Report on

"My Experience as a Content Writer at Corexlab Limited"

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Declaration

I am Rejwan Kabir, a student of the Department of English, 14th batch bearing the ID no. 192-10-442, Daffodil International University. I am declaring that this report of my internship has been prepared under the supervision of Ms. Afroza Akter, Lecturer, Daffodil International University. I have completed this report myself for the course, "Project Paper with Internship (ENG 431)" in the BA (Hon's) in English program.

MD: Rejwan Kabir

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Rejwan Kabir

ID: 192-10-442

Batch:14th

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Certificate of Academic Supervisor

This certifies that the internship report titled " Report on My Experience as an SEO Content Writer at Corexlab Limited" is the original work of Rejwan Kabir, submitted in partial fulfillment of the requirements for the Bachelor's Degree. The report was prepared under my supervision and documents the practical work undertaken and successfully completed by the student.

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Ms. Afroza Akter

Lecturer

Department of English

Daffodil International University

Acknowledgement

First, I would like to thank Allah for allowing me good health during my internship period. Then, I thank my supervisor, for her assistance, and guidance throughout my internship period.

I am also grateful to Md. Razu Ahammed Molla, the CEO of Corexlab Limited and my other colleagues for the good memory of working in such a friendly environment. Everyone in the company was friendly, helpful, and kind.

My family members supported me mentally during this time, which was essential for me and kept me motivated to carry out internship activities. Overall, I am thankful to my university for offering me the opportunity of attending an internship program and working in a real workplace. It has been a useful experience for me that has broadened my outlook and perspective.

Table of Content

Abstract

About 8.5 billion searches are made on Google each day! People seek information about almost every aspect of life, and Google and other search engines have ready-made answers. This fascinated me how these search engines find these answers? Who writes them? This is how I got to discover the world of SEO and content writing.

SEO content writing is a fast-growing industry that has been in demand globally. It offers work opportunities for both in-house and remote work. This skill requires one to have both language and technical knowledge. Additionally, other niche-based information is required to master content writing skills. This internship was a perfect opportunity to hone my writing skills.

Chapter 1
Introduction

"Providing internship opportunities changes the whole equation."- Edwardo J. Padror

Internship offers work experience opportunities to students that bridge the gap between theoretical knowledge and application. These experiences allow students to develop essential skills, gain firsthand industry exposure, and refine their career aspirations. This report details my internship experience as a Content Writer at Corexlab Limited, a software development company in Bangladesh. During this internship, I had the opportunity to apply my writing skills to a professional setting and gained valuable insights into the content creation process.

Though it was a temporary work, I gained valuable experience as I was supervised by experts. It provided me practical exposure to the specific industry of content writing. It offered me the opportunity to hone the skills I learned during my classes. This experience helped me understand SEO content writing, and gave me the opportunity to practice writing, something I always enjoyed.

Chapter 2

Objectives

- Learning and implementing SEO best practices to optimize website content for search engines.

- Creating high-quality, informative, and engaging content targeted towards specific keywords.

- Analyzing website traffic data and user behavior to identify content gaps and opportunities.

- Learning to edit and proofread existing website content to ensure clarity, accuracy, and SEO optimization.

- Collaborating with marketing and development teams to ensure content aligned with the overall SEO strategy.

- Acquiring skills to do strong research, writing, and communication skills in a professional setting.

- Gaining valuable experience in the field of SEO content writing and digital marketing.

Chapter 3

Methodology

In this report, refers to the specific approaches and techniques I employed to complete this internship program and achieve the outlined objectives.

3.1: Looking for an internship

My internship journey began with applying for an internship. I looked for jobs on different platforms, including LinkedIn and BDjobs. I was determined to do my internship in content writing, and so applied accordingly in multiple companies. I learned how to prepare a good resume during our Employability 360 course. A week later, I got the call to attend an interview for the role at Corexlab Limited.

3.2: The Interview Session

On January 15, 2024, I attended the interview session. I prepared well for the interview. My academic performance, extra curricular activities, and the recommendation letter from the department helped me to impress the interview board. I was confident about my performance during the interview.

3.3: Internship Placement

On 20th January, 2024, I received a phone call from the HR department of Corexlab Limited and was informed about my selection in the company. My joining date was fixed on 3rd February, 2024. Before joining, I had to submit other papers, including my previous academic reports, certificates, and national identity copies. Corexlab takes internship programs seriously and aims to help students by

providing necessary training. I was assigned under a mentor in the company who trained and guided me throughout the internship. This was a three-month long internship program.

3.4: Duration of Internship

The internship program was originally planned for three months. However, due to Ramadan and Eid festival, it was extended for two more weeks. So, it started on February 3, 2024 and ended on May 10, 2024.

3.5: Remuneration

It was a paid internship and I was offered 8000/- monthly as an intern.

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 software development company, originated in Bangladesh. However, within a few years, it has reached the status of a multinational company. The company is a BASIS certified member. It now also has an office in Sidney, Australia. The name of the CEO is Md. Razu Ahammed Mollah, who is not in Australia, so I could not manage to meet him in person during my internship program. The company excels in software development, SAAS products, blockchain, mobile application, and also developed its own product, named Invoiceflow, which is an invoicing tool.

I got the opportunity to work in the Bangladesh office, situated at Mirpur 10.

About 35 people work in this office permanently. The company current has:

- 22 Developers

- 7 designers and

- A marketing team of six members. I was a part of the marketing team.

Corexlab offers a friendly working environment with all the necessary facilities

available for the employees. The 2024 valuation of the company stands at $2.5

million.

Chapter 5

Internship Activity

My three-month long internship program at Corexlab was filled with various activities. I got to learn a lot of things. However, SEO is a large field and it requires more than a year to master the skill. I was mainly trained to create blog posts mainly.

5.1 My main activities

During my internship period, I worked closely with other content writers and learned many things. My main activities were:

1. Identify relevant keywords with high search volume and low competition.

2. Analyze search intent to understand user needs behind specific keywords.

3. Research competitor content for target keywords.

4. Develop high-quality, informative, and engaging content targeted towards specific keywords.

5. Craft compelling titles, meta descriptions, and headings optimized for search engines.

6. Write in a clear, concise, and user-friendly style.

7. Ensure content adheres to SEO best practices for on-page optimization.

8. Collaborate with marketing and development teams to develop and implement a content strategy aligned with overall SEO goals.

9. Identify content gaps and opportunities based on website traffic data and user behavior.

10. Edit and proofread existing website content for clarity, accuracy, and SEO optimization.

11. Plan content calendar for various content formats

12. Analyze website traffic data and user behavior to measure content performance.

5.2 Problems I faced

I am glad that I got to do my internship at Corexlab, where everyone was very helpful. Still, I faced some challenges during this time as it was my first hand-in experience of working in a company.

The first problem I faced was understanding my work in the field. Yes, I had an understanding and knowledge of writing, but that was academic writing. SEO content writing is much more different than academic writing. In the beginning, I struggled to adapt to the writing pattern of SEO content as I was habituated to academic writing.

Another hurdle I encountered was managing the sheer volume of information I needed to process. SEO content writing often involves weaving together technical details with user-friendly language. At times, the amount of research required to grasp complex topics while maintaining readability for the target audience could be overwhelming. I developed strategies to improve my research efficiency by

prioritizing key information and utilizing credible sources. This helped me streamline the content creation process while ensuring accuracy and quality.

A third challenge I faced was overcoming occasional writer's block. Coming up with fresh and engaging content ideas while adhering to SEO best practices could be creatively stifling at times. To combat this, I found brainstorming sessions with colleagues and exploring competitor content to be helpful.

Another major challenge was the integration of human writing and AI tools. The content writing or marketing industry has been highly influenced by the innovation of artificial intelligence writing tools. Since I never used them for my academic purpose, it was challenging to learn how to use them properly.

I am thankful to all my colleagues, and mentors for helping me overcome these challenges. Now, I have adapted to SEO content writing very well and can finally call myself a content writer.

5.3 How I overcame these problems

One of the major lessons I got from this internship is that giving up is not an option. If there is a challenge, there is a way to overcome it. I was determined to overcome the challenges in becoming a content writer.

It was challenging to adapt to SEO content writing. To bridge this gap, I closely analyzed successful content within our industry. I paid attention to the balance

between informative language and keyword integration. Additionally, I actively sought feedback from my supervisor on my drafts. It allowed me to refine my writing style and effectively communicate with both search engines and target users.

Gathering comprehensive information for SEO content writing proved to be a hurdle at times. To overcome this challenge, I implemented a two-pronged approach. First, I leveraged the company's internal resources. Secondly, I diversified my research methods, utilizing credible industry publications and white papers to gather in-depth information. This combined strategy ensured I had a well-rounded understanding of the topics I was writing about.

Overcoming occasional writer's block required some creative problem-solving. I found brainstorming sessions with colleagues particularly helpful, as bouncing ideas off each other sparked new content angles. Additionally, I adopted the technique of outlining key points before diving into writing. This structured approach provided a clear roadmap and helped me maintain focus when crafting engaging content.

Integrating human and AI writing tools presented a unique challenge. Initially, I struggled to seamlessly blend the strengths of each. To overcome this, I adopted a phased approach. First, I utilized AI tools for brainstorming and generating initial

content outlines. Then, I leveraged my human writing skills to refine the generated text. It ensured clarity, proper tone, and adherence to SEO best practices. Overcoming these challenges significantly improved my SEO content writing skills. By adapting to the industry's specific tone and efficiently gathering information, I learned to create targeted and informative content. Combating writer's block honed my creative problem-solving and outlining abilities, allowing me to generate fresh and engaging content. Finally, integrating human and AI tools effectively improved my workflow and content quality. Overall, these experiences highlighted the importance of adaptability, resourcefulness, and creativity in becoming a well-rounded SEO content writer.

5.4: A breakdown of my week by week activity

Week 1: Introduction to Content writing
During Week 1, I focused on acquiring a foundational understanding of content writing principles. This included exploring various content formats like blog posts, website copy, and social media content. I was instructed to familiarize myself with SEO best practices for optimizing content for search engines.

Week 2: SEO Fundamentals
In week 2, I studied SEO in detail. My focus shifted towards understanding how search engines work and the ranking factors they consider. I explored keyword research techniques to identify relevant search terms with high potential for

organic traffic. Additionally, I learned about on-page optimization strategies. It included crafting compelling titles and meta descriptions, optimizing content structure, and internal linking practices.

Week 3: Blog Writing

Week 3 was dedicated to improving my skills in the art of blog writing. I learned about crafting engaging blog posts that capture the reader's attention and provide valuable information. This included exploring different blog post structures, developing captivating headlines and introductions, and utilizing storytelling techniques to enhance content. Additionally, I practiced optimizing blog posts for SEO by integrating relevant keywords and internal linking strategies.

Week 4: Copywriting Essentials

I focused on the fundamentals of copywriting this week. It required me to study about the psychology behind persuasive writing. I got to explore techniques for crafting clear, concise, and action-oriented copy. This involved learning about different copywriting formulas. I learned about the importance of calls to action, and tailoring copy to specific target audiences. By the end of this week, I gained a valuable understanding of how to write content that not only informs but also compels readers to take a desired action.

Week 5: Research Techniques

I dedicated myself to refine my skills this week. It was an essential aspect of effective content creation. I explored various research methodologies. This included utilizing credible online resources, conducting industry research through white papers and reports, and leveraging internal knowledge by consulting with subject matter experts. In addition to that, my mentors advised me to improve my critical thinking skills by learning to evaluate the accuracy and credibility of information sources.

Week 6: Grammar and Proofreading

The importance of meticulous grammar and proofreading in professional content creation is a lot. So, this week, I emphasized improving my grammar and proofreading. I revisited the fundamentals of grammar rules and punctuation to ensure accuracy and clarity in my writing. This week also involved learning advanced proofreading techniques for identifying errors in spelling, syntax, and sentence structure. Improving these skills, I gained the ability to elevate the overall quality and professionalism of my content.

Week 7: Social Media Content

I explored specific content formats for various social media platforms this week. The importance of social media has increased in recent years. I familiarized myself

with Twitter threads, Facebook posts with captivating visuals, and engaging

Instagram captions.

Week 8: Email Marketing Content

Email marketing has been a part of marketing for many years. . I learned about

effective email copywriting techniques to craft compelling subject lines. Also, I got

to experiment on how to write engaging email body content that motivates readers

to take action. This week also involved exploring strategies for email list

segmentation and personalization to ensure that emails resonate with specific

audience segments.

Week 9: Content Strategy

Week 9 focused on content strategy development. I learned about researching

target audiences, identifying content gaps, and creating a content calendar to meet

specific marketing goals.

Week 10: Content Editing

Week 10 involved honing my editing skills. I practiced editing and proofreading

existing website content for clarity, accuracy, and SEO optimization. I practiced

editing existing website content to ensure it aligned with the company's brand

voice and style guide. Moreover, I honed my proofreading skills to catch any typos

or inconsistencies that might have slipped through the cracks. By the end of this

week, I felt confident in my ability to elevate the quality and professionalism of

any written content.

Week 11: Guest Blogging

This was an exciting opportunity to explore guest blogging. I conducted in-depth

research to identify relevant topics within our industry that would resonate with a

broader audience. Leveraging the knowledge gained throughout the internship. I

crafted compelling guest blog posts that showcased my writing skills and the

company's expertise.

Week 12: Writing contents for the official website of the company

 I tackled various content formats, ranging from informative blog posts to engaging

website copy. Throughout this process, I ensured that all content adhered to SEO

best practices. I learned more about optimizing it for relevant keywords to improve

website traffic.

Chapter 6

Limitation of the Study

This chapter acknowledges the limitations inherent to the learning experience gained during this three-month internship. Though it was an eventful internship and I got to learn many things, there were some limitations. I believe pointing them out would be helpful to reflect my experience.

At first, the brevity of the internship inevitably restricts the depth and breadth of knowledge. A longer internship period would have allowed for a more comprehensive understanding of SEO content creation strategies and their implementation within the company's specific context.

This report primarily reflects the intern's personal experience and observations during the internship. While valuable, it may not encompass the entirety of the company's SEO content creation process or the broader industry landscape.

The field of SEO is constantly evolving. With search engine algorithms and best practices undergoing continual updates. The knowledge and skills acquired during this internship represent a snapshot of current practices. Nonetheless, it requires a lot of continuous practice to become a professional content writer. The internship program could not manage to explore all the fields of writing due to lack of time.

Chapter 7

Observation and Findings

Observation and findings will summarize the practical experiences, challenges

encountered, and valuable skills developed in the SEO content writing role.

7.1 Differences between academic and SEO content writing

Academic writing and SEO content writing have many differences. These two are

quite different from each other and it is challenging to adapt to these distinct forms

of writing.

Feature	Academic Writing	SEO Content Writing
Purpose	To present original research, analysis, or arguments	To inform, persuade, or entertain a target audience.
Audience	Students, teachers, and other specialists or experts.	General web users
Style	Formal, objective, 3rd person narration.	Clear and engaging, often used 2nd person narrative
Structure	Maintains defined formats for various writings.	The format can vary, keeping the logical flow.
Keywords	Specific terms support arguments	Targeted phrases for search engines
Originality	Emphasis on new research	Builds on existing info, unique perspective
Evaluation	Research quality, clarity, standards	Traffic, engagement, content goals
Examples	Papers, theses, journals, etc.	Blog posts, website copy, social media content, etc.

7.2 SWOT Analysis

This section of the chapter is based on SWOT analysis of content writing as a career path.

7.2.1 Strengths:
- Content is king in the digital age. Businesses constantly need content to engage audiences, improve SEO, and drive conversions.

- Content writing often allows for remote work, offering flexibility and work-life balance.

- The skills developed in content writing, such as research, communication, and critical thinking, are valuable across various industries and career paths.

7.2.2 Weakness
- Due to high demand, the content writing field can be competitive.

- Freelance content writing can offer flexibility but may come with income inconsistency and a lack of benefits.

- Low-paying content mills can exploit writers and devalue the profession.

- Certain content writing roles may require knowledge of SEO best practices, content management systems, and analytics tools, adding to the initial learning curve.

7.2.3: Opportunities

- The content marketing industry is projected to continue growing. This translates to more job opportunities for content creators.

- Developing expertise in a specific niche can make a highly sought-after writer for companies in that industry.

- The ability to work remotely opens the ability for working in companies of other countries as well.

7.2.4 Threats

- The rise of AI tools can generate basic content. These tools have created major threats for writers.

- Economic downturns can impact marketing budgets, potentially leading to a decrease in content writing jobs.

- Since SEO best practices are constantly changing, it's crucial for content writers to stay updated with the latest trends and algorithms.

- The internet is flooded with content. Standing out requires writers to create high-quality, informative, and engaging content.

Chapter 8

Recommendation

I have some recommendations for both my university and the organization I have worked in.

To Corexlab Limited:
- Equip content creators with the latest SEO best practices to improve organic traffic.
- Plan content creation in advance to ensure consistency and meet marketing goals.
- Consider incorporating new content formats like video scripts or social media content to engage audiences in different ways.

To Daffodil International University
- Invite content marketing professionals or freelance writers to give guest lectures or workshops.
- Integrate real-world content writing projects into relevant courses
- Offer workshops focused on building strong content writing portfolios.
- Include a module on freelancing basics, client communication, and project management for content creation.

Chapter 9

Conclusion

This SEO content writing internship provided valuable insights of SEO online content writing. During these past months, I improved my research and writing skills. Through practical experience, I learned to adapt my writing style to target audiences and effectively integrate keywords for search engine optimization. The challenges faced, such as overcoming writer's block and adapting to industry-specific language, fostered my creativity and resourcefulness. Overall, this internship significantly strengthened my content writing skills and solidified my passion for this dynamic field. I am confident that the knowledge and experience gained will be instrumental in propelling me towards a successful career in content creation.

Reference:

Quote of Eduardo J. Padron: https://www.azquotes.com/quote/617381

Quote of Anthony Robbins: https://elevatesociety.com/setting-goals-is-the-first/#:~:text=Who%20said%20the%20quote%3F,goals%20and%20improve%20their%20lives-

Appendices

(i) Offer letter:

CORE X LAB

Dear Rejwan Kabir,

We are pleased to extend an offer of internship to you for the position of Content writing intern. Your resume, portfolio, sample, and demo samples were impressive and we believe you are going to be a good addition to our team.

As a content writing intern, your responsibilities will be:
- Attend training sessions under your supervisor
- Do research on keywords and SEO fundamentals
- Content strategy
- Writing content
- Edit existing content on the website
- Proofread content and publish on the website
- Update client content with SEO keywords

Position: Content writing intern
Start Date: 01 February, 2024
Salary: 8000 BDT (including all facilities)

Please note that you will be in your internship period for three months. After the duration, your performance will be evaluated and discussed about a permanent position in the company.

Thank you for your time and consideration. We eagerly await your positive response.

Best regards

Farhan Noor
HR Manager
Corexlab Limited

CORE X LAB

+88-0130752-9982   reach@corexlab.com   www.corexlab.com   House 60, Flat 7/D, Begum Rokeya Sarani, Dhaka-1215, Bangladesh

(ii) My written content

Top 5 Fastest Growing Industries in Australia 2024

Starting a new business requires a lot of research, especially regarding the growth opportunity. Australia, in recent years, has witnessed the growth of certain industries that now almost guarantee huge success if maintained strategically. What are the fastest-growing industries in Australia?

The inbound tour operating industry ranks number 1 with a stunning 85.6% revenue growth in 2024-2025. The other growing industries are:

- Electric vehicle wholesaling
- Foreign currency exchange
- Employers' liability insurance, and
- Artificial intelligence. Etc.

These industries are growing rapidly, and it's high time for you to get involved in it. The competition is still bearable, and there is a brighter future for it, not to mention the luring present boost. Let's find out more insights into these businesses.

Fastest Growing Industries in Australia

Some of these industries I mentioned are still quite new to most people. Therefore, I think you will benefit from a detailed overview of them.

10 Tips for Small Businesses to Grow in 2024

February 29, 2024

You have just opened a new business and are awestruck by the large competitors! I cannot blame you, given that it's 2024, and there are sharks in every industry now. It does not mean that you cannot grow, though.

Following some tips for small businesses, yours can become a brand, too.

- Know your audience
- Aim at building a brand
- Understand business cash flow
- Build a website that is user-friendly
- Narrow your focus till it is time to expand
- Build a network
- Create quality content to increase online visibility
- Use an invoicing tool
- Ensure convenient customer service
- Analyze competitors

You may have already heard many of these suggestions, and some may sound new. I will help you in detail in this article regarding how you can make your business a brand.

Pro Tips for Small Business Growth

Hard work, morals, honesty, etc., are some of the common things that you have heard a thousand times. I ain't gonna bore you with them. Below are **10 effective and practical suggestions** to promote the growth of a business.

1. Identify Your Target Audience

The terms "invoice" and "bills" are commonly used interchangeably. But they are not completely the same. As a business owner, you need to be aware of their differences for proper finance management.

What are the differences between invoice vs bill? **You send an invoice to your customer to ask for the due money. Bills, on the other hand, are documents telling how much money a customer has to pay for a service or item. So, the key difference is that an invoice is a request for payment, while a bill is a document of money owed.**

Too complicated to comprehend? Don't worry. Let me explain these essential terms in the easiest way for you.

What Is An Invoice?

An invoice is a written document sent to customers by a seller. Some business owners give it as soon as they are selling the products. You can give it later as well. But why should you send an invoice? The simple answer is to ask for the payment.

When you owe money from a customer, you can send an invoice detailing the payment details. It mentions a proper breakdown of the payment. This helps create transparency between you and your clients. They can know what they are paying for. You can also mention a due date to pay the money.

You can send multiple invoices for the same payment. A client can forget about the payment date and sending an invoice can work as a reminder. Thus, invoice helps improve your cash flow.

What Is A Bill

A bill is also a written document that is given to a customer while selling a product or service. What is the purpose of a bill? Well, you mention the product name, their prices, etc., on it. It is evidence that a deal was made between you and your customer.

Like an invoice, a bill also mentions the breakdown of the amount. You need to mention what product was sold with respective prices. Your customers can keep it as evidence of the price of the product they are buying. It comes in handy during returning products. Also, it serves as proof that the product or service was taken from your business.

services

(i)   Photographs: