

Internship on Innovative Approach for Digital Marketing with SEO

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This Report Presented in Partial Fulfillment of the Requirements for the
Degree of Bachelor of Science in Computer Science and Engineering

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DAFFODIL INTERNATIONAL UNIVERSITY


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APPROVAL

This Project/internship titled **Internship on Innovative Approach for Digital Marketing with SEO**, submitted by SATUNJOYE BISWAS, ID No: 173-15-10279 to the Department of Computer Science and Engineering, Daffodil International University has been accepted as satisfactory for the partial fulfilment of the requirements for the degree of B.Sc. in Computer Science and Engineering and approved as to its style and contents. The presentation has been held on 28 January 2023.

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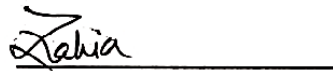
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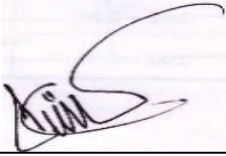
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DECLARATION

We hereby declare that, I have done this project under the supervision of **Md. Abbas Ali Khan**, Assistant Professor, Department of Computer Science and Engineering, Daffodil International University. We also declare that neither this project nor any part of this project has been submitted elsewhere for award of any bachelor degree.

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We would like to express our heartiest gratitude to Professor Dr. Touhid Bhuiyan, Head, Department of Computer Science and Engineering for his kind help to finish my internship and to other faculty members and the staff of the Computer Science and Engineering department at Daffodil International University.

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Finally, we must acknowledge with due respect the constant support and patients of our parents.

ABSTRACT

This internship represents An innovative approach to Digital Marketing, which is Individual consumers, on the one hand, and organizational buyers, on the other, have more and more financial resources that enable them to act in the conditions of using the methods, the modern means, and the systems applicable in the practice of acquisitions that have expanded significantly in the digital environment. This is true in a complex, modern, and flexible economy that is continuously and quickly evolving. Digital marketing, often known as "electronic marketing" or "internet marketing," first surfaced in the early 1990s as a variety of strategies used by trailblazing businesses that conducted online product sales. According to experts, digital marketing may be defined as a set of strategies and techniques that are carried out through digital channels, readily adapting to the concept of traditional marketing.

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CHAPTER 1

Introduction of Digital Marketing

1.1 Introduction

The COVID-19 pandemic, except having an effect on growing purchaser conduct in ingesting media, additionally had an effect on growing the wide variety of net customers, the usage of virtual devices, and additionally growing online activities. Datareportal [1] indicates that net customers with inside the globe reached 4. Sixty-six billion or 59.5% of the entire global populace of 7. Eighty-three billion. Internet customers in Indonesia reached 202.6 million (73.7%) or a growth of 27 million (16%) as compared to the preceding year, even as energetic customers of social media in Indonesia reached 170. zero million (61.8%) or a growth of 10 million (6.3%) as compared to the preceding year. Companies as manufacturers, dealing with a brand new advertising paradigm, need to adapt to the unparalleled modifications with inside the advertising panorama [2]. The new advertising panorama has delivered organizations to situations that require them to now no longer simplest exist with inside the traditional aggressive area however additionally, at the identical time, exist with inside the virtual-primarily based totally advertising area. Manufacturers put together themselves to offer the proper solution to the desires and hobbies of customers, manufacturers additionally discover ways to attain and interact with their customers via precious information. Therefore, to capture possibilities or possibilities with inside the new advertising panorama, organizations want to modify their techniques within side the virtual advertising area to benefit new clients and keep their client loyalty and support. For that, organizations need to have virtual advertising capabilities.



In Figure 1.1: This is a banner with the company logo

1.2 Motivation

Digital advertising is worldwide, and the attain you could acquire with its far immense. Compared to standard advertising, that's restrained through geography, coordinating a worldwide advertising marketing campaign may be tough and labor-intensive.

Even a small nearby enterprise with a web save can attain a worldwide target market that suits its goal consumer institution all around the world. Online accessibility has opened many boom possibilities for conventional agencies to explore.

Companies inclined to address and indulge themselves with virtual advertising can triumph over the limitations of boom obstacles set through their old enterprise models. A present-day enterprise makes use of worldwide audiences online to develop and scale its agencies.

1.3 Internship Objectives

Achieving marketing targets and giving them what they need is the primary aim of virtual advertising and marketing (VAM). Amongst different competent benefits, we may additionally growl symbol attention and customer support through more significant retention payments! I may be able to start this shape of the paintings as we different intention is-

- Gaining knowledge regarding Digital Marketing
- Gaining learning regarding Digital Marketing
- Onsite SEO- Search Engine Optimization
- Digital marketing strategy
- Products ordered in any Search Engine

1.4 Introduction to the Company

If I hold to complete my B.Sc and interned at an organization. For that, I selected Bangladesh Innovation of Software (BIOSOFT), Web www.biosoft.com.bd Shop: 203, BTI Central Plaza, 95 Green Road, Farmgate, Dhaka-1215. It is a unique and considerable IT firm established in Freelancing, SEIP, and Web Development IT based Company, Dhaka. This company is delivering technical benefits with the best possibilities to the Alumni researcher. I finished my internship there in approximately 6th The most concern is that I even have already been offered the opportunity to paint with them as a freelancer. They paint with multiple overseas firms on their large projects. With whom I similarly was given the possibility to paint.

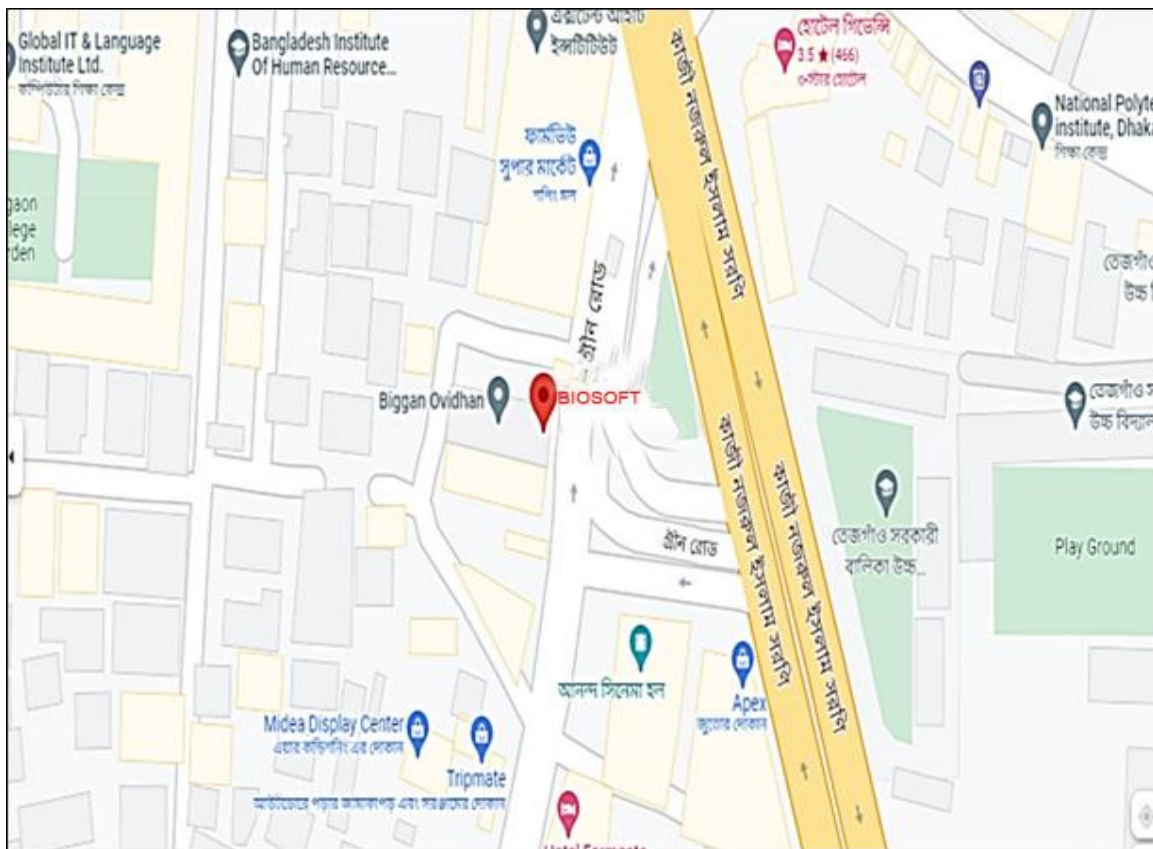


Figure 1.2: Company Address in Google Map

Figure 1.1: This constitution had the address of my assigned business enterprise. Wherein google maps are thought. And shown by way of the region of the purple dot. Bangladesh's innovation of software (biosoft) is a hanging-on organization hooked up

with the purpose of making fulfillment in it. Due to the fact that its inception, it has finished multi-faceted fulfillment over the long 10 years till now. Contributing to the development of virtual Bangladesh. One of the leading IT companies in Bangladesh has been playing a vital role in disposing of the unemployment trouble account that 2014.

1.5 Organizational Structure

Organizational structure is a machine that outlines how positive sports are directed for you to attain the desires of an organization. These parts can consist of rules, and responsibilities. I did create an option to provide great outcome for my business as a Digital marketing Student.

The organizational structure additionally determines how facts flow among stages inside the company. For example, in a centralized structure, selections float from the pinnacle down, even as in a decentralized shape, decision-making strength is structured amongst numerous stages of the organization. Having an organizational shape in location permits groups to stay green and focused

1.6 Report layouts

The principal part examines the presentation of the temporary job and the rapid disk of my inspiration. In the second section, it's, in speedy, talks about my temporary job's association. It told about the capability of my company, item and market district, reason association, examination, and organization structure. In monetary catastrophe 3, it is immediately referred to my everyday task and what I see as some point in my temporary job conference. In monetary fiasco, 4 referenced capacities and procedures or plans to reestablish the difficulty. The leftover insolvency is prepared to stop and around my predetermination calling

CHAPTER 2

Organization

2.1 Introduction

Every virtual advertising tactic makes use of surprisingly green focused on techniques to its gain. Even in case you don't have a clean concept of what your audience is, with virtual advertising, you could extract records to peer which audiences have labored the excellent for you and optimize your marketing campaign with the learning's. Since the audiences may not be as defined as compared to virtual advertising approaches, the focused difficulties of conventional advertising techniques will increase your advertising costs typically.

2.2 SWOT Analysis

The benefit of Digital or virtual advertising for focused is the possibility to enlarge higher and extra-focused audiences for destiny campaigns. With optimizing audiences, you can constantly be on the pinnacle of who's the wonderful consumer for you. As the commercial employer is a well-known manager of targeted, it could make bigger more attractive campaigns to enhance outcomes from advertising.

2.3.1 Concept of SEO and use for Digital Marketing

Digital marketing strategy's key SEO component is search engine optimization (SEO). It can aid in the internet discovery of your company by more members of your target market, thereby extending your reach and boosting sales. We'll go over the fundamentals of SEO and respond to some frequently asked questions on this page, such as:

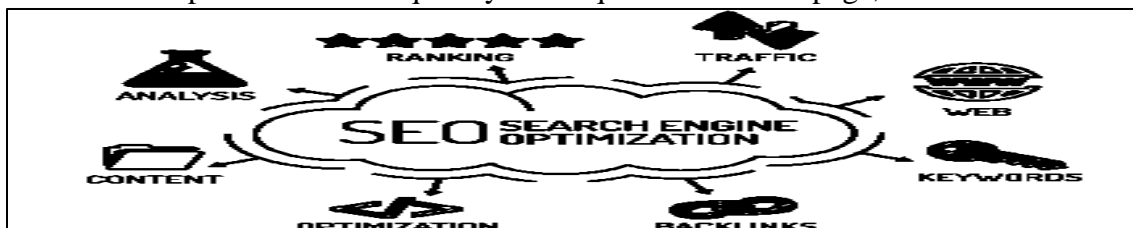


Figure: 2.1: Digital Marketing and with SEO

In the Figure 2.1: Researching search volume for terms is not just relevant for SEO (Search Engine Optimization) or SEM. Consumer information includes audience preferences, interests, and hints about market trends. As a result, you're online and offline marketing channels, approaches, and strategies should be connected with SEO. I learned from my internship company which knows www.biosoft.com.bd as web-based and provides an innovative idea to approach online.

2.3.2 Goals of Digital Marketing

Digital marketing can promote problem awareness, which is the process of making potential clients aware of a requirement. Solution awareness is the ability of your marketing to let potential buyers know that your business offers a service that solves a problem. Your goal is to show individuals that you can move them from the undesirable "Before" condition, when they are experiencing a problem, to the desired "After" one, where they have found a successful solution. Getting fresh leads and clients the main goal of most businesses is to increase leads and consumers. Your business will never expand over its current level without generating fresh leads and clients. To grow your business, you must hire additional employees.

2.3.3 ON Page SEO for Digital Marketing

On-page SEO is a system or process that optimizes any website page for more traffic or visitors. It can also change some insider content like Tags or Keywords. But SEO isn't a major deal for single-page websites (Search Engine Optimization). In fact, they may reduce any chances of ranking highly on Google, as well as user engagement and conversion rates. Target keywords on single page sites frequently go unnoticed since there is so little content.

2.3.4 OFF Page SEO for Digital Marketing

This Digital Marketing is a planning, prevailing marketing strategy, milestones, outcomes, and any appropriate marketing channels like social, web, sales, etc. should all be included in the marketing project plan. Indicate how each initiative will contribute to your overall strategy.

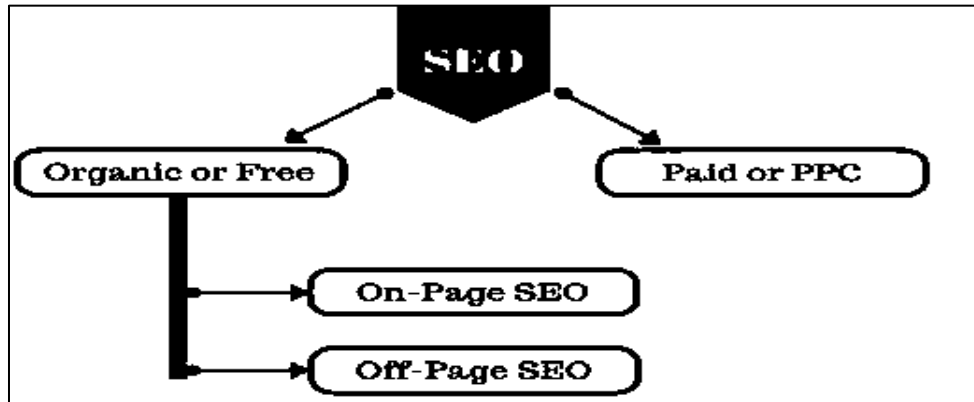


Figure 2.2: Basic Type of SEO

In figure 2.2: Paid SEO increases the search rank but costs money, in contrast to Organic SEO, which uses effort that is done for free to help you rank on search engines like Google. Users can optimize their websites by adding them for free to numerous online directories while employing organic SEO.

2.4 Organic Digital Marketing

Any type of digital marketing that does not involve sponsored advertisements is referred to as organic marketing. Social media and content are the most typical forms of this type of digital marketing. Influencers, SEO, and video sharing are also included.

2.5 Digital marketing advantage for Businesses

Natural Digital products promoting techniques look to lay out an impact bond with your group through instructive or delightful material to stay with your incredibly important to them when they are ready to settle on a buy choice.

Changes are fundamentally affected by the brand mindfulness and social responsibility that natural showcasing makes. Along these lines, organizations that simply utilize paid showcasing much of the time squander cash. Furthermore, natural computerized showcasing is an incredible complement to a paid-to-promote plan since it draws in spectators and supporters who you can then retarget with advertisements to fundamentally reduce your expense per click (CPC) and return on promotion spend

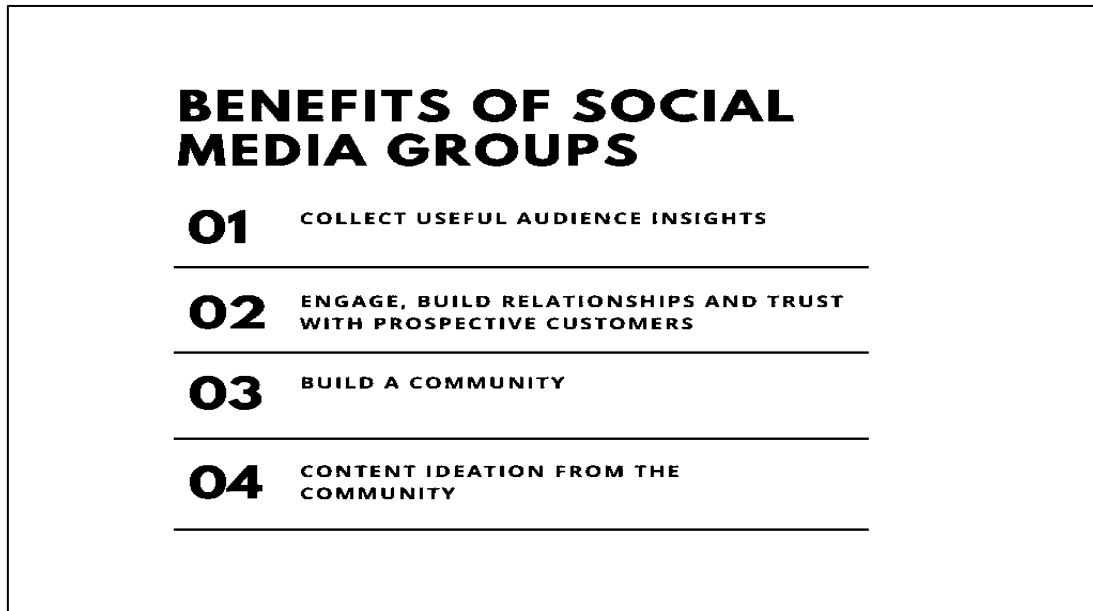


Figure 2.3: advantage BD of Social Media Groups

In the of figure 2.3: Communities and networks are great platforms for boosting organic traffic. It is free and easy to use. Through organizations, you can acquire access to a clientele. You may let your customers know about the release of new products, upcoming activities, and prospective inquiries.

To network with locals, you don't necessarily need to start your own group; you can join groups that already exist on Facebook or LinkedIn. Engage your target audience by sharing valuable information with them. If you take the right approach, you'll get a lot of attention from potential customers.

You might learn a lot more about your clientele by joining Facebook groups. People want to talk about their accomplishments, which you may utilize to develop case studies. You could also employ these groupings.

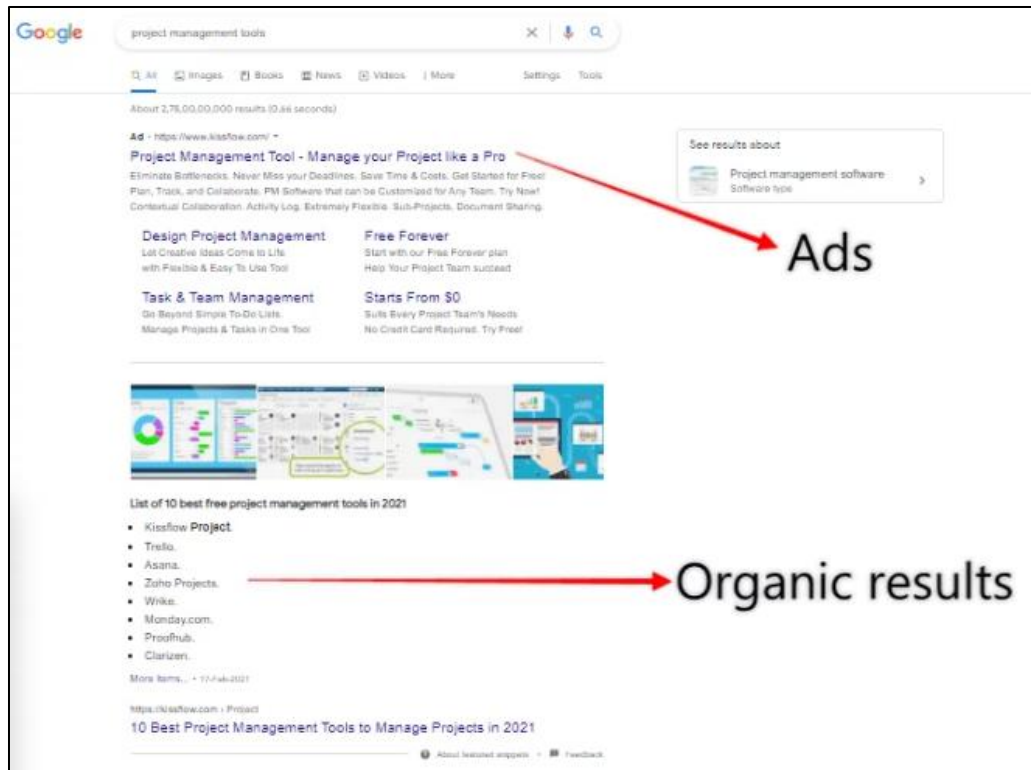


Figure 2.4: Paid add and organic marketing results in Google search results

In figure 2.4: Cost and prompt outcomes are the two essential differentiations between paid and natural showcasing methods. In spite of paid promoting, natural showcasing procedures don't charge you cash for each time a client taps on your site. Giving guests first-rate material at no expenditure as a feature of natural showcasing urges them to return to your site. For little firms, a natural showcasing procedure works successfully since, when it builds up some decent momentum, it needn't bother with a huge promoting spend.

Computerized reasoning-based Website design enhancement instruments and man-made intelligence content age make natural advertising simpler, despite the fact that it requires investment and consistency to get results.

Paid advertising, on the other hand, allows you to pick and choose who sees your message because you don't need everyone to. You can immediately reach customers with paid advertisements. Finally, Blog entries that have been optimized for SEO are a great approach to reach potential clients through organic search. A well-written blog article can drive a sizable quantity of traffic from search engines like Google or Bing to your website. Learn the advantages of blogging for businesses and how it functions. Because the traffic continues even after a small firm stops investing on advertising, inbound marketing is a great technique for them.

CHAPTER 3

TASK, PROJECT AND ACTIVITIES

3.1 Daily Task and Activities

I genuinely have a lot of daily tasks and projects as an intern student. I have actually used them for a lot of my projects. I worked on company projects every day with my fantastic intern teachers. They help me out by organizing my daily foundation work.

3.1.1 Digital marketing-based self-works

I've performed with a few companies on the following themes, which I understood from this list

- i. Business way from the perspective of revenue generation.
- ii. Apply the fee stick, a framework for method development based on research, to the important strategic decisions that firms confront.
- iii. Learn the terms and tools of business technique to contribute effectively to strategic discussions and the success for Digital Marketing.
- iv. BIOSOFT given more create value for consumers, employees, and suppliers that competitive organizations will find difficult to duplicate, often in unexpected ways.
- v. As the long-lasting fulfillment with the help of improvements and community impacts.

3.1.2 OFF Page Terms applied on SMM

SEO may also be a great tool for promoting a firm for commercial objectives. It is extremely likely that SEO will bring in customers. We are aware that the customer is the primary focus of the company. The easiest technique for anyone to obtain traffic for a certain term is through SEO. Table 3.1 presents many SMM and OFF page strategies.

<ul style="list-style-type: none"> • SMM tag or Keywords research • Marketing group structures • Social Administration • Article Submission, Writing, or posting • Discussion posting • Blog remarking • USA Citation or Local references posting, USA based • Connect haggle article posting. 	<p>Off-page SEO refers to "SEM" strategies that can be used in any number of ways outside of your webpage or website.</p>
------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------

Any person in charge of overseeing to complete digital strategy is the marketing strategist. Their primary duties are developing marketing strategies and organizing the distribution of resources among marketing objectives.

Marketing strategists are generalists who are familiar with the procedure, even though they might not have the technical knowledge to finish the job. They also consult the founder before making decisions like outsourcing digital marketing or purchasing digital marketing solutions.

3.2 Keyword Research methods

Table 3.2 Method of SEO & Uses Percentage

Remarkable strategy	>50% Users use this Technique
Paid/Grant technique	<25% Users use this Technique
Devices programming strategy (both)	<25% Users use this Technique

3.3 Organic method of Keyword Research

The most crucial role in advancing a post's Google ranking is played by keyword research, or by using keywords to arrange the article in a pleasing and orderly manner within the content. Google only elevates our posts in its rankings when they have a

sufficient number of keywords. Because of this, conducting keyword research is crucial for us.

Because all of a post's content is concealed in its keywords, conducting keyword research is crucial. Your keywords will determine where your post appears in Google searches. Because Google is constantly attempting to determine how many people are continuously using Google to search for your phrase. Additionally, the visitor uses Google whenever he has a need.

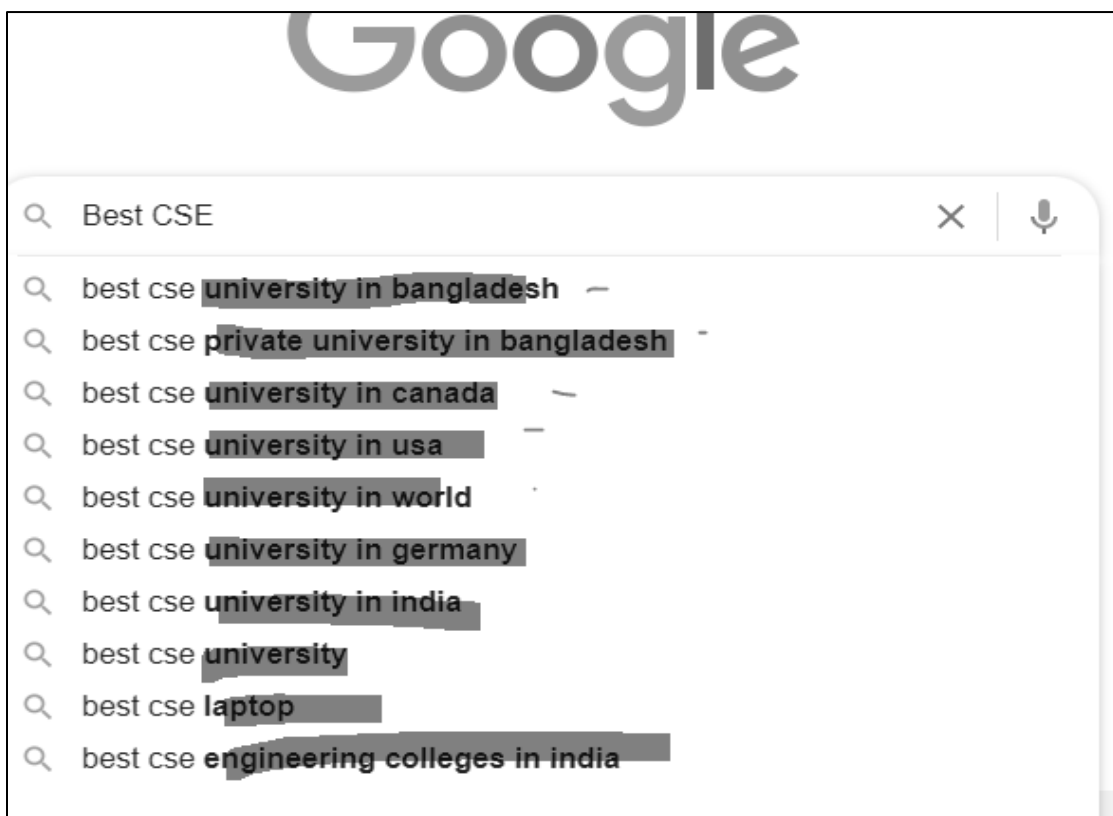


Figure 3.1: Organic unique keyword research

In figure 3.1: This figure shows how we can get good quality keywords without using any tools.

3.4 Paid method

The first step is to deploy each program consistently and with unified messaging.

After all, making advertisements that are visually and acoustically dissimilar from your website may confuse visitors and cause them to leave. You need to make sure they integrate well rather than working alone. The positive news you may hasten campaign optimization and increase ROI by proactively ensuring that your web crawler promoting's paid and natural parts capability together. The following are 8 systems for effectively incorporating PPC and Web optimization.

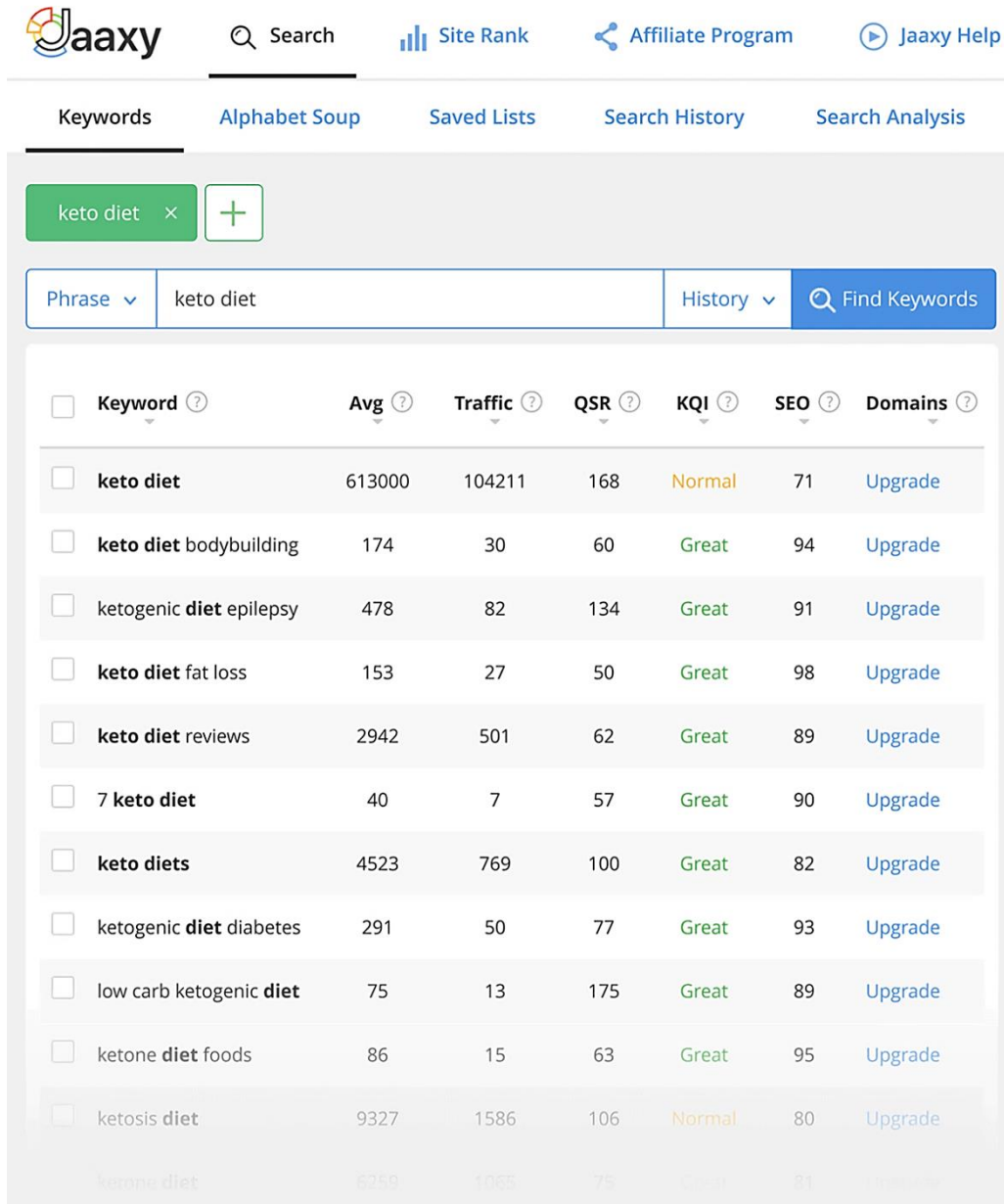


Figure 3.2: Keyword Research List (tools based)

In figure 3.2: Watchword research devices are web assets that can uncover the recurrence with which a catchphrase is utilized in a web crawler. Google, Yandex, Reverberation, and so forth are instances of web crawlers here.

- Devices-based technique (Paid/natural):
- -Giving ideas in view of watchword
- -It can help your tremendous watchwords assortment.

Keyword
Niche ▼
google keywords
googleads
adwords keyword tool
adwords keyword planner
keyword search
keyword research tool
keyword ranking
key word
keyword generator
how to do seo
seo keywords

Figure 3.3: Tool based results

In figure 3.3: However, it used to be allowed to utilize. You might abstain from reordering catchphrases independently by using this device.

3.5 Directory Submission (Based on OFF page SEO)

The intention of directory submission is to broaden back-links on your website by using submitting its URL to numerous websites that act as directories. This off-page SEO method is applied to build external links to your internet site. While customers locate their object on an online directory, directory submission is an off-page aspect. This is

search engine optimization link constructing, which raises the rank of the website or website. You should put up your URL below this category in case your internet site is applicable to fitness. One-way hyperlink construction like that is fascinating. There are a vast number of categories.

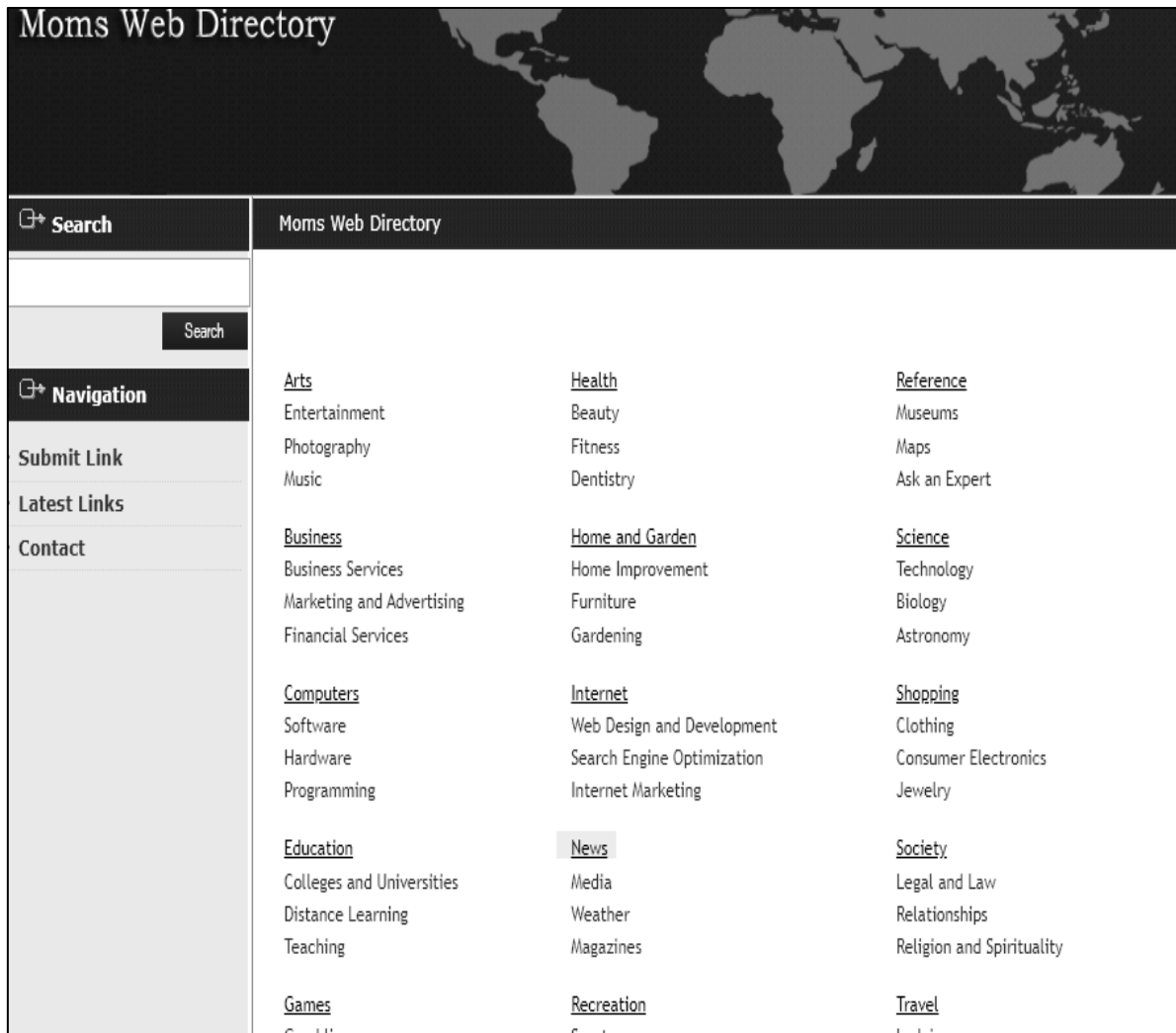


Figure 3.4: Categories of Directory

In figure 3.4: This suggests a way to do directory submission. This demonstrates the way to publish a directory. There are particular informational characters in each stage that need to be entered during submission. After determining this form of page, you must input the facts on your website. Here is a list of the details which are required. There might not be a want for added facts because I agree that is sufficient.

- ❖ Title (website title)
- ❖ URL (website hyperlink)
- ❖ Three. A Meta tag (tag, brief keywords inside the net pages)
- ❖ Meta description (short description of two hundred 250)
- ❖ Five. Key-word (website keywords)
- ❖ 6. Consumer records (submitter information)

3.5.1 Type of Directory Submission

There are three various types of catalog entries, and every one of the three is vital for further developing a blog's or alternately site's watchword positioning and getting great backlinks. Care should be taken to ensure the registry has a respectable Alexa Rank, Page Rank, and Space Authority prior to submitting it (Area Authority ought not to be under 20). Utilize remarkable meta portrayals, meta catchphrases, and depictions for every registry, please. The association will from that point be supported incredibly rapidly and get quality web index traffic.

- Free Posting
- Paid Component registry posting
- Proportional connection posting

Fields marked with a * are required.

*Title:

*URL:

*Category: News

START OVER

Description:

Owner Name:

Owner Email:

Allow site administrator to send me newsletters.

META Keywords:

Separate keywords by comma.

META Description:

Limit: 200

Business Link:

Figure 3.5: Link Submission

In figure 3.5: Here is the accommodation interaction. The accommodation methodology for this catalog interface accommodation task is displayed beneath. Paid Posting in Element Catalog: The proprietor of the registry site can charge for a Paid Component registry posting, and it tends to be approved in just 24 hours. You have the choice of a month-to-month, yearly, or lifetime bundle with this posting.

No-cost posting: there is a cost for this accommodation since it is a free standard posting on a site. The site executive chooses when to endorse your connection for a free posting. There's no guarantee on this posting. No time limit. whenever a site's overseer pursues a decision to refresh. Trade of proportional connections: Your site joins should be submitted, and just those that pass the executive's examination are acknowledged. Your site will be recorded after the connection has been endorsed.

TachoEasy Middle East

TachoEasy Middle East FZC is a UAE-incorporated trading company active in the GPS tracking and telemetry business.

- Read more


<http://www.tachoeasymiddleeast.net>

0 Reviews. Rating: Total Votes: 0

Figure 3.6: Approved link

In figure 3.6: Where Directory web sites are web sites that categorize lots of such web page addresses. Additionally, the act of accepting a person's hyperlink on a internet site like this and supplying a hyperlink to its far known as a hit listing submission. There are plenty of directories wherein you could upload loose web page connections to the associate area. One example of it's far this.

Moms Web Directory → Listing Details



ID: 248736

Title: Daily Online News Papers

URL: <http://www.news.com.au/>

Category: News: Newspapers

Description: News headlines from Australia and the world The latest national, world, business, sport, entertainment and technology news.

Meta Keywords: daily online news papers,newspapers,william kerry

Meta Description: News headlines from Australia and the world The latest national, world, business, sport, entertainment and technology news.

Figure 3.7: Complete Submission

In figure 3.7: I dispatched the records on this determine to a listing business, which proven it and emailed me back. This is every other contribution. The records I submitted is contained in a letter this is later blanketed in that email. They additionally introduced my records to their listing.

3.6 Blog Commenting

Commenting on blogs is essential. We're all aware that herbal backlinks are crucial for ranking. Moreover, acquiring those herbal backlinks isn't an easy challenge. Why do human beings best connect to sparkling websites? However, if you always take note of the guest blog, the hunt engine will see the scenario favorably, which is not the case. A person might raise suspicions. Even the website is in peanut's fingers. Therefore, if you may use a one-of-a-kind sort of backlink, you may be capable of eliminating that challenge. Weblog commenting, which reinforces web page rank in Google PR, is the maximum widespread search engine optimization thing. Clearly, blog comments have to be.

- I. Visitors: this can be an extremely good manner to get site visitors to customers' sites.
Blog commenting on accurate websites can get a variety of traffic. As an end result, articles rank faster.
- II. A person can improve their link or profile
- III. Users can use the anchor text link on the commenting website.
- IV. Calibration opportunities
- V. A reliable easy technique for weblog posting
- VI. Very price-powerful way.

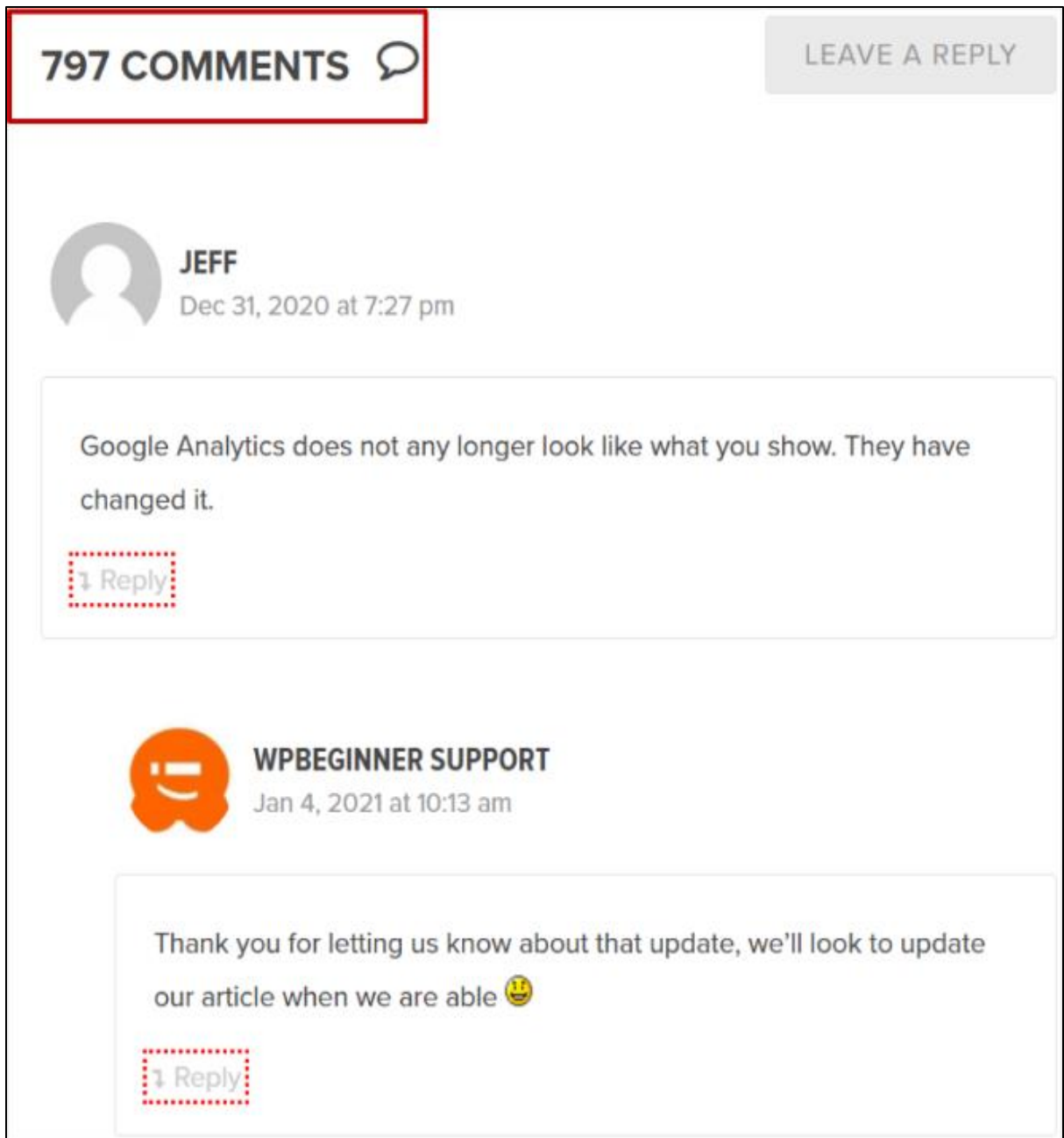


Figure 3.8: Blog Commenting for Digital marketing niche

In figure 3.8: Commenting on sites simply enhances the conversation strings at numerous postings have a region at the base where you can leave remarks. In the wake of leaving a remark in that segment, you can either enlist for a record there or not; it relies upon the site overseer. You will be reached after your remark has been supported, which could happen immediately or inside 24 to 72 hours.

3.7 Social Bookmarking with Do follow & No follow

The act of tagging a website or webpage is known as social bookmarking. Similar to directory submission, it works. Additionally, it is necessary to choose the categories. Adding the title, keyword, description, and user information, such as news, media, or other categories.

- ❖ Do follow
- ❖ No follow

Start by looking for sites that attract and interest your audience. If you aren't sure what your audience is interested in, use a [buyer persona template](#) to create a profile of your ideal customer. Also, use Alexa's Audience Interest Tool to discover what topics your audience cares about and what sites they visit most.

Figure 3.9: Do Follow Links

In figure 3.9: Do not follow links that are immediately crawled by bots on websites because these relationships pass authority. Its decrease Alexa rank and boost page rank (PR) N/A to 10. Doing so aids in raising both the domain authority (DA) and page authority (PA).

No Follow

relationship between the component URLs of a pagination series.
In March of 2019 Google announced that they decided to retire these tags, suggesting that users love single-page content, but paginated

Figure 3.10: No Follow Links

In figure 3.10: Although NO follow links cannot raise a website's page rank, they can aid to raise other aspects of the webpage's worth. For each page or profile to rank higher on stopped following links that are deemed suspect for ranking purposes. Therefore, do follow paper links can benefit from no follow links.

Other computers, both linkages are required. The most recent Google Penguin updated.

Referring page	DR	UR	Domains	Ext.	Traffic	Anchor and backlink
50 Ways to Relax Without Spending Money (Infographic) callingdreams.com/relax-without-spending-money/	29	8	0	20	0.03	1 This is the sponsored Infographic by [redacted]. If you are looking for sponsored posts, contact us CONTENT: www.[redacted].co.uk/quid-corner/2016/10/12/50-ways-relax-without-spending-money/

Figure 3.11: Do follow Vs. No Follow Links

Imagine linking to a different website in one of your posts, as shown in figure 3.11. However, you also want Google to index your backlinks website. And for this reason, the method of link creation is referred to as do-follow back links.

This diagram aims to clearly illustrate the differences between do-follow and no-follow links.

Do follow backlinks are very important for SEO. Get 20–60% do-follow backlinks to your site as a result.

3.8 Keywords Search Engine result by Google



Figure 3.12: 15% of all Google searches never been searched before.

Figure 3.12 shows that 15% of all Google queries are brand-new, according to a tweet from Google's Twitter account at the beginning of the year. In other words, no one has ever looked for such keywords.

25% in 2007, 15% in 2013, and it will be back to that level in 2022. Trillions of trillions of search queries are submitted to Google's search engine annually from all around the world.

15% is a fairly large amount as a result. Perhaps a few hundred billion. No SEO tool has access to such vast amounts of new keyword data. Nobody, not even Google. Because nobody has ever used all of these keywords together in a search. Google and all SEO tools supply the remaining 15% of the information. Nobody can offer information for the remaining 15% of new keywords. Marketers refer to these

CHAPTER 4

Competencies and Smart Plan

4.1 Competencies earned

If no one sees your work as a digital marketer, it is all for naught. Connecting with your audience begins with using search engines to generate visitors to your web assets, especially your landing pages. This is perhaps the most important stage. You must be an expert at maximizing the use of SEO and SEM if you want to flourish as a digital ma

4.2 Smart Plan

In a general sense, Marketing objectives are specific focuses that will straightforwardly propel your bigger business objectives with regard to computerized promotion. They should act as the foundation of what your advanced promoting endeavors are intended to achieve. Each Savvy objective should be Objectives that aren't explicit and are considerably less liable to be accomplished. When was the last time making the goal "I will get fit for the current year" really worked? It would be desirable over say, "I will join the exercise center that is near my work environment and I'll go two times per week to hit the treadmill and loads." It is more concrete since it is more unambiguous.

4.3 Reflection

Planning for Social media marketing is mainly about becoming prepared so that tactics are on time. Concerning the timing and process for responding to customer-generated social media, marketers must prepare for a variety of situations.

CHAPTER 5

Conclusion and Future Career

5.1 Discussion and Conclusion

We never think that how social days are going. Every this is shirred for business and communication. Also we must draw the conclusion that social networks have advanced into a sort of reality in which humans communicate, engage, and glaringly consider in a world where over 70% of net customers are lively on social networks and spend at the least one hour in step with day on the ones social networks on average. Additionally, we want to be aware that extra than 60% of those customers get right of entry to social networks the use of mobile devices, and there are correct reasons to believe that this percent will best rise in the coming years. In the sort of society, we need to acknowledge that social networks are a brand-new truth that has now permeated the economic sphere. Over ninety% of entrepreneurs claim to use or plan to use social media for enterprise, with over 60% of them doing so. Figuring out the significance of social media inside the each day lives of individuals who are maximum likely to grow to be your customers allow you to determine the price of using social media in marketing. Given the prevalence of social networks and they are effect on users, social media marketing is now a requirement for groups.

5.2 Scope for Future Career

Digital marketing and search engine optimization weren't thoroughly preferred in the past. Google employed those easy techniques that site owners used to optimize websites to offer them higher ranks. The state of affairs these days is distinctive, though. Because Google has started enhancing its algorithms, dealing with websites has emerged as extra challenging. Every problem provides a chance for clean strategies, and in this situation, search engine optimization is the technique. Webmasters nowadays are searching out experts who can assist their websites to rank incredibly, and that is wherein SEO professionals come into play. Seeing that each organization has a website that they desire

to sell, it needs to come as no wonder that search engine optimization experts are in high demand.

Role	Responsibility	Salary
SEO Trainee or Fresher	Responsible for handling basic SEO work such as creating meta titles, keyword research, and slideshare etc.	10K - 15K
SEO Executive	on-page and off-page SEO of a website	15K - 25K
Link Builder	Creating high-quality backlinks	20K - 25K
SEO Analyst	Create plans, strategy for on-page and off-page SEO	25K - 35K
Sr. SEO Executive/SEO Expert	Responsible for implementing strategies and plans	30K - 45K
SEO Content Writer	Write quality content, blogs, articles, guest posts etc.	25K - 50K
SEO Lead/Team Leader	Handle multiple SEO projects and teams	45K - 65K
SEO Consultant	Day to day monitoring and suggestions, not limited to SEO but on Content, Social and paid search	60K - 90K
SEO Manager	Define tasks, resources and overall strategies for projects	80K - 1.5L
Digital Marketing Manager	Not limited to SEO, defines all work and resources related to digital marketing including social media, content marketing, e-mail marketing, CRO, web analytics, SEO, SEM etc	1L and above

Figure 5.2.1: Scope for Future Career on SEO and SMM

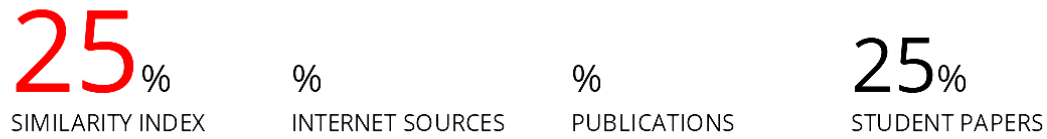
The destiny of search engine optimization in Bangladesh and India is promising and its use may be very huge. The times of India reviews that during the upcoming years, extra than 1.5 lakh positions with salaries among rs four.5 and 5.5 BDT lakh could be created within the fields of virtual advertising including analytics, social media, and SEO

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