client, the author and ACE team could not be successful enough to grab ACE 360 Digital's prospective clients. Only a typical basic point would not be enough to bring the attention of ACE 360 Digital's prospective clients to us or to take service from us. I included two extra points to check whether the websites had those facilities or not. By adding those two points ACE has started creating better proposal calls.

#### 2.1.2. **Statement of the problems:**

The problems were:

- ACE 360 Digital was not getting enough customers.
- In every proposal call, which were being made from ACE 360 Digital's side, were not working enough to make the prospective clients to real clients as ACE team needed 2 more points to include to grab them.
- ACE 360 Digital did not have enough **catchy points** to grab the mind of the prospective clients in ACE 360 Digital's proposal calls.

#### 2.1.3. **Scope and delimitation of the study:**

This report has been made, according to the E-Business studies' theories and learnings, which was my major in BBA in BRAC University. In My E- Business courses, I had basic ideas about logos, favicons, Google ranking, Alexa ranking, SSL secure connection, mobile responsiveness, WordPress and so on which understandings helped me a bit.

From office, 16 criteria were given to me to check all the 28 websites I added 2 more criteria, after getting approval from office to obtain such information.

Though this is a research paper, pilot testing or experiment could be made but I couldn't make it here. I wanted to make some pilot testing and experiments but ACE 360 Digital's management did not allow me and also, time was a factor as I had busy times in my main research in office. As a researcher, I was feeling the need of going through pilot testing and experimenting but I could not go out of my main concern or my main tasks which I had to complete.

#### **2.1.4 Objectives of the report:**

The objectives of the report are:

- Analyzing the problems in the existing website.
- Finding the solutions ACE 360 Digital can offer to its clients.
- Ways to target to get more clients.
- Judging the 16 criteria to put on a proposal towards the clients.
- Beyond the 16 criteria, analyzing there were really any gap or not.
- Analyzing the necessity of 2 more points which I recommended.

Also, discussing the findings of the total 18 criteria where are also the objectives of this report.

1. Checking whether the SSL security is active in the website or not.
2. Looking up whether the website is mobile friendly or not.
3. Checking whether the website has a favicon or not.
4. Overviewing whether the website has a logo.
5. Checking whether the website is built with WordPress or not.
6. Analyzing the information quantity about each firm.
7. Checking the live chat option in the website.
8. Checking the presence of the website's blog.
9. Looking up whether the website has any contact form.



10. Checking if Google or Alexa ranking information found about a particular website.
11. Looking up whether the website puts advertisement.
12. Checking the latest copyright year 2018 (Copyright 2018).
13. Checking whether the website shows off its testimonials.
14. Checking whether the website shows case studies.
15. Searching whether the site has any infographic photos.
16. Looking up whether the website has web designer's information.
17. Checking whether the website has SEO provider information.
18. Looking up is the background information available about the law firm.

## 2.2 Review of Related Literature

### Books, Journals and Reports:

I wanted to know about SSL secured connection. I started reading a book and came to learn a lot.

Oppliger, R. (2016). *SSL and TLS: Theory and practice*. Boston: Artech House.

In short, Secure Sockets Layer (SSL) is a standard security technology for creating an encrypted link between two things - a server and a client—typically a web server (website) and a browser, or a mail server and a mail client (e.g., Outlook).

Again, to learn about infographics, I went to our BRAC University library and read another book.

Lankow, J., Ritchie, J., & Crooks, R. *Infographics*.

Basically, infographics means, a visual representation of information or data, e.g. as a chart or diagram.

SEO was a thing which was new to me. To know details about SEO, I went through an excellent book.

Engel, E. (2012). *The art of SEO*. Sebastopol, CA: O'Reilly.

SEO basically means to make a website come to the top of a Google Search Result.

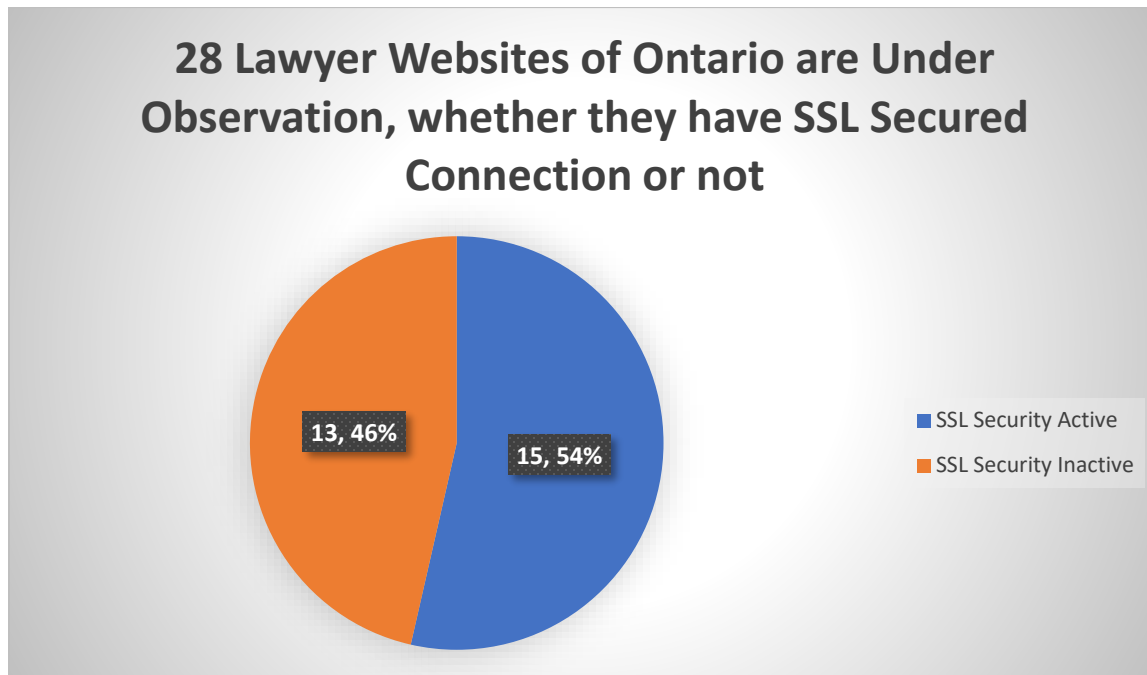
### **3. Methodology of the Study**

Archival research methods were used by me in data collection. I had to open Excel in my office and put on all my research findings there. There were 16 criteria to judge every single website for specific problems (if the website had any). I know that all such information in that Excel sheet explaining all the tiny details what the website lacked about.

Data source where all primary. I collected each and every single element of data by myself. I browsed each and every website and typed all the necessary details about the websites. About number and type of respondents, I went for sampling. I choose random 28 law firms of Ontario and that was my sample. About statistical application, frequency count was chosen by me to count the number of each criteria responses. In this report, I used graphics and tables.

#### 4. Analysis and Interpretation of the Data

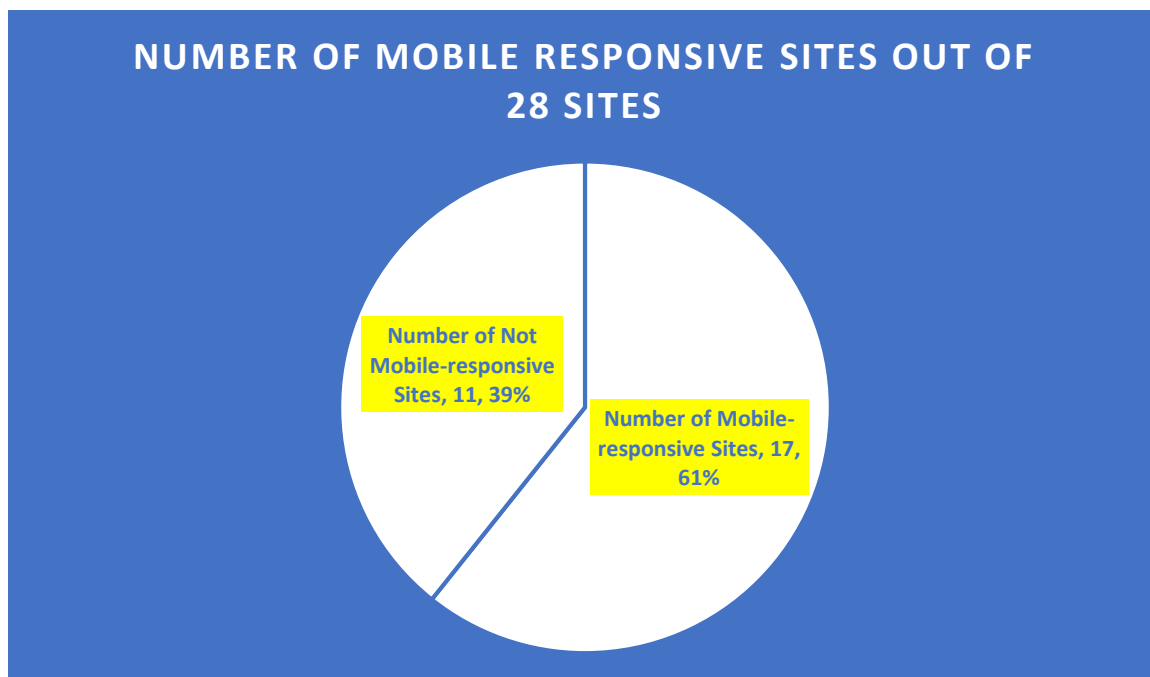
##### a) SSL Secure Connection:



I have made a list of 28 websites of law firms in Canada and put information whether those websites had SSL Security Activated. Out of the 28 websites, 15 had SSL Security Activated and 13 had only http or nothing as those had no HTTPS socket.

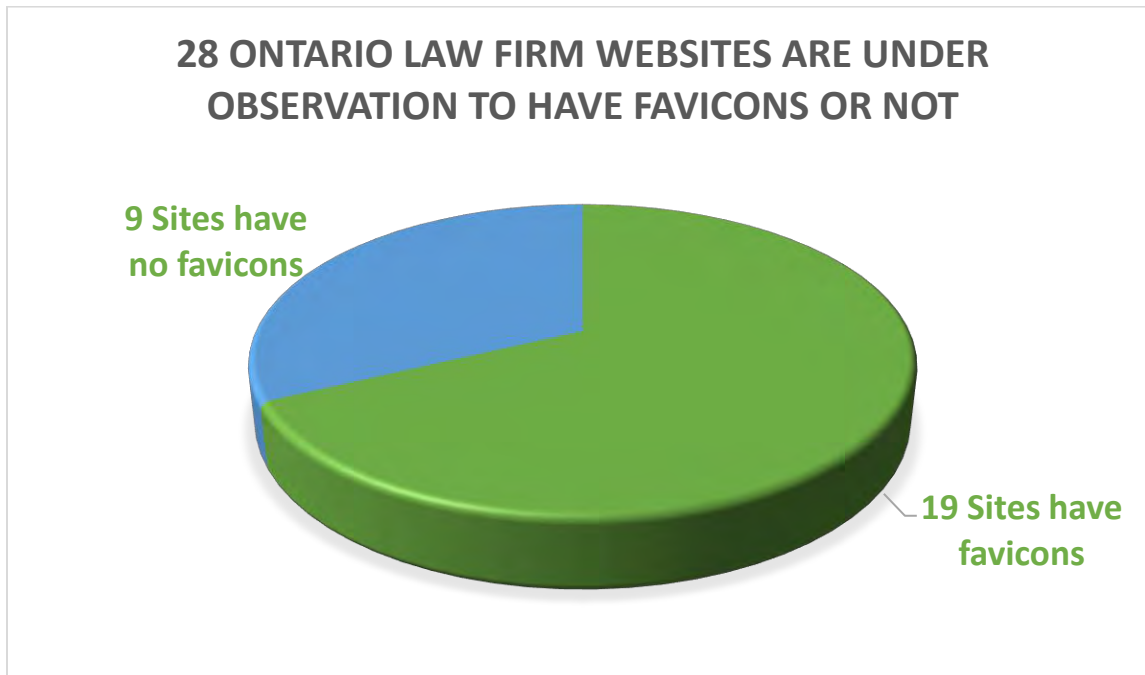
**b) Mobile Responsive:**

Mobiles are a very common thing to browse websites and its better to be mobile friendly. Out of 28 websites of the law firms of Ontario, 11 sites were not-mobile responsive and 17 were mobile-responsive websites.





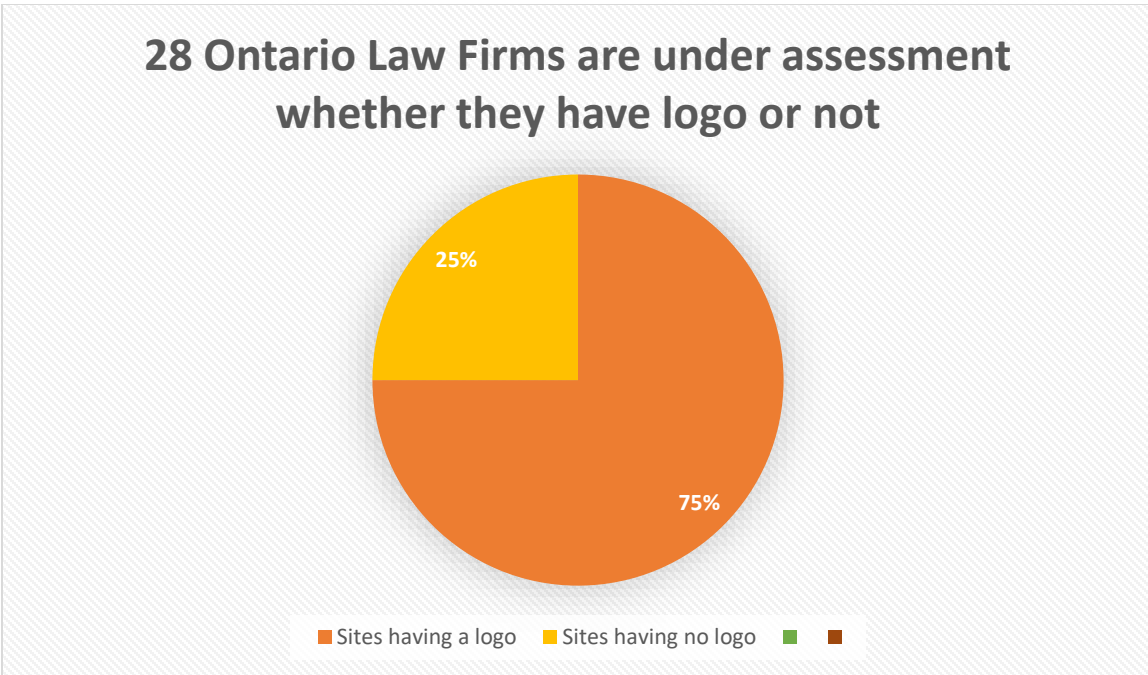
**c) Favicon:**



Within 28 websites of the law firms of Ontario, 19 sites had favicons and 9 didn't have any. Some even used the logo just as favicons but that is still not a proper way to create a favicon, according to our organization, ACE 360 Digital.

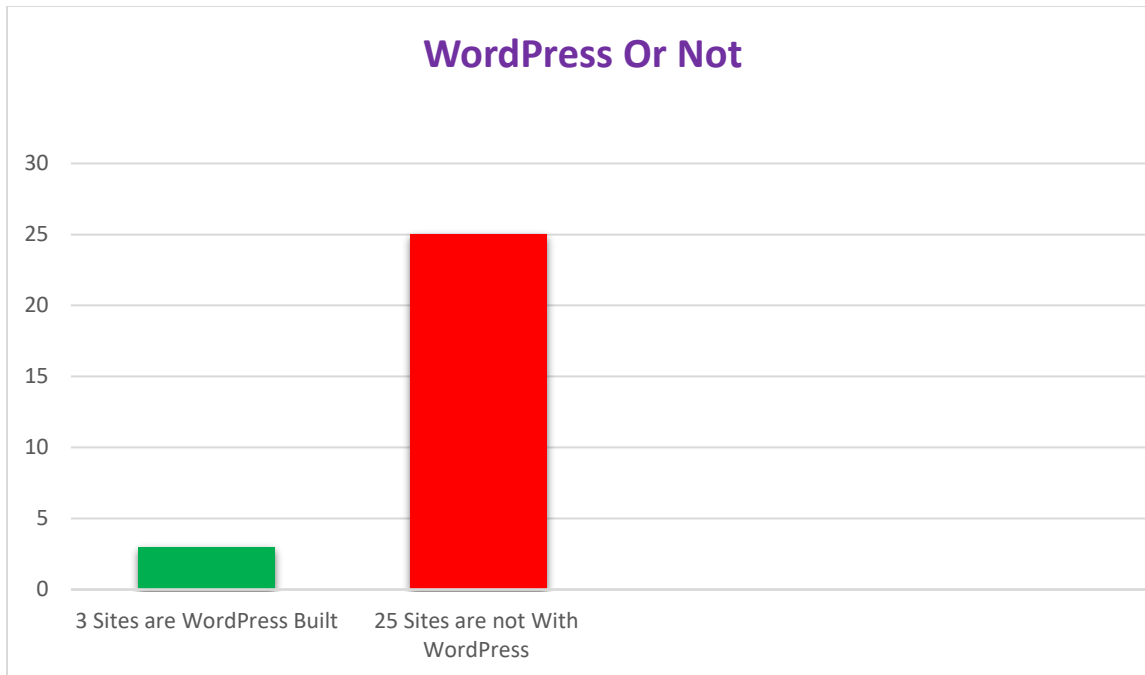
**d) Logo:**

Within 28 websites of the law firms of Ontario, 21 sites had logos and 9 didn't have any. It is strange that there even exist such sites having no logo.



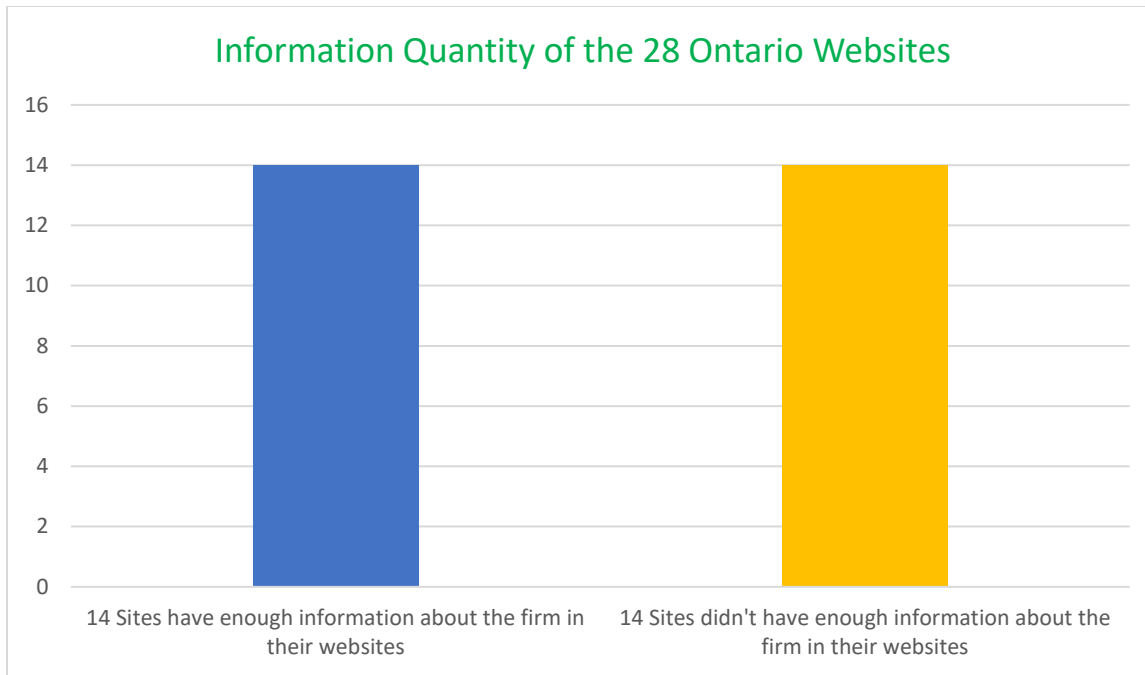
**e) WordPress or not:**

Within 28 websites of the law firms of Ontario, 3 sites were WordPress based and 25 sites were not built on WordPress.



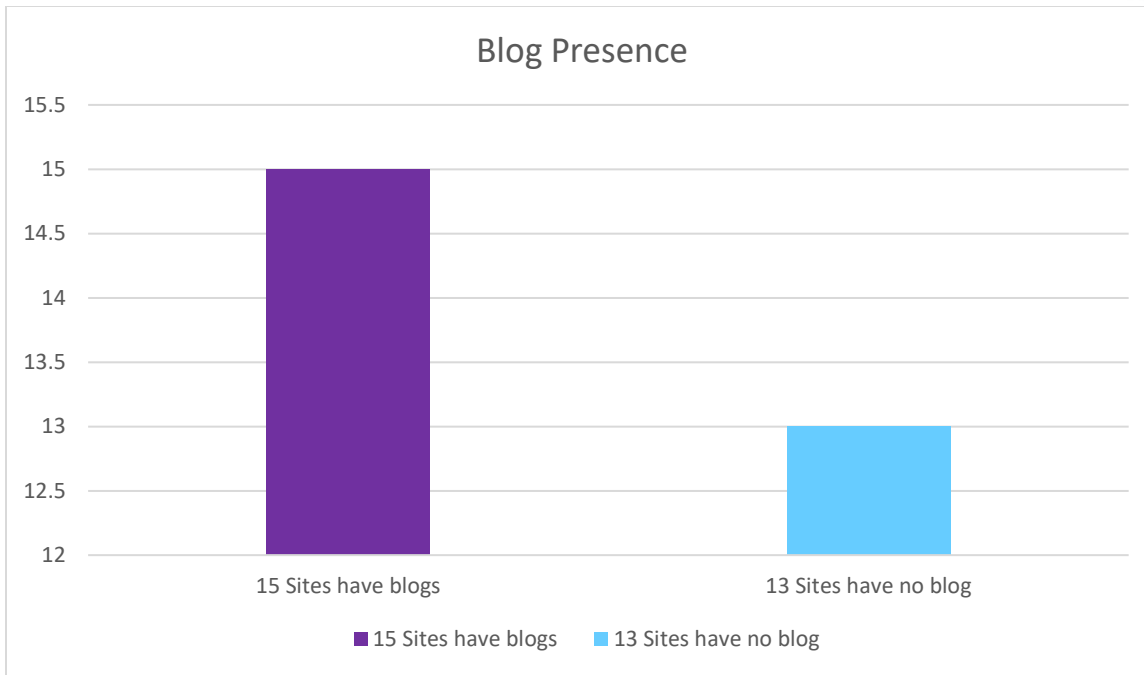
**f) Information Quantity:**

Whether the site had enough information or not, that was also assessed by me. It is expected that every site must have enough information regarding the service of the law firm for the visitors of the website. Within 28 websites of the law firms of Ontario, 14 sites had enough information and 14 didn't have any.



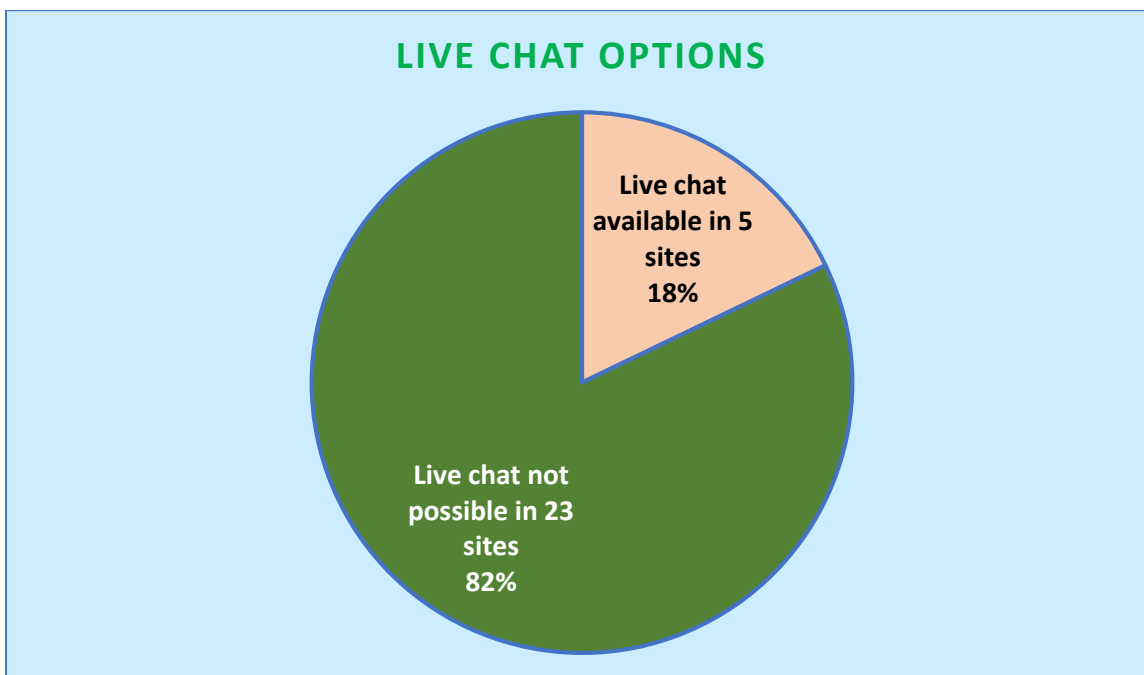
**g) Blog Presence:**

To read the writings of a law firm, a visitor of the website might search for the blogs. Within 28 websites of the law firms of Ontario, 15 sites had blogs and 13 sites had no blog.



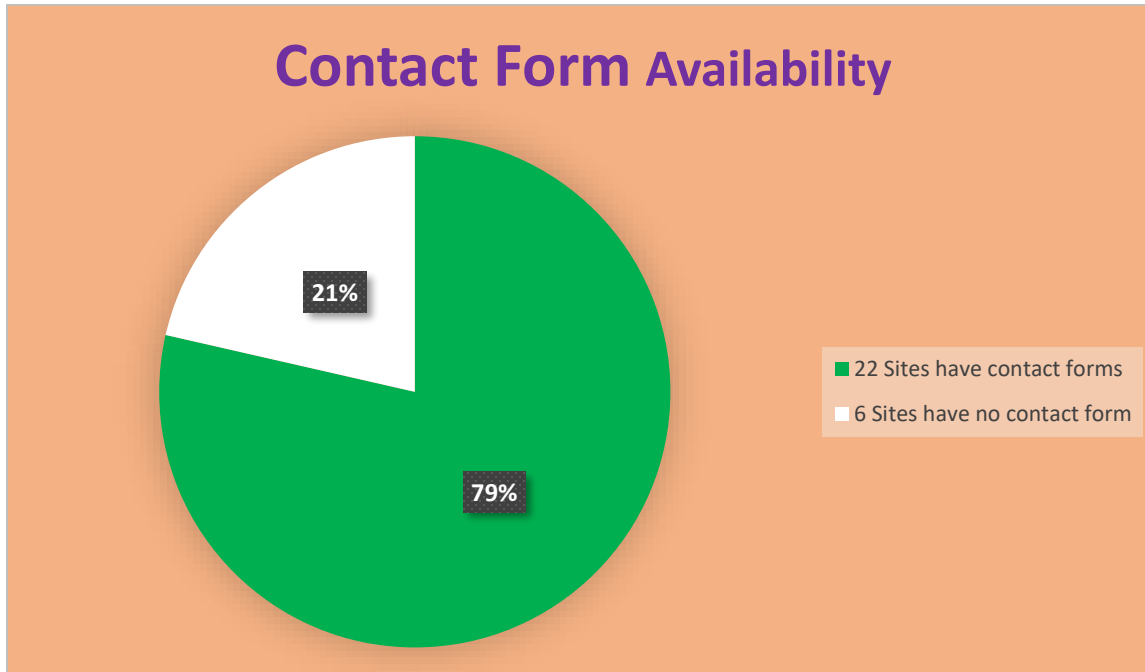
**h) Live Chat:**

To communicate instantly with a law firm in an emergency, one might use the live chat option from the website. Within 28 websites of the law firms of Ontario, 5 sites had live chat option and 23 sites had no such option.



**i) Contact form:**

Within 28 websites of the law firms of Ontario, 22 sites had contact forms and 6 sites had no such option.



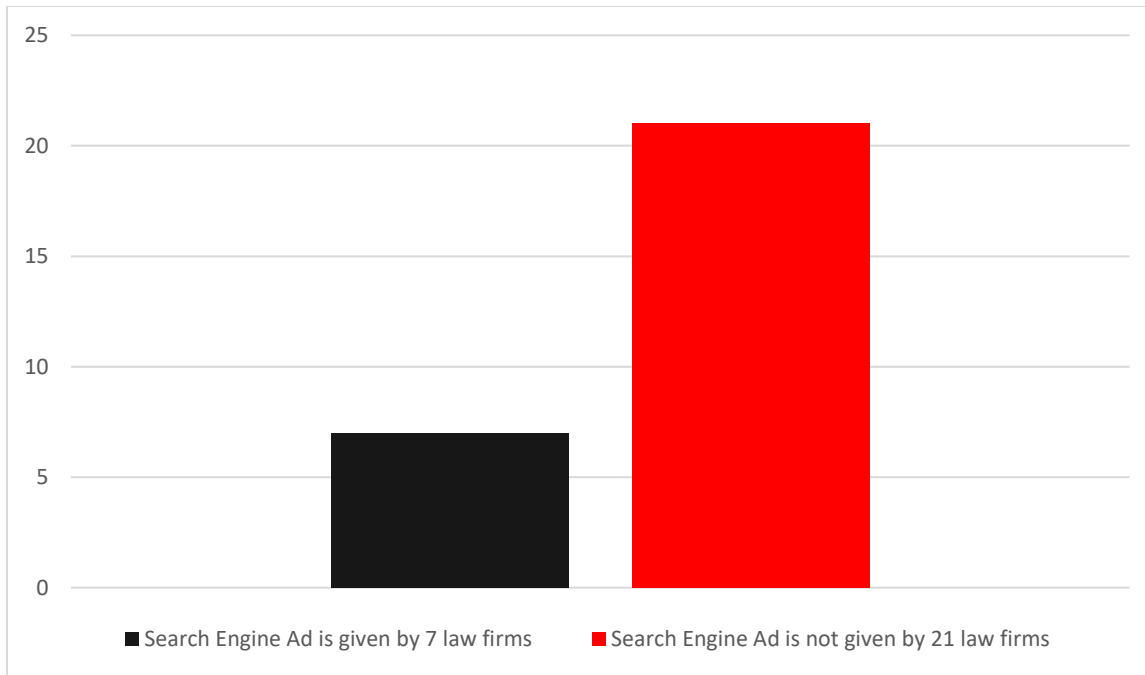
**j) Google, Alexa Ranking:**

Google or Alexa Search engine ranking position was found for 3 websites out of 28. The sites do not seem to put high importance on search engine optimization.



**k) Advertisement information:**

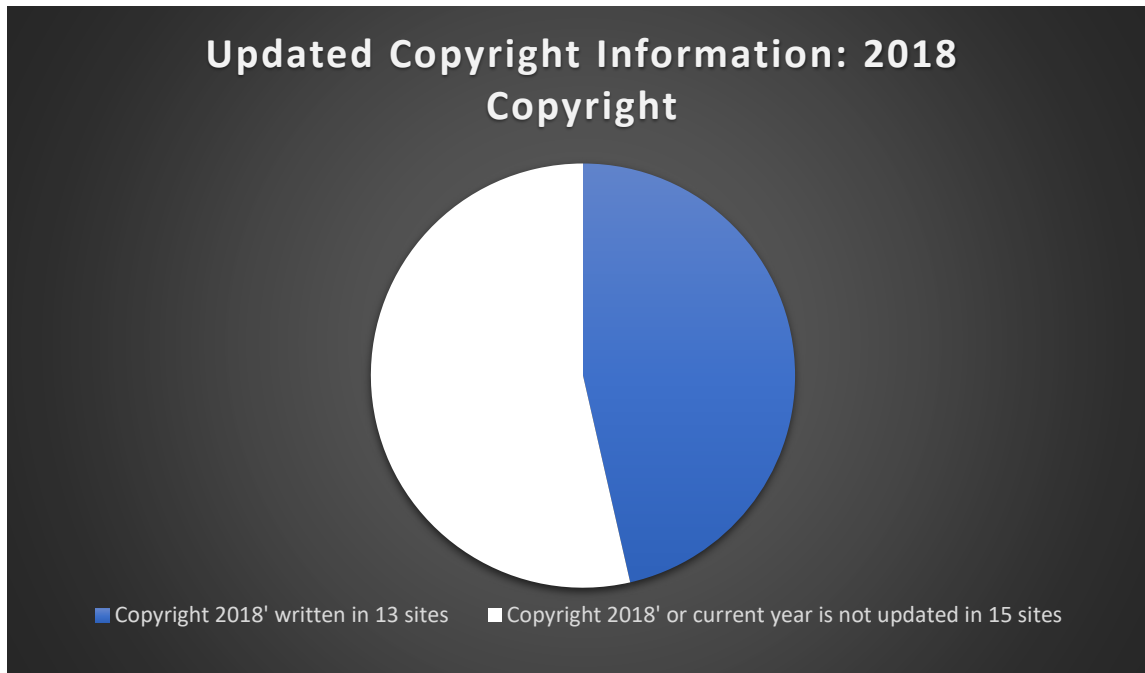
Out of 28 lawyer sites of Ontario, only 7 sites put ads on search engines. The rest 21 sites do not put ads on search engines.



### **l) 2018 Copyright:**

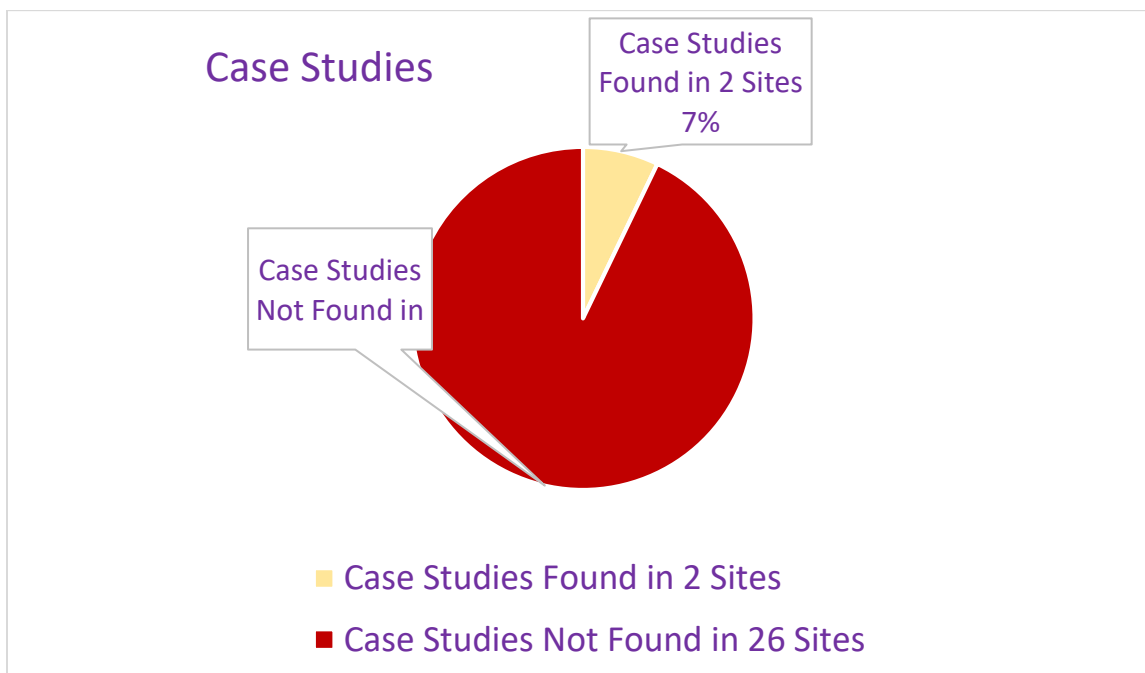
‘Copyright of 2018’ written is found on 13 websites only out of the 28 research websites of law firms of Ontario. Rest 15 websites were found to write like ‘Copyright 2010’, “© 2017” or even nothing. The law firms do not seem to feel it important to put the latest copyright year information





**m) Case Studies:**

Case Studies are important to mention in a law firm’s website, I guess. But within 28 lawyer firms of Ontario, I found only 2 sites having case studies. The other 26 sites did not have any case study page.



**n) Testimonials:**

Testimonials create positive image about a law firm. Within 28 lawyer firms of Ontario, I found only 12 sites having testimonials. The other 16 sites did not have any testimonials page.



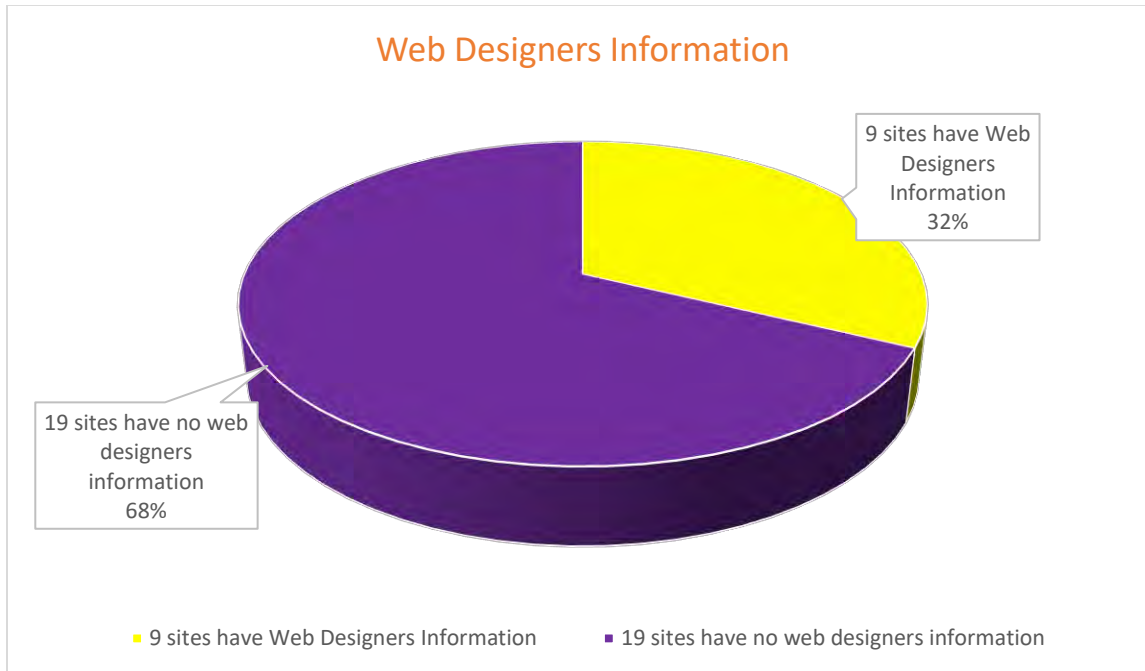
**o) Infographic Photo:**

I added this point by myself. While going through the websites and analyzing different staff, once I discovered two points which could be added. In office, I asked my seniors whether these two points could be added. They replied positively and then I added such two points. So, this one is one of the two points which I proposed to add and finally added.

But surprisingly, none of the website had any infographic photo which could make the website colorful. If any information is put within color and chart, it seems to be more interesting to read.

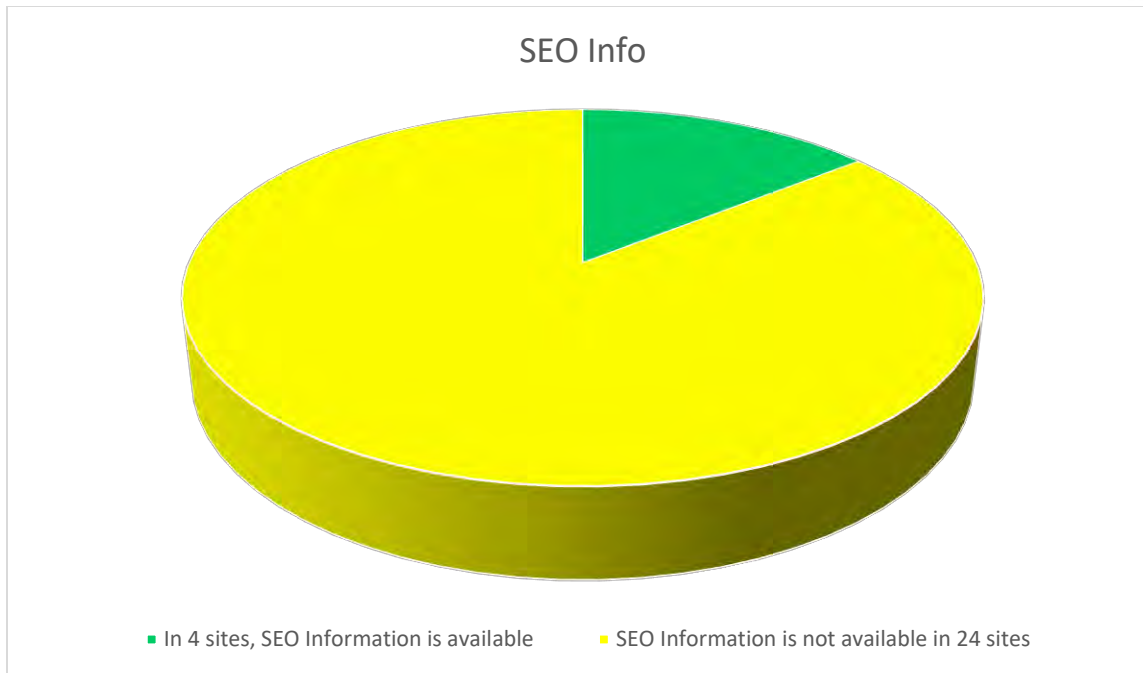
**p) Web Designers Information:**

Every website is made by a designer. The name of the designing organization needs to be mentioned in the websites, too. I found this information in 9 of the 28 websites of the lawyers of Ontario.



**q) SEO by:**

Most of the websites go through the process of SEO. The name of the organizations, who do these could to be mentioned in the websites. I found this information in 4 of the 28 websites in the research of the lawyers of Ontario.



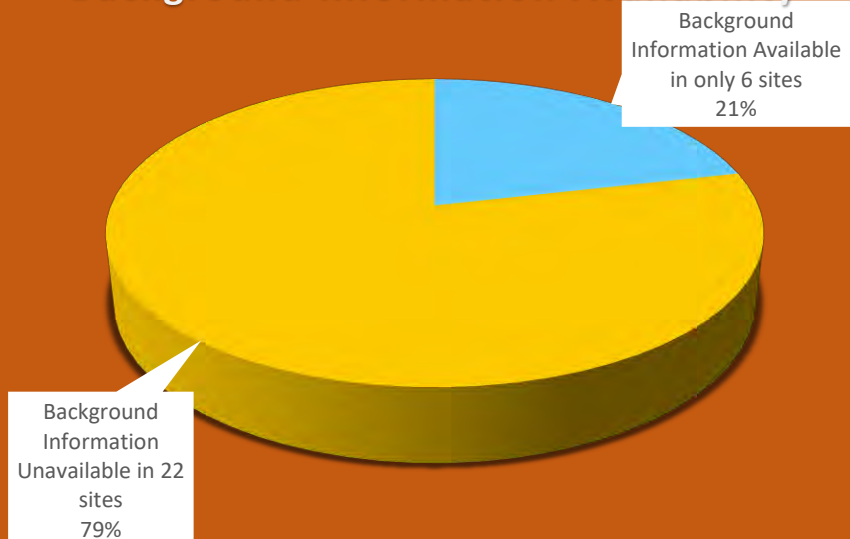
**r) Background Information Availability of Respective Lawyers:**

I added this point by myself. While going through the websites and analyzing different staff, once I discovered two points which could be added. In office, I asked my seniors whether these two points could be added. They replied positively and then I added such two points. So, this one is one of the two points which I proposed to add and finally added.

Within my 28 websites, I found the background information available in 6 sites only. By the term 'background information' I included four points:

- I. How many years the law firm as well as the respective lawyers are working for
- II. Where did the respective lawyers' study from?
- III. Email address
- IV. Phone number

## Background Information Availability



■ Background Information Available in only 6 sites   ■ Background Information Unavailable in 22 sites

## 5. Findings of the Study

The findings of my study have been shared below.

- **About SSL security certificate:**

I have got some significant findings from the study. While researching on SSL security connection, I came to figure out that almost half of the lawyer websites of Ontario do not have proper SSL security in their websites. I believe it is risky to use search a website that does not have an SSL security certificate.

- **Mobile responsiveness:**

39% of the websites of the law firms of Ontario and not mobile responsive I think this is a huge drawback for them. If ACE 360 Digital offer solutions to the law firms and if the law firms give such responsibilities to be carried out it would be highly beneficial for them as there are issues number of people who browse website through mobile

- **Favicon:**

Most of the websites have favicons but still there are some which do not have favicons. In that tabs of the browsers, it looks odd for having no favicon at all. In my research of 28 lawyer websites of Ontario, 19 Sites had favicons but 9 sites did not have any.

- **Logo:**

28% of the websites have no logo in their websites. It might sound weird that such websites have no logo even but it's sadly true.

- **WordPress:**

Within 28 websites of the law firms of Ontario, 3 sites were WordPress based and 25 sites were not built on WordPress. I think law firms should go for WordPress in present Times.

- **Information quantity:**

50% of the websites of the lawyer firms of Ontario have enough information about the law firm in their website and 50% do not have enough information about them. So, the proportion is equal.

- **Blog:**

To read the writings of a law firm, a visitor of the website might search for the blogs. Within 28 websites of the law firms of Ontario, 15 sites had blogs and 13 sites had no blog. If ACE 360 Digital Is chosen by the law firms to write blogs for them it would be a great help for the law firms, as there are many enthusiasts who want to read blogs.

- **Live chat:**

In an urgent situation, life chat would be a great help for some people. Within 28 websites of the law firms of Ontario, 5 sites had live chat option and 23 sites had no such option.

- **Contact form:**

Within 28 websites of the law firms of Ontario, 22 sites had contact forms and 6 sites had no such option. I believe, it is an unfriendly approach not to put any contact form.

- **Google or Alexa ranking:** Google or Alexa Search engine ranking position was found for 3 websites out of 28. The sites do not seem to put high importance on search engine optimization is my finding.

- **Advertisement:**

Out of 28 lawyer sites of Ontario, only 7 sites put ads on search engines. The rest 21 sites do not put ads on search engines. To reach to people nowadays advertisement is a must which is not understood probably by such law firms, as majority of them do not put an advertisement.

- **2018 Copyright:**

Copyright of latest year should be written on the websites. Outdated copyright doesn't give any positive image. 'Copyright 2018' / "© 2018" written is found on 13 websites only out of the 28 research websites of law firms of Ontario.

- **Case studies:**

Case studies can demonstrate a firm's activities. Case Studies are important to mention in a law firm's website, I guess. But within 28 lawyer firms of Ontario, I found only 2 sites having case studies. The other 26 sites did not have any case study page.

- **Testimonials:**

Testimonials create positive image about a law firm. Within 28 lawyer firms of Ontario, I found only 12 sites having testimonials. The other 16 sites did not have any testimonials page.

- **Infographics:**

None of the website had any infographic photo which could make the website colorful. There was really know website out of the 28th law firm websites of Ontario which could have infographics. If any information is put within color and chart, it seems to be more interesting to read. Even if I could Discover at least one website to have infographics it would surely stand out to my eyes.

- **Web Designer information:**

Every website is made by a designer. The name of the designing organization needs to be mentioned in the websites, too. I found this information in 9 of the 28 websites of the lawyers of Ontario.

- **SEO by:**

Most of the websites go through the process of SEO. The name of the organizations, who do these could to be mentioned in the websites. I found this information in 4 of the 28 websites in the research of the lawyers of Ontario.



- **Background information:**

Within my 28 websites, I found the background information available in 6 sites only. By the term ‘background information’ I included important four points.

## 6. Recommendations

My recommendations are provided below.

- My first recommendation would be instead of working with only 16 criteria for each and every website, ACE 360 Digital needs to think about two more criteria. These two more criteria should be ‘Infographics’ and ‘Background information of respective lawyers’ of the law firms.
- My second recommendation would be, beside calling directly to different law firms in Ontario, if ACE can go for Facebook boosting as well as Google ads to reach ACE’s target clients.
- ACE 360 Digital needs to make video advertisement to attract its potential clients.
- ACE 360 Digital needs to improve the hosting of ACE 360 Digital’s own website ACE 360 Digital.
- Better compensation packages are need to be provided to the full-time employees of ACE 360 digital.
- Instead of 9 work hours per day, eight work hours should be the rule of the company to support the work life balance of the employees.
- Lead generation task should get changed often for the same employee, as it seems to be boring for one person if he or she does the same thing for a long while.

## **7. Conclusion**

ACE 360 Digital has not even finished one year of its operation. It is still now a new organization but day by day ACE is doing good. ACE 360 Digital has achieved every positive reputation in Dhaka for its digital marketing activities. Finding the loopholes of law firm websites of Ontario will give a great insight for ACE 360 to approach to its target market as well as to get new clients. There is a huge opportunity to serve for the law firm websites of Ontario and being a startup using a target market like that is a matter of great courage, I believe which is found in the team of ACE 360 digital. I have provided some recommendation and taking significant recommendations, ACE 360 can prosper a lot, I guess. In the lead generation criteria, I suggested to add two more criteria and ACE 360 Digital's team and read that for which I am highly grateful for them as they have given me an immense opportunity for flourish and fulfillment.

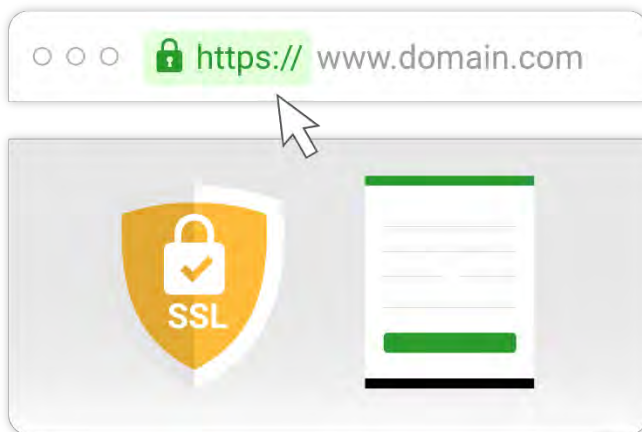
## References

<https://sitechecker.pro/what-is-favicon/>

<https://www.chatbot.com/integrations/livechat>

## Appendix

### SSL Security:



**Figure:** SSL security.

If there remains a lock sign before https then the site has SSL security. It ensures that the site is safe for data transfer.

### Mobile responsiveness:

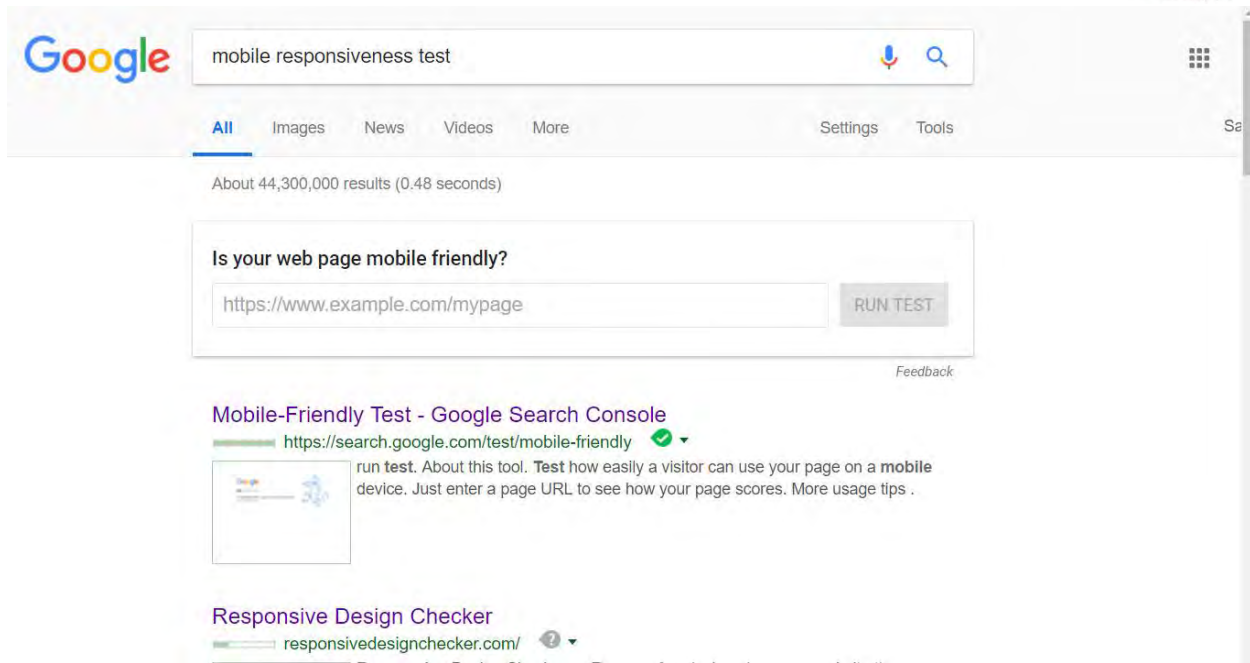


Figure: Google Search Screenshot for Mobile Responsiveness test.

If someone types mobile responsiveness and search that in Google then then he/ she will find a place where the person can check whether a website is mobile friendly or not if the website is mobile friendly then the website visitors from mobile will not suffer to browse the site. It will be rather a pleasant experience for them to browse the website from mobile. People often face such websites from mobile which do not show properly in the phone screen and that is not expected from a professional site.

### **Favicon:**

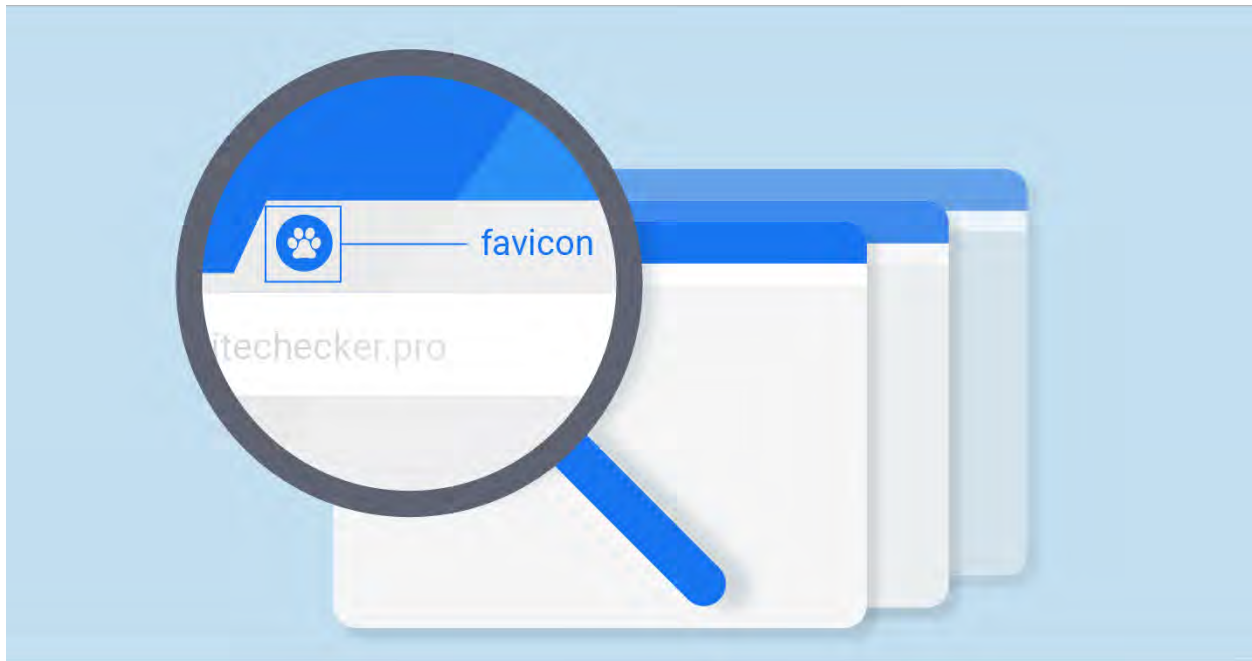
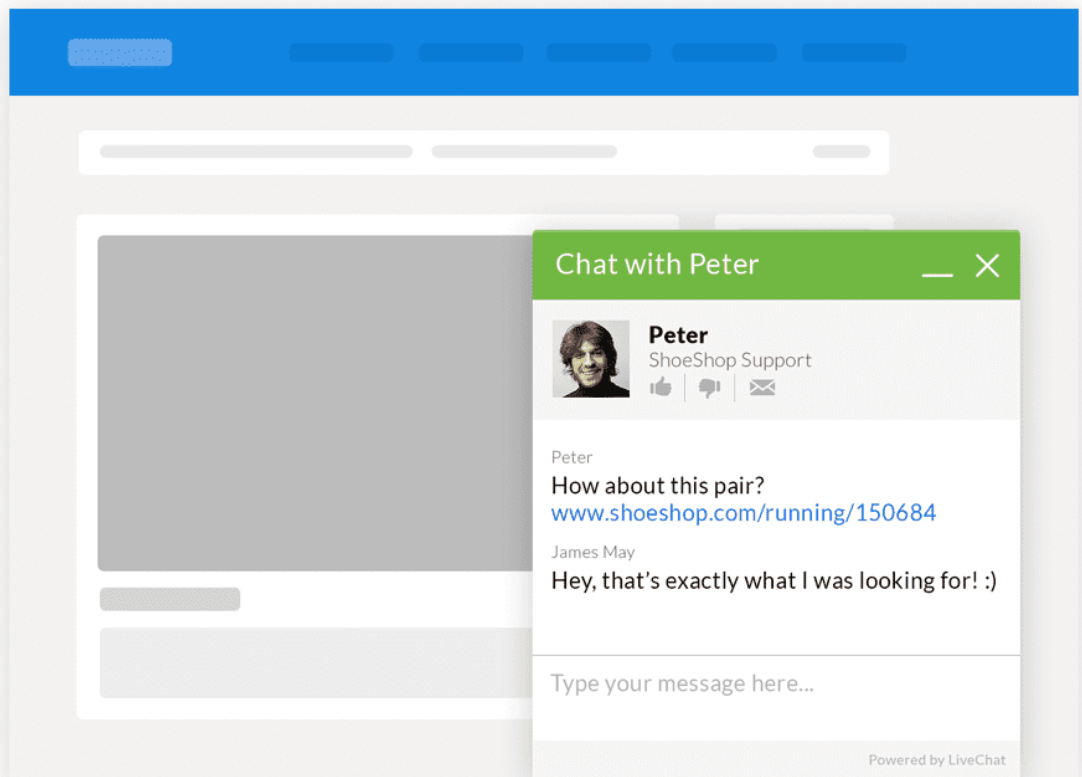


Figure: Favicon.

Every tab of the web browser starts with an icon of that website. This thing is called favicon. This is a must for every professional website's webpage.

- **Live chat:**

Anytime, real time chat availability in the website with the organization representative is called live chat.



**Figure:** Live chat option.

- **Infographics:**

Basically, infographics means, a visual representation of information or data, e.g. as a chart or diagram.



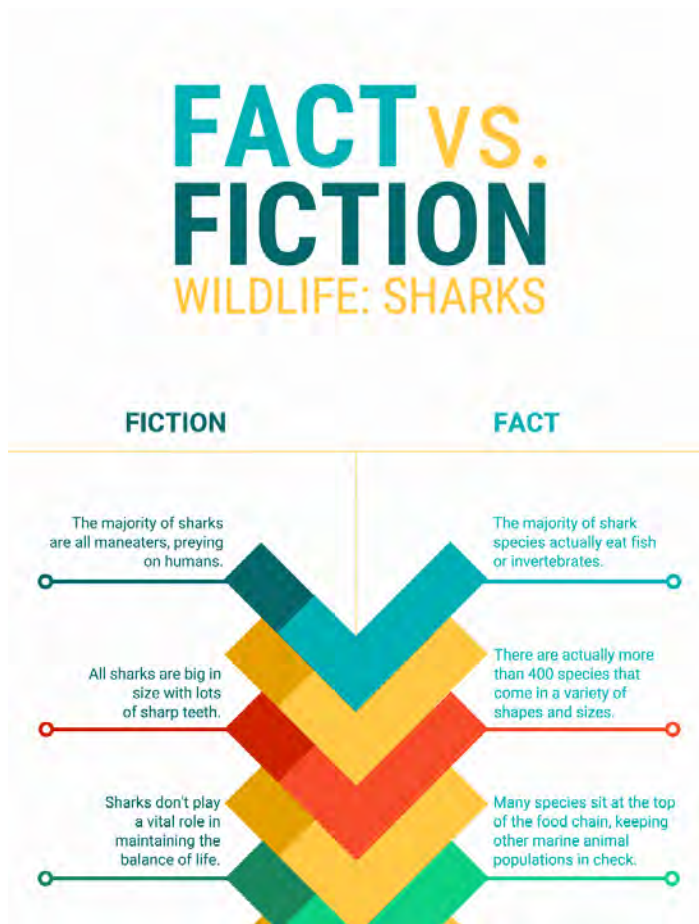


Figure: Example of infographics.