



Daffodil
International
University

**An Internship on Content Writing at Corexlab Limited: A Fast-Growing
Software Development Company**

Prepared by:

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Course title: Project Paper with Internship

Course code: ENG431

Faculty of Humanities & Social Media

Department of English

Daffodil International University

Under the Supervision of

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Assistant Professor

Department of English

Daffodil International University

Date of Submission: November 12, 2023

Declaration

I am Kanij Fateha Khan, a student of the Department of English, 14th batch, ID Number 192-10-457, Daffodil International University. I hereby declare that this internship report has been prepared under the supervision of Nahid Kaiser, Assistant Professor Daffodil International University. I have completed this project myself, and this work is for the course titled “Project Paper with Internship (ENG 431)” in the BA (Hon’s) in English program.

Kanij Fateha

.....

Kanij Fateha Khan

ID: 192-10-457

Batch:14th

Department of English

Daffodil International University

Certificate of Academic Supervisor

This is to certify that the internship report on “Content writing at Corexlab Limited” is the bona fide work done by Kanij Fateha Khan as a partial fulfillment of the requirement for the Degree of Bachelor.

The report has been prepared under my supervision and is a record of the practical work explored and carried out successfully by the student.

A handwritten signature in cursive script that reads "Nahid Kaiser". The signature is written in black ink on a white background. Below the signature, there is a horizontal dotted line.

Nahid Kaiser

Assistant Professor

Department of English

Daffodil International University

Acknowledgment

I would like to begin by thanking my supervisor, Nahid Kaiser, for all the help and guidance she has provided me with from the beginning to the end of this project. She has always been very helpful and kept me in touch and discussed various aspects of my internship progress. I am also thankful to Md. Farhan Noor, the senior content writer at Corexlab Limited. He was always very nice and kind to me. I have learned a lot of things from him. He guided me and trained me throughout my internship period. He ensured that I was welcome to the office. This reminds me to express my gratitude to all the colleagues I have worked with at Corexlab Limited. All the people there were very helpful, and everyone maintained a healthy working environment. I would like to take the opportunity to express my gratitude towards my family, especially to my father. Everyone in the family helped and supported me mentally, and that helped me work with full dedication. It was a great opportunity for me to work in such a beautiful company where everyone is treated like a family. I thank Daffodil International University for keeping this internship program to our syllabus. It was a real-life experience of working in a real location. This will help me a lot in my career. I am grateful to Allah for allowing me to complete my internship program smoothly.

Abstract

The internship report is based on my experience of training and working at Corexlab Limited. I worked there as an “Intern Content Writer.” The paper highlights everything I have done, things I have learned, problems I faced, and how I overcame them during my internship program. I gained insight into my corporate career, learned about corporate etiquette, and more. It serves as a testament to the practical knowledge and growth I have achieved, making this internship an invaluable chapter in my professional development. I have learned about SEO content writing in detail, which is a very sustainable skill in today’s modern world. Content writing is a vast field where everyone has huge opportunities for growth. The field is equally suitable for both males and females. I had some ideas about this field but wanted to explore it. This internship program gave me the opportunity. Now, I have a thorough knowledge and practical experience in writing web content, and I am hopeful to build a potential career.

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Chapter 1: Introduction

'Working with great people makes you great; you learn a lot, and it also gives you the experience and confidence to move on with your own career.' – Nas.

Experience in the work field is invaluable, as it equips individuals with practical knowledge. It enhances one's ability to adapt to diverse challenges and make informed decisions. Internship offers students the opportunity to gain work experience, which helps them to have a swift transition from their student life to professional life.

1.1: What is internship:

An internship is a structured and temporary work experience that helps students in many ways. It serves as a practical training opportunity where the intern gains hands-on experience in a specific field, industry, or profession. Internships are designed to supplement academic learning with real-world applications.

1.2: Benefits of internship program:

Being a student in the English Department, I always enjoyed writing. Therefore, when I was offered the course titled “Project Paper with Internship,” I wanted to work as a content writer. I got an internship opportunity at Corexlab Limited, a software company in Bangladesh. My three-month internship in Content Writing at Corexlab Limited has been a transformative experience.

During the internship program, I got to do all kinds of writing, like creating blog posts and making marketing materials. This made me better at expressing ideas clearly and convincingly in writing. I also discovered how important it is to make sure that what I write can be found on the internet. This involved learning about keywords and how search engines work. I also learned how to keep a consistent style when writing for different businesses. Working with the team at Corexlab Limited was a big part of my journey. I got to see how good writing can help businesses connect with their customers and succeed. I discovered what a powerful tool writing is for businesses!

This experience has given me a strong foundation for my future in writing. In this report, I will share things I have learned, the problems I faced, and how they can help others who are starting their own adventure in writing.

Chapter 2: Objectives

"In the absence of clearly defined goals, we become strangely loyal to performing daily acts of trivia." — Robert Heinlein.

Objectives provide a clear direction and help individuals and organizations focus their efforts and resources toward specific, measurable goals and increase productivity. I also had several goals and objectives to achieve from this internship. My objectives included:

- I wanted to learn and master SEO fundamentals, including on-page and off-page optimization techniques, to improve the visibility of our content in search engine results.
- I aimed to become proficient in keyword research, identify relevant and high-impact keywords that would enhance our content's performance and search engine rankings.
- My other goal was to consistently produce high-quality content that not only satisfied SEO requirements.
- I sought to use SEO tools effectively, such as Google Analytics and SEMrush, to track and analyze content performance
- I strived to adapt to different content formats, including blog posts, infographics, videos, and social media
- I wanted to participate in content promotion efforts, using social media, email marketing, and other channels to maximize the reach and impact of our content.

Chapter 3: Methodology

The term “methodology” has been used in this paper to describe the activities I have gone through to complete the internship program. These activities have been demonstrated in a chronological order.

3.1 Looking for an internship:

The process of this course started with finding an internship opportunity for ourselves. Every student has to find a suitable internship program opportunity for themselves. Our teachers have prepared us in the last four years with such care so that we can be confident about our abilities and can manage this by ourselves.

Earlier, I had a course named “Employability 360” where I learned about preparing resumes, and writing cover letters. We were also trained on how to do well in interviews through mockup interview sessions.

Though I was anxious, there was no lack of confidence in me. I looked on different platforms for opportunities and applied. Different students find their internship opportunity in different ways. My opportunity came through LinkedIn, where I applied for the “Content Writing Internship Program” and got called up for an interview.

3.2 The interview session:

On July 25th, I received a call from the HR assistant of Corexlab Limited. She informed me that I was shortlisted to attend an interview for the internship opportunity. I was both worried and excited at the same time. It was my first real and professional interview. I went there well-prepared and on time.

The interviewer board had the CEO of the company, Md. Razu Ahammed Molla, the HR manager and the senior content writer and operation manager. They first asked me about myself, where I described myself, and hinted about my passion for writing.

They expressed their hope for me as they believed in the popularity of my university, Daffodil International University. The interview went very well for me. I was confident and clear about my answers. They assured me that someone from the company would contact me soon.

3.3 Internship placement process:

On 30th July, I received an email stating that I was elected for the internship program. Later, I also received a phone call for confirmation of my joining. Since it was a part of my academic curriculum, I needed to collect a recommendation letter from the head of my department.

Before joining the program, I had to submit some other papers. There were two other students from other universities. We were taken as interns under the supervision of the senior content writer and operation manager, Md. Farhan Noor.

3.4 Duration of internship

The internship program had a three-month duration. It started on the 1st of August and ended on 30 October. During the internship program, I had to work five days a week.

3.5 Remuneration

The internship program was fully unpaid as it was more of a training program for us.

Chapter 4: Organization Details

Organization name	: Corexlab Limited
Address	: House 613, Flat 7/D, 1216 Begum Rokea Sarani, Dhaka 1216
Founded in	: 2018\
CEO	: Md. Razu Ahammed Molla
Industry	: Software Development
Website	: https://www.corexlab.com/
LinkedIn	: https://www.linkedin.com/company/corexlab/
Employees	: 25

Corexlab Limited is a multinational company that has office both in Bangladesh and in Australia. It was



launched in 2018 and run by the founder and CEO, Md. Razu Ahammed Molla. The company is well-known for creating SAAS products both in the local and

international markets. Besides SAAS, it has also worked on developing web applications, mobile applications, blockchain, ecommerce websites, etc.

I got an internship opportunity at the Bangladesh office, which is situated at Mirpur 10. This branch has 25 permanent employees, along with several interns who work here to hone their skills and become a part of the company. The company has a valuation of nearly \$2 million USD. Corexlab is a certified member of BASIS. Md. Razu Ahammed Molla, the CEO of the company, was also nominated as an executing member of the BASIS.

The company currently has 15 developers, 4 designers, 4 content writers, and 2 admin personnel. Everybody here works spontaneously, in a friendly environment. The company regularly offers work opportunities to fresh graduates, and helps them to grow their career.

Chapter 5: Internship Activity

My three-month stay at Corexlab Limited was eventful. I learned a lot of things during the internship period. Though it is close to impossible to master SEO Content Writing in three months, I have at least learned the basic things. By the end of the internship, a few of my articles were even published.

5.1 My main activities

As an intern, my primary objective was to learn. To do so, I had to do different things, for example:

1. I attended several training sessions conducted by my supervisor at Corexlab Limited.
2. I had to read articles every day to stay updated with industry trends and gain insights into effective writing techniques.
3. I conducted extensive keyword research to identify relevant and high-impact keywords for content optimization.
4. I applied SEO techniques to existing content, enhancing its visibility in search engine results.
5. During my internship, I actively participated in training sessions. These sessions were essential for staying updated on the latest content writing and SEO trends.
6. Homework assignments were a vital part of my internship. These tasks involved further research, practical exercises, and sometimes, creative writing projects. Homework helped reinforce what I learned during training sessions.
7. I analyzed competitors' content strategies to identify areas for improvement and innovation.
8. Researching the target audience was also a major task of my daily activities.
9. Watching videos made by industry experts was also part of my activity. Watching expert videos allowed me to expand my knowledge and apply new skills to my daily tasks.
10. I applied SEO techniques to existing content, enhancing its visibility in search engine results.
11. Finally, I was assigned to write SEO articles on my own which are published in the official website of Corexlab Limited.

12. I worked closely with the team to brainstorm ideas and refine content strategies, fostering a collaborative environment.

5.2: Problems I faced

As I mentioned earlier, I always enjoyed writing. This influenced me to do my internship in SEO content writing. However, after joining as an intern, I could see that there was a vast gap between academic and SEO writings. As a result, I faced several problems. Here are some of the common problems that I faced during my internship period:

Transitioning from academic writing to SEO article writing as an intern was quite the journey. One of the major hurdles was learning to integrate keywords effectively. In academic writing, the emphasis was on depth and clarity of ideas, not on optimizing content for search engines.

The structure difference was another thing that I faced many problems with. In academic writing, In academia, essays and papers followed a specific format, but in SEO writing, I had to adapt to a more structured layout with headings, subheadings, tables, and bullet points.

Research was yet another adjustment. Academic research often involved scholarly sources and in-depth analysis, while SEO content required quick web-based research to stay current with ever-changing trends.

I had to get acquainted with various SEO tools like keyword research, analytics, and content management systems. Learning to use these tools effectively was challenging for me initially. Last but not least, I had to shift my perspective from measuring success based on academic grades to evaluating the impact of my work on website traffic and engagement. This was a new challenge for me. As in academic writing, we do not have to think about attracting more people to read our writing. This was a constant pressure on me that took much time for me to handle.

5.3: How I overcame these problems

Overcoming these challenges in my journey from academic writing to SEO content writing was a process that took time, effort, and a good deal of learning. I continuously discussed with my mentor, watched YouTube videos, read articles online, and also discussed with my fellow interns.

I started by studying how to use keywords effectively. It involved finding the right words that people use to search and then naturally. I used to spend much time thinking about how to incorporate keywords with context in my article.

To get used to the new structure, I used templates and guidelines provided by my employer. It made organizing my content a lot simpler. I soon found myself adapting to this new style effortlessly. Quick online research became a habit. I learned to find reliable sources fast and pick out the most important information. This was like speed-reading the internet!

Shifting my tone to a more reader-friendly style meant writing as if I was explaining something to a friend. It made the content more engaging and relatable. Learning to use SEO tools was like learning a new software program. I watched tutorials, practiced a lot, and gradually became comfortable with these handy tools. This is how I became a beginner level SEO content writer and successfully completed my internship.

5.4 A breakdown of my activity's week by week

During my 12 weeks internship period, I went through a systematic approach to hone my writing skill. I learned new things every week. The following tables states the things I have learned chronologically:

Week	Topic	Sub-Topics	Description
1	Introduction to Content Writing	Content types and their purposes	Basics of content writing, understanding the target audience, and tone.
		Writing styles	
		Audience analysis	
2	SEO Fundamentals	On-page vs. off-page SEO	Importance of SEO in content, keyword research, and on-page optimization.
		Keyword tools and research techniques	
		Optimizing meta descriptions	
3	Blog Writing	Blog post structure	Crafting engaging blog posts, structuring, and best practices.
		Effective storytelling	

		Writing for different niches	
4	Copywriting Essentials	Persuasive writing technique	Creating compelling copy for advertisements and marketing materials.
		Call-to-action (CTA) creation	
		Ad copywriting	
5	Research Techniques	Online research tools	Effective research strategies, credible sources, and fact-checking.
		Primary vs. secondary research	
		Evaluating source credibility	
6	Grammar and Proofreading	Common grammar errors	Grammar rules, common mistakes, and proofreading techniques.
		Punctuation and syntax	
		Proofreading checklist	
7	Social Media Content	Crafting engaging captions	Writing content for social platforms, including captions and hashtags.
		Hashtag strategies	
		Visual content on social media	
8	Email Marketing Content	Email campaign components	Crafting effective email campaigns and newsletters.
		Segmentation and personalization	
		Measuring email campaign success	
9	Content Strategy	Creating content calendars	Developing a content strategy, content calendars, and planning.
		Content distribution strategy	
		Analytics and KPIs	

10	Content Editing	Style guides and consistency	Editing for clarity, coherence, and style.
		Collaborative editing	
		Feedback and revisions	
11	Guest Blogging	Outreach and guest post pitches	Writing for other websites and guest posting guidelines.
		Guest posting etiquette	
		Building a guest posting portfolio	
12	Writing contents for the official website of the company	n/a	Writing SEO articles for the website of the company following the instructions I have been taught throughout my internship period.

This 3-month internship period taught me a lot of things. I can now create effective contents that can add value to a website. Additionally, I learned the importance of a systematic approach to learn new skills. All my activities were organized as per the rule of the company. I had to submit daily goals, reports, and overall feedback of my activities. It was mandatory for me to submit a weekly report to my supervisor, as well as to the HR.

Chapter 6: Limitation of the Study

Though I tried to be fully transparent about my internship program in this article, there are some factors that might have forced some limitations in this project paper.

Firstly, there was a lack of time. I could only work as an intern for three months. Three months is not enough time to gain proper knowledge on SEO writing. Therefore, the project paper can have information that is not 100% accurate as I am still new in this field.

Secondly, in SEO writing, there are no universal rules or patterns. Different SEO experts follow different patterns and they work for them. Therefore, it is difficult to define various aspects of SEO writings in plain words.

Finally, the information presented in this paper is mostly based on my personal information. There can be different perspectives, and interpretations from my writings. Overall, I was unbiased, honest, and transparent while writing this paper. I hope this paper will be helpful for students who want to make the jump to SEO content writing.

Chapter 7: Observation and Findings

During the internship period, I observed several differences between academic and SEO web content writing. The two types of writings are much different from each other. I have arranged

7.1 Differences between academic and SEO content writing

From my real-life experience, I drew some basic differences between the two types of writings. I believe this will help other students to decide whether content writing will be a suitable skill for them to master:

Aspect	Academic Writing	SEO Content Writing
Audience	Professors, academicians	Online readers, potential customers
Purpose	Inform, educate	Attract, engage, and convert
Tone	Formal, scholarly	Informal, reader-friendly
Structure	Essays, research papers	Headings, subheadings, bullet points
Keyword Usage	Not a primary concern	Strategic keyword integration
Research	In-depth, scholarly sources	Quick web-based research
Plagiarism	Citation is essential	Focus on unique content
Tools and Software	Minimal use	SEO tools, content management systems
Guidelines and Deadlines	Few specific guidelines, flexible deadlines	Specific client guidelines, often tight deadlines

Measuring Success	Academic grades	Website traffic, engagement metrics
Adaptation to Trends	Rarely necessary	Frequent adaptation to SEO algorithm changes

7.2 SWOT Analysis

This section of the chapter is based on SWOT analysis of the institution Corexlab Limited:

1. Strengths:

- Corexlab Limited is run by a skillful leader, who understand his role and business very well.
- All the employee of the company is highly dedicated to the company.
- The company maintains a friendly environment inside the building. Everyone is highly cooperative.
- It offers opportunities to fresh graduates and helps them grow by working under the supervision of experts.
- The company has a team of skillful workers who know their role almost to the perfection.
- The company has a good career to offer if anyone is willing to grow their career here

2. Weakness

- Some members are not much caring about the discipline and no one has to answer for this,
- The office does not have a recreation room, which could contribute to the productivity of the employees.

3. Opportunities

- Being a software development company, Corexlab Limited has huge potential
- The company is also registered in Australia, which can have it more popularity in the industry
- Since the CEO is currently in Austrlia and is trying to find newer projects there, the company has a huge chance to get a multi-million dollar project very soon.

4. Threats:

- As the CEO is residing in Australia, employees often take advantage of his absence. This can lead to some major consequences.

Chapter 8: Recommendation

The following section expresses the recommendations I have to the organization.

To Corexlab Limited:

- Interns should be treated with more priority. Though they are treated with respect and do not suffer from bullying, they should be given more time to train, and learn. Investing more time in them will help them to become a skilled writer and can also contribute to the growth of the company.
- Internship program could be held online. It will help more students participate in such programs and learn such important and valuable skills.
- Since the internship program is only about three months in length, the syllabus can be shortened. The time is not enough to learn all the things perfectly.

To My University:

- The primary focus of our curriculum is mostly on academic writing. Technical writing like SEO content writing should be considered to be included into the syllabus.
- University should align with industry trends and employer expectations, as many businesses seek technical writers to bridge the gap between experts and end-users.

Chapter 9: Conclusion

Practical experience and academic experience are connected with each other. Academic education prepares us for the work field, while internship programs give us real life experience. The exploration of the SEO content writing internship experience has opened many new opportunities for me. I gained insights and learned about the opportunity of this skill which gave me confidence. The insights gained during this internship are not only academically enriching but also deeply practical and applicable in today's digital age.

Chapter 10: Reference

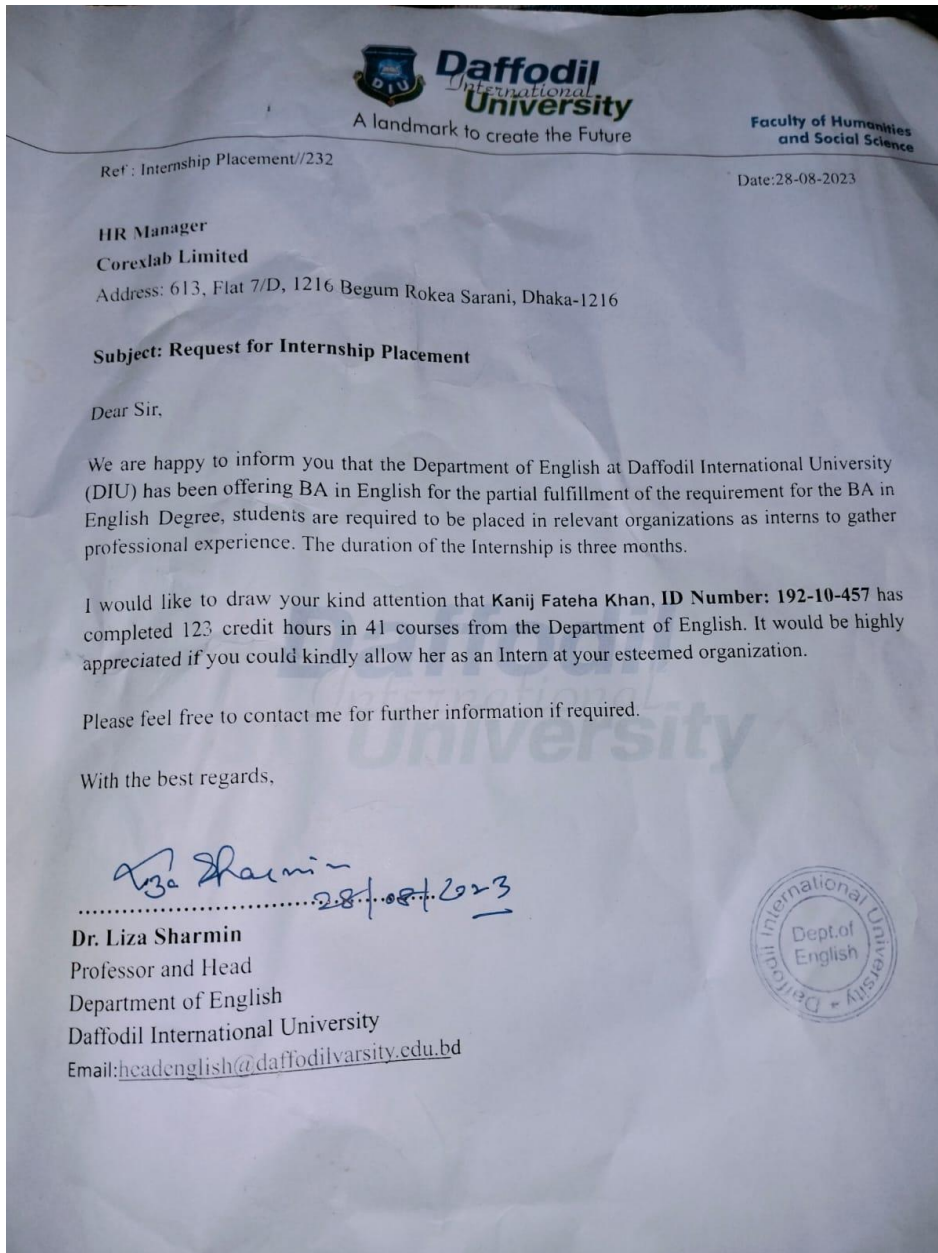
Quote of Nas' <https://uk.indeed.com/career-advice/career-development/quotes-about-work-experience#:~:text='Working%20with%20great%20people%20makes,'%20%E2%80%93%20Nas>

Quote of Robert Heinlein' <https://practopian.org/quotes/daily-acts-of-trivia.html>

Corexlab Limited logo: <https://clutch.co/profile/corexlab#highlights>

Appendices

Request Letter:



Appointment Letter:

CORE X LAB

25 July, 2023

Letter of Appointment

Dear Kanij Fateha Khan,

We are pleased to offer you the position of "Content Writer Intern" at Corexlab Limited. We congratulate you on your selection for this internship opportunity, and we believe that your skills and enthusiasm will contribute to our team's success.

We have outlined the terms and conditions of your internship below:

Position: Content Writer Intern

Duration: 01 August to 30 October 2023

During your internship, you will be expected to perform the following duties:

- Conducting research for various topics.
- Drafting engaging and informative articles.
- Proofreading and editing content for clarity.
- Learning SEO techniques for content optimization.
- Collaborating with senior writers for mentorship.
- Contributing to content marketing strategies.

Please note that as an intern, you will have the opportunity to learn and gain practical experience in SEO content writing under the guidance of our experienced team members. This internship will provide valuable insights into the industry and enhance your skills in testing methodologies and tools.

We expect you to abide by the company's rules, maintain confidentiality, and adhere to the professional code of conduct throughout your internship. Based on your performance, it will be decided later after the end of your internship whether you will be recruited as a permanent employee.

Congratulations once again, and we wish you every success in your internship with us.

Corexlab Limited

Md Razu Ahammed Molla
Managing Director

Md Razu Ahammed Molla
Managing Director
Corexlab Limited

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Certificate of Completion

To Whom It May Concern

This is to certify that Kanij Fateha Khan, a student of Daffodil International University, bearing the ID: 192-10-457, final semester student of BA (Hons) in English, Daffodil International University, Dhaka. She has successfully completed a three-month internship on Content Writing at Corexlab Limited, Dhaka.

She attended training sessions conducted by our expert senior writer and has shown great progress during the internship period. She was attentive, sincere, and dedicated to her work. Kanij's performance was impressive and we would like to have her as a future prospect to our company upon completing her graduation.

I found her sincerity and hard working mentality praiseworthy. I, on behalf of Corexlab Limited, wish her all the best in the future.

Corexlab Limited

Md Razu Ahammed Molla
Managing Director

Md Razu Ahammed Molla
Managing Director
Corexlab Limited



My work no: 1

Page title:\

10 Must Have Features of Ecommerce Website to Grow Your Business and Make More Profit

Time passes and trends change. A successful business person keeps pace with the changing trend. If you fail to do so, you are going to fall far behind the line. One change that has been taking place in the past few years is people's preference for online shopping. And this leads to the development of e-commerce websites.

Your ecommerce website needs to have features like mobile responsive design, user-friendly navigation, multiple payment options, social media integration, site search, footer navigation, customer reviews and ratings, live chat support, product videos, and faq for products to make it more convenient and sustainable.

Understanding these features will help you develop a better website that will draw more audience and get you more sales. Let's explore these features in detail.

Top 10 Features for Your Ecommerce Websites

Your website needs a number of features to be honest. It is not easy to make a marketplace online. It is not enough to provide all the benefits a customer can get in a physical market. You need to provide something extra. Among all the features, here are top 10 must have features for your ecommerce website.

Advanced Product Search

This is another very important feature of an ecommerce website. It is a must. It helps your customers find their desired products faster and easier. Searching for products by name is not enough anymore.

You should add features like sorting and filtering. Let customers set the price range, brand names, location of the stores, color of the product, size etc. Through these searches, your customers will be able to find their desired products faster than ever. It will ensure a smooth experience for them which will bring them back in future. This is how you can build a [loyal](#) customer base.

Product Reviews

You need to spend money on marketing. Marketing costs millions of dollars. It helps you create an initial craze and hype. But after some time, word of mouth becomes highly important. People want to know what others are saying about a certain product.

If previous customers share positive reviews, it makes a new customer confident to make the purchase. Adding product reviews not only does marketing, but also makes your website more reliable. People find a sense of authenticity in your website seeing others reviews. You must add this option.

Offers and Discounts

You build your ecommerce website and people do not just rush down to browse it. You need to attract their attention. What is a better option to do it than offering them special discounts and



My work no: 2

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About Bid Marker

Our solution saves you countless hours by automatically recognizing bid invites from your inbox and automatically extracting the relevant information into a neatly managed workspace where you can conveniently view all your incoming job opportunities.

Our solution saves you countless hours by automatically recognizing bid invites from your inbox and automatically extracting the relevant information into a neatly managed workspace where you can conveniently

Industry
Technical Supports

Services
Supply

Business Type
E-commerce

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Automate Your Bid-Tracking & Spend Less Time In Your Inbox

BidMarker Is A Canadian Microsoft-Based Solution That Supports Construction Subcontractors And Suppliers.

Consult our experts →

City of Pembroke

Received by	Date	Status	Name
April 23, 2022	Stabile	Accepted	Giuseppe M.

Emails

Received by	Date	Status	Name	
City of Pembroke	March 21, 2022	Stable	November 25, 2021	Pembroke
WNCISB Centralized O&M PS Universal Wsh	March 21, 2022	Stable	November 25, 2021	Ottawa
HSC MUMC Blue Elevator Replacement	March 21, 2022	STM Construction	November 25, 2021	Rosario
Centralized O&M Public School Universal	March 21, 2022	Magre Reinders	November 25, 2021	Montreal
City of Pembroke	March 21, 2022	Stable	November 25, 2021	Pembroke
WNCISB Centralized O&M PS Universal Wsh	March 21, 2022	Stable	November 25, 2021	Ottawa
Centralized O&M Public School Universal	March 21, 2022	Magre Reinders	November 25, 2021	Ottawa

Activate Windows
Go to Settings to activate Windows

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Cluttered Inbox
You're getting far too many bid invites in your inbox that take hours to sort through

Manual Data Entry
You need to manually maintain spreadsheets and other documents to track your on-going opportunities

Using Microsoft Service
You are using Microsoft Exchange / Microsoft Office / Microsoft Office 365 for your workflows.

Activate Windows
Go to Settings to activate Windows

Tailor-made features

The platform has all the features to make home services more reliable and convenient for both service providers and receivers.

User-friendly interface
The platform has a user-friendly interface, making it easy for homeowners to find and book the services they need.

Booking system
The platform provides a booking system that enables homeowners to schedule appointments with service providers.

Service provider profiles
Each service provider as well as agencies is registered with a verified profile to add extra security for the house owners.

Reviews and ratings
Users can review and rate the services and help other homeowners make informed decisions when choosing a service provider.

Multiple services
Corex Services is a one stop solution for all kinds of home services that includes plumbing, electrical, cleaning, and more.

Flexible scheduling
Users can choose a specific date and time for their service appointment that works best for their schedule.

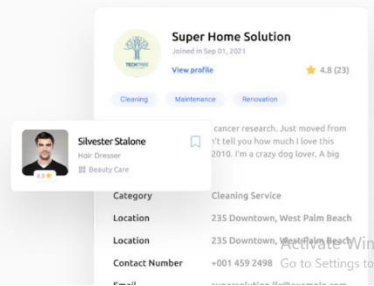
Introduction

Corexlab Limited is working to make an impact in improving the quality of life with the help of technology. This inspired us to develop a platform that will make the home service process easier and more reliable. With that goal, we developed Corex Services, where users will find any kind of service providers they will need for home services. The platform is designed to ensure both quality and security.

Problem

Despite the increasing demand for home services, there is a lack of a reliable and convenient platform that connects homeowners with service providers. It leads to a time-consuming and often frustrating process of finding and hiring trustworthy professionals. This results in a potential loss of revenue for service providers and a lack of satisfaction for homeowners.

Customers often struggle to find reliable and trustworthy service



Home Solution

We understand the importance of convenience and are committed to providing our clients with a hassle-free experience. Our home solutions are designed to provide convenience and ease for our clients.

Doorstep Services

Buying a property can be a significant investment and requires careful consideration of factors such as location, price, condition, and potential for appreciation or rental income.

Professionals Care

Our team of professionals is highly skilled and experienced in providing home solutions using the latest tools and techniques to deliver high-quality service to our clients. Our team is friendly, communicative.

About Corex Service

Corexlab designed Corex Services to make people's lives better and easier through an easy and trustworthy home service system. The services include but are not restricted to electrical services, plumbing, car repair, etc. Users will find skilled servicemen with a few clicks, and they do not need to worry about security.

Industry
Service

Business Type
E-commerce

Services
Sell Service

Build your idea
Consult our experts →



How much does an ecommerce website cost?|

Meta Description: Ecommerce websites have become a need for the growth of your business. It helps you gain trust. However, you should have a good idea of the cost before deciding.

Page title: How much does an ecommerce website cost? Calculate your budget

E-commerce websites have become a need for the growth of business today. You need to have an online presence to get the attention of a larger audience as well as build trust among your targeted audience. But is the fear of expense and the cost of the website development scaring you?

Domain Name

A domain name is the address that people will use to find your website. It's like your website's online identity. It's unique to your website and makes it easy for people to access your site. You will need to purchase a domain name for your website.

Unique domain names are not very costly. You can get them between \$2 to \$20 dollars per year. However, sometimes, your favorite domain name might have been taken, and you will have to negotiate for that. Also, the cost varies depending on which platform you buy and which extension you choose, such as .com, .net, etc.

Payment Processing

Every e-commerce website requires a payment method. It is better if you have multiple payment options, but at least one is a must. And you will also have to pay for them. In the beginning, the cost might seem a small amount, but it can quickly add up.

You'll have to pay fees to the payment gateways you want to use. Here's how it works for some examples:

- PayPal: 2.9% + \$0.30 for transactions over \$10.
- Stripe: 2.9% + \$0.30 per transaction.
- Authorize.net: 2.9% + \$0.30 per transaction + \$25 monthly fee.

Remember, these costs don't cover any bank fees. For affordable payment processing, WooCommerce and BigCommerce are good choices. They offer low prices and flexible payment options.

From my experience of developing several e-commerce websites, I would like to guide you about the cost of developing an e-commerce website, the factors contributing to the cost, and whether it is really worth the investment. Let's begin.

Factors that Contribute to the Cost of an E-commerce Website

An e-commerce website development goes through several stages. There are several components of your website that will cost you separately. Here are the factors that contribute to the cost of your e-commerce website development:

Hosting

It is a must for a website and also the very first step of building a website. You need a host for your website so that the audience can view the contents of your website. The cost of hosting can vary hugely. It can be as low as \$2.49 per month to \$1,000 or higher a month.

As an expert, I strongly suggest you not jump in for cheap hosts to save money. You should check for some key features while choosing your hosts:

- Ensure the host offers high uptime and minimal downtime for a smooth user experience.
 - Look for SSD storage, ample RAM, and sufficient bandwidth for fast loading times.
 - Choose a host that allows easy upgrades as your website traffic grows.
 - Opt for a host with responsive 24/7 customer support to address issues promptly.
 - Prioritize hosts with SSL certificates, firewalls, and regular data backups.
-

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An Internship on Content Writing at Corexlab Limited: A Fast-Growing Software Development Company Prepared by: Kanij Fateha Khan ID: 192-10-457 Course title: Project Paper with Internship Course code: ENG431 Faculty of Humanities & Social Media Department of English Daffodil International University Under the Supervision of Nahid Kaiser Assistant Professor Department of English Daffodil International University Date of Submission: November 5, 2023
i Declaration I am Kanij Fateha Khan, a student of the Department of English, 14th batch, ID Number 192-10- 457, Daffodil International University. I hereby declare that this internship report has been prepared under the supervision of Nahid Kaiser, Assistant Professor Daffodil International University. I have completed this project myself, and this work is for the course titled "Project Paper with Internship (ENG 431)" in the BA (Hon's) in English program.

..... Kanij Fateha Khan ID: 192-10-457 Batch:14th Department of English Daffodil International University ii Certificate of Academic Supervisor This is to certify that the internship report on "Content writing at Corexlab Limited" is the bona fide work done by Kanij Fateha Khan as a partial fulfillment of the requirement for the Degree of Bachelor. The report has been prepared under my supervision and is a record of the practical work explored and carried out successfully by the student..... Nahid Kaiser Assistant Professor Department of English Daffodil International University iii Acknowledgment I would like to begin by thanking my supervisor, Nahid Kaiser, for all the help and guidance she has provided me with from the beginning to the end of this project. She has always been very helpful and kept me in touch and discussed various aspects of my internship progress. I am also thankful to Md. Farhan Noor, the senior content writer at Corexlab Limited. He was always very nice and kind to me. I have learned a lot of things from him. He guided me and trained me throughout my internship period. He ensured that I was welcome to the office. This reminds me to express my gratitude to all the colleagues I have worked with at Corexlab Limited. All the people there were very helpful, and everyone maintained a healthy working environment. I would like to take the opportunity to express my gratitude towards my family, especially to my father. Everyone in the family helped and supported me mentally, and that helped me work with full dedication. It was a great opportunity for me to work in such a beautiful company where everyone is treated like a family. I thank Daffodil International University for keeping this internship program to our syllabus. It was a real-life experience of working in a real location. This will help me a lot in my career. I am grateful to Allah for allowing me to complete my internship program smoothly. iv Abstract The internship report is based on my experience of training and working at Corexlab Limited. I worked there as an "Intern Content Writer." The paper highlights everything I have done, things I have learned, problems I faced, and how I overcame them during my internship program. I gained insight into my corporate career, learned about corporate etiquette, and more. It serves as a testament to the practical knowledge and growth I have achieved, making this internship an invaluable chapter in my professional development. I have learned about SEO content writing in detail, which is a very sustainable skill in today's modern world. Content writing is a vast field where everyone has huge opportunities for growth. The field is equally suitable for both males and females. I had some ideas about this field but wanted to explore it. This internship program gave me the opportunity. Now, I have a thorough knowledge and practical experience in writing web content, and I am hopeful to build a potential career. v Table of Contents Declaration

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Chapter 1: Introduction 'Working with great people makes you great; you learn a lot, and it also gives you the experience and confidence to move on with your own career.' – Nas. Experience in the work field is invaluable, as it equips individuals with practical knowledge. It enhances one's ability to adapt to diverse challenges and make informed decisions. Internship offers students the opportunity to gain work experience, which helps them to have a swift transition from their student life to professional life. 1.1: What is internship: An internship is a structured and temporary work experience that helps students in many ways. It serves as a practical training opportunity where the intern gains hands-on experience in a specific field, industry, or profession. Internships are designed to supplement academic learning with real-world applications. 1.2: Benefits of internship program: Being a student in the English Department, I always enjoyed writing. Therefore, when I was offered the course titled "Project Paper with Internship," I wanted to work as a content writer. I got an internship opportunity at Corexlab Limited, a software company in Bangladesh. My three- month internship in Content Writing at Corexlab Limited has been a transformative experience. During the internship program, I got to do all kinds of writing, like creating blog posts and making marketing materials. This made me better at expressing ideas clearly and convincingly in writing. I also discovered how important it is to make sure that what I write can be found on the internet. This involved learning about keywords and how search engines work. I also learned how to keep a consistent style when writing for different businesses. Working with the team at Corexlab Limited was a big part of my journey. I got to see how good writing can help businesses connect with their customers and succeed. I discovered what a powerful tool writing is for businesses! This experience has given me a strong foundation for my future in writing. In this report, I will share things I have learned, the problems I faced, and how they can help others who are starting their own adventure in writing. Chapter 2: Objectives "In the absence of clearly defined goals, we become strangely loyal to performing daily acts of trivia."	

enhance our content's performance and search engine rankings. • My other goal was to consistently produce high-quality content that not only satisfied SEO requirements. • I sought to use SEO tools effectively, such as Google Analytics and SEMrush, to track and analyze content performance • I strived to adapt to different content formats, including blog posts, infographics, videos, and social media • I wanted to participate in content promotion efforts, using social media, email marketing, and other channels to maximize the reach and impact of our content.

Chapter 3: Methodology The term “methodology” has been used in this paper to describe the activities I have gone through to complete the internship program. These activities have been demonstrated in a chronological order.

3.1 Looking for an internship: The process of this course started with finding an internship opportunity for ourselves. Every student has to find a suitable internship program opportunity for themselves. Our teachers have prepared us in the last four years with such care so that we can be confident about our abilities and can manage this by ourselves. Earlier, I had a course named “Employability 360” where I learned about preparing resumes, and writing cover letters. We were also trained on how to do well in interviews through mockup interview sessions. Though I was anxious, there was no lack of confidence in me. I looked on different platforms for opportunities and applied. Different students find their internship opportunity in different ways. My opportunity came through LinkedIn, where I applied for the “Content Writing Internship Program” and got called up for an interview.

3.2 The interview session: On July 25th, I received a call from the HR assistant of Corexlab Limited. She informed me that I was shortlisted to attend an interview for the internship opportunity. I was both worried and excited at the same time. It was my first real and professional interview. I went there well- prepared and on time.

4 © Daffodil International University The interviewer board had the CEO of the company, Md. Razu Ahammed Molla, the HR manager and the senior content writer and operation manager. They first asked me about myself, where I described myself, and hinted about my passion for writing. They expressed their hope for me as they believed in the popularity of my university, Daffodil International University. The interview went very well for me. I was confident and clear about my answers. They assured me that someone from the company would contact me soon.

3.3 Internship placement process: On 30th July, I received an email stating that I was elected for the internship program. Later, I also received a phone call for confirmation of my joining. Since it was a part of my academic curriculum, I needed to collect a recommendation letter from the head of my department. Before joining the program, I had to submit some other papers. There were two other students from other universities. We were taken as interns under the supervision of the senior content writer and operation manager, Md. Farhan Noor.

3.4 Duration of internship The internship program had a three-month duration. It started on the 1st of August and ended on 30 October. During the internship program, I had to work five days a week.

3.5 Remuneration The internship program was fully unpaid as it was more of a training program for us.

Chapter 4: Organization Details Organization name : Corexlab Limited Address : [House 613, Flat 7/D, 1216 Begum Rokea Sarani, Dhaka 1216](#) Founded in : 2018\ CEO : Md. Razu Ahammed Molla Industry : Software Development Website : <https://www.corexlab.com/> LinkedIn : <https://www.linkedin.com/company/corexlab/> Employees : 25 Corexlab Limited is a multinational company that has office both in Bangladesh and in Australia. It was launched in 2018 and run by the founder and CEO, Md. Razu Ahammed Molla. The company is well-known for creating SAAS products both in the local and international markets. Besides SAAS, it has also worked on developing web applications, mobile applications, blockchain, ecommerce websites, etc. I got an internship opportunity at the Bangladesh office, which is situated at Mirpur 10. This branch has 25 permanent employees, along with several interns who work here to hone their skills and become a part of the company. The company has a valuation of nearly \$2 million USD. Corexlab is a certified member of BASIS. Md. Razu Ahammed Molla, the CEO of the company, was also nominated as an executing member of the BASIS. The company currently has 15 developers, 4 designers, 4 content writers, and 2 admin personnel. Everybody here works spontaneously, in a friendly environment. The company regularly offers work opportunities to fresh graduates, and helps them to grow their career.

Chapter 5: Internship Activity My three-month stay at Corexlab Limited was eventful. I learned a lot of things during the internship period. Though it is close to impossible to master SEO Content Writing in three months, I have at least learned the basic things. By the end of the internship, a few of my articles were even published.

5.1 My main activities As an intern, my primary objective was to learn. To do so, I had to do different things, for example:

1. I attended several training session conducted by my supervisor at Corexlab Limited.
2. I had to read articles every day to stay updated with industry trends and gain insights into effective writing techniques.
3. I conducted extensive keyword research to identify relevant and high-impact keywords for content optimization.
4. I applied SEO techniques to existing content, enhancing its visibility in search engine results.
5. During my internship, I actively participated in training sessions. These sessions were essential for staying updated on the latest content writing and SEO trends.
6. Homework assignments were a vital part of my internship. These tasks involved further research, practical exercises, and sometimes, creative writing projects. Homework helped reinforce what I learned during training sessions.
7. I analyzed competitors' content strategies to identify areas for

improvement and innovation. 8 © Daffodil International University 8. Researching the target audience was also a major task of my daily activities. 9. Watching videos made by industry experts was also part of my activity. Watching expert videos allowed me to expand my knowledge and apply new skills to my daily tasks. 10. I applied SEO techniques to existing content, enhancing its visibility in search engine results. 11. Finally, I was assigned to write SEO articles on my own which are published in the official website of Corexlab Limited. 12. I worked closely with the team to brainstorm ideas and refine content strategies, fostering a collaborative environment.

5.2: Problems I faced As I mentioned earlier, I always enjoyed writing. This influenced me to do my internship in SEO content writing. However, after joining as an intern, I could see that there was a vast gap between academic and SEO writings. As a result, I faced several problems. Here are some of the common problems that I faced during my internship period: Transitioning from academic writing to SEO article writing as an intern was quite the journey. One of the major hurdles was learning to integrate keywords effectively. In academic writing, the emphasis was on depth and clarity of ideas, not on optimizing content for search engines. The structure difference was another thing that I faced many problems with. In academic writing, In academia, essays and papers followed a specific format, but in SEO writing, I had to adapt to a more structured layout with headings, subheadings, tables, and bullet points. Research was yet another adjustment. Academic research often involved scholarly sources and in-depth analysis, while SEO content required quick web-based research to stay current with ever-changing trends. 9 © Daffodil International University I had to get acquainted with various SEO tools like keyword research, analytics, and content management systems. Learning to use these tools effectively was challenging for me initially. Last but not least, I had to shift my perspective from measuring success based on academic grades to evaluating the impact of my work on website traffic and engagement. This was a new challenge for me. As in academic writing, we do not have to think about attracting more people to read our writing. This was a constant pressure on me that took much time for me to handle.

5.3: How I overcame these problems Overcoming these challenges in my journey from academic writing to SEO content writing was a process that took time, effort, and a good deal of learning. I continuously discussed with my mentor, watched YouTube videos, read articles online, and also discussed with my fellow interns. I started by studying how to use keywords effectively. It involved finding the right words that people use to search and then naturally. I used to spend much time thinking about how to incorporate keywords with context in my article. To get used to the new structure, I used templates and guidelines provided by my employer. It made organizing my content a lot simpler. I soon found myself adapting to this new style effortlessly. Quick online research became a habit. I learned to find reliable sources fast and pick out the most important information. This was like speed-reading the internet! Shifting my tone to a more reader-friendly style meant writing as if I was explaining something to a friend. It made the content more engaging and relatable. Learning to use SEO tools was like learning a new software program. I watched tutorials, practiced a lot, and gradually became comfortable with these handy tools. This is how I became a beginner level SEO content writer and successfully completed my internship. 10 © Daffodil International University

5.4 A breakdown of my activity's week by week During my 12 weeks internship period, I went through a systematic approach to hone my writing skill. I learned new things every week. The following tables states the things I have learned chronologically: Week Topic Sub-Topics Description

Week	Topic	Sub-Topics	Description
1	Introduction to Content Writing	Content types and their purposes Writing styles Audience analysis	Basics of content writing, understanding the target audience, and tone.
2	SEO Fundamentals	On-page vs. off- page SEO Keyword tools and research techniques	Optimizing meta descriptions Importance of SEO in content, keyword research, and on-page optimization.
3	Blog Writing	Blog post structure Effective storytelling Writing for different niches	Crafting engaging blog posts, structuring, and best practices.
4	Copywriting Essentials	Persuasive writing technique Call-to-action (CTA) creation Ad copywriting	Creating compelling copy for advertisements and marketing materials.
5	Research Techniques	Online research tools Primary vs. secondary research	Effective research strategies, credible sources, and fact-checking. Evaluating source credibility
6	Grammar and Proofreading	Common grammar errors Punctuation and syntax	Proofreading checklist Grammar rules, common mistakes, and proofreading techniques.
7	Social Media Content	Crafting engaging captions Hashtag strategies	Visual content on social media Writing content for social platforms, including captions and hashtags.
8	Email Marketing Content	Email campaign components Segmentation and personalization	Measuring email campaign success Crafting effective email campaigns and newsletters.
9	Content Strategy	Creating content calendars Content distribution strategy	Analytics and KPIs Developing a content strategy, content calendars, and planning.
10	Content Editing	Style guides and consistency Collaborative editing	Feedback and revisions Editing for clarity, coherence, and style.
11	Guest Blogging	Outreach and guest post pitches Writing for other websites	and guest posting guidelines. Guest posting etiquette Building a guest posting portfolio
12	Writing contents for the official website of the company	n/a	Writing SEO articles for the website of the company following the instructions I have been taught throughout my internship period. This 3-month internship period taught me a lot of things. I can now create effective contents that can add value to a website. Additionally, I learned the importance of a

