ONLINE LEARNING MANAGEMENT SYSTEM & SEO

BY

MD. MASUD RANA

ID: 153-15-6583

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

Supervised By

Tania Khatun
Sr. Lecturer
Department of CSE
Daffodil International University

Co-Supervised By

Md. Mahfujur Rahman
Lecturer
Department of CSE
Daffodil International University

DAFFODIL INTERNATIONAL UNIVERSITY

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APPROVAL

This Internship Project titled "Online learning management system & seo", submitted by Md. Masud Rana, ID No: 153-15-6583 to the Department of Computer Science and Engineering, Daffodil International University has been accepted as satisfactory for the partial fulfillment of the requirements for the degree of Bachelor of Science in Computer Science and Engineering and approved as to its style and contents. The presentation has been held on Tuesday 19th January 2021.

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Dr. Syed Akhter Hossain   **Chairman**
Professor and Head
Department of CSE
Faculty of Science & Information Technology
Daffodil International University

Dr. S.M. Aminul Haque   **Internal Examiner**
Associate Professor
Department of CSE
Faculty of Science & Information Technology
Daffodil International University

Tania Khatun   **Internal Examiner**
 Sr. Lecturer
Department of CSE
Daffodil International University

DECLARATION

I hereby declare that, this project has been done by me under the supervision of **Tania Khatun, Sr. Lecturer, Department of CSE** Daffodil International University. We also declare that neither this project nor any part of this project has been submitted elsewhere for award of any degree or diploma.

Supervised by:

Tania Khatun
Sr. Lecturer
Department of CSE
Daffodil International University

Co-Supervised by:

Md. Mahfujur Rahman
Lecturer
Department of CSE
Daffodil International University

Submitted by:

Md. Masud Rana
ID: 153-15-6583
Department of CSE
Daffodil International University

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I really grateful and need my profound my financial obligation to Supervisor Tania Khatun, Sr. Lecturer, Department of CSE Daffodil International University, Dhaka. Deep data & keen interest of my supervisor within the field of Web Development to held out this project. His endless patience, profound steering ,continual encouragement, constant and energetic direction, constructive criticism, valuable recommendation, reading several inferior draft and correcting them the least bit stage have created it attainable to complete this project.

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I would wish to give thanks our entire course mate in Daffodil International University, who took half during this discuss whereas finishing the course work. Finally, I must acknowledge with due respect the constant support and patients of my parents.

ABSTRACT

These days learning management system (lms) are not confined to inaccessible employments. By the by, the educational expressiveness of planned courses is firmly subject to the educator's information and ability about the focused on stage. The subsidized graphite project expects to help instructors in zeroing in on the particular of educationally solid and actually executable learning plans. To this end, we propose to help instructors by giving a lms-explicit visual instructional design language. This paper proposes a particular lms-focused methodology for raising the educational expressiveness of its certain learning plan semantics. We talked about, in agreement to the action hypothesis, how the lms low-level definitions could be disconnected to assemble more elevated level structure blocks. In view of the moodle application, we introduce and delineate our methodology by formalizing the theoretical grammar of a moodle committed vidl.

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Introduction

1.1 Introduction

Internship is a significant stage for any understudy to develop a vocation. I did my Internship at Madenet IT.I become familiar with the essentials of the picking calling, the nuts and bolts of expert workplace and the important aptitudes to appropriately speak with different representatives or colleagues.

1.2 Motivation

1. To find out collaboration based design & development with co designers.

2. to expertise first-hand method of constructing market targeted design & development.

3. Finally taking the primary step turning into full stack developer in its market.

1.3 Objectives

The destinations of this task

1. Appreciate the principles of constructing an incredible web site page, recalling a for significance thought-about data set up.

2. Produce aptitudes in examining the convenience of use of a web site.

3. To urge conviction and praise exploitation my potential within the field of "Web Development", and categorical my creative inventive aptitudes for self and companions advancement.

1.4 Introduction to the Company:

MADENET-IT institute provide high quality of training on different courses. We build your career as a Freelancer. We try to ensure earning during learning. They provide many types of services such as Learning management system, Web Designing, Web Development, Digital Marketing, Graphics Designing, SEO Optimization, Video Editing. MADENET-IT has started journey 2015. MADENET-IT has great notoriety and full outfitted items. MADENET-IT serves by the guideline 'client, duty, innovation' and situated at the front line of delivering top notch IT answers for its customers.

1.5 Layout of the Report

Here, I describe how I developed in my total system

1. Chapter one will displayed about an introduction to the project with its motivation, objectives, and goals.

2. Chapter two will displayed about Overview of product and market situation, Target group and organization structure.

3. Chapter three will displayed about my daily task and activities, outcomes and events & activities.

4. Chapter four will displayed about basically implementation and testing and smart plan.

5. Chapter five will displayed about future carrier and scope for further career.

CHAPTER 2
Organization

2.1 Introduction

Learning management system is an internet based online education system. In this way people can take education at home at any time which requires only a computer and internet connection. The expression "Learning Management System" (LMS) shows up often in eLearning articles, tip sheets, and amateur's aides. At present the demand for online learning system is increasing day by day. Students and teachers are leaning towards online education as it is unsafe to go out during the current epidemic. There are many differences between face-to-face learning and online learning. A variety of benefits are available through a learning management system.

2.2 Product and Market Situation

The worldwide on-request learning management system market size was USD 3.728 billion out of 2019 and is a figure to hit USD 13.540 billion before the finish of 2026, with a CAGR of 20.0 percent in 2021-2026.

LMS offers the choice to customize the substance according to the intended interest group's favored learning style to keep students as they need. The teacher drove learning is a cycle of realizing where one individual (educator) plays a lead part in the learning cycle by offering guidelines to different students. It tends to be led in a study hall setting or workshops. Leading educator drove instructional

courses in actual homerooms or workshops is relatively costly and limits the number of students that can profit by the cycle. A few corporate associations follow the teacher drove preparing cycle to prepare their workers; wherein experienced representatives for the most part play the job of the educator while relatively less experienced representatives play the job of a student. Educator drove preparing is customarily utilized strategy for preparing representatives in the association. Different parts of teacher drove preparing in associations can be improved by utilizing LMS. One such illustration of programming devices bundle is the learning the board programming offered by dovecot that is utilized for overseeing educator drove preparing.

Academic institutions, for example, schools, colleges, universities, and private instructional exercises, are remembered for this portion. Scholarly end clients in the market encourage the way toward learning and educating through the portion of information, voice, and video over LMS stages. This smoothest out the schooling cycle by permitting portability, association, and continuous educating. The utilization of cell phones and shrewd gadgets has gotten amazingly well known among the more youthful age. This is relied upon to help the LMS market for scholastic clients. Use of LMS in the scholarly area opens up new open doors for the sharing of information without limits of time and distance. The scholastic end client portion is additionally divided into two expansive areas: K-12 and advanced education.

2.3 Target Group

The qualities of an association's intended interest group (the end client, normally called the "student") relies upon the sort of association utilizing the LMS and their

preparation objectives. Students might be understudies, representatives, outside laborers, customers, channel accomplices or the overall population, to give some examples.

This learning management system is just created for online Freelancers who light to build their career online.

2.4 Organization Structure

This Organization have institute of building new freelancers on different skills. Also this company provides services on web design and digital marketing. They services too internationally and most of the time USA based client. They have organized process to grow a startup company into a high end profitable business.

They work with two Web developers, 1 Digital marketer and 1 Graphics Designer. They are maintaining the whole project for development and growth.

CHAPTER 3

Tasks, Projects and Activities

3.1 Daily Task and Activities

My Responsibilities as an Intern:

My responsibilities in MADENET-IT:

1. Learning management system to offer support to workers and partners.

2. Supporting IT related issues in learning management system advancement and Search Engine Optimization.

3. Work in front-end and back-end side in webpage improvement then ranking in Search engine

4. Communicate with customers and plates about their requests.

 5. To go to all gatherings with temporary job partners in understudy period.

My Work in MADENET-IT

We work mainly front-end development side but at times worked in back-end too. We attempted to be an arrangement to arrive at their objectives together to locate that ideal property and additionally to sell their home productively through his experience and nearby information. That is mainly learning management system website we are using WordPress to make those website.

Madenet IT provides various types of Digital marketing strategy like SEO, SMM and Paid Ads. I have worked with a website for SEO improvement and get some drastically improvement on SEO.

Outcomes:

1. Gaining skilled expertise.

2. Learn team primarily based work.

3. Learning business supported web design & development.

4. The fully utilitarian internet web log can incorporate

5. Absolutely created web site with WordPress.

6. Will alter and erase post.

7. Experience web log indexes and jubilees.

8. Attached the network of designers

9. Prepare for the professional level artistic layouts.

10. Login and Logout.

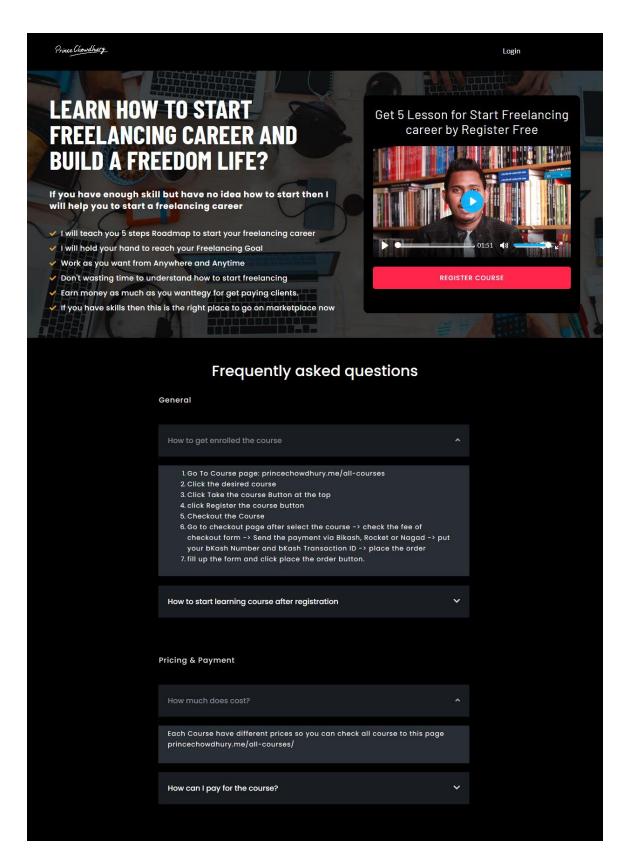## 3.2 Events and Activities

Website Homepage:
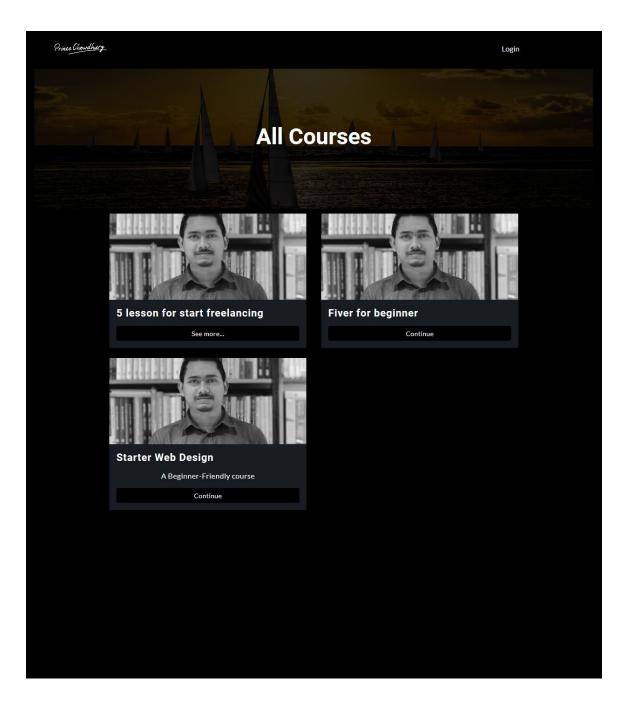
Figure: 3.1

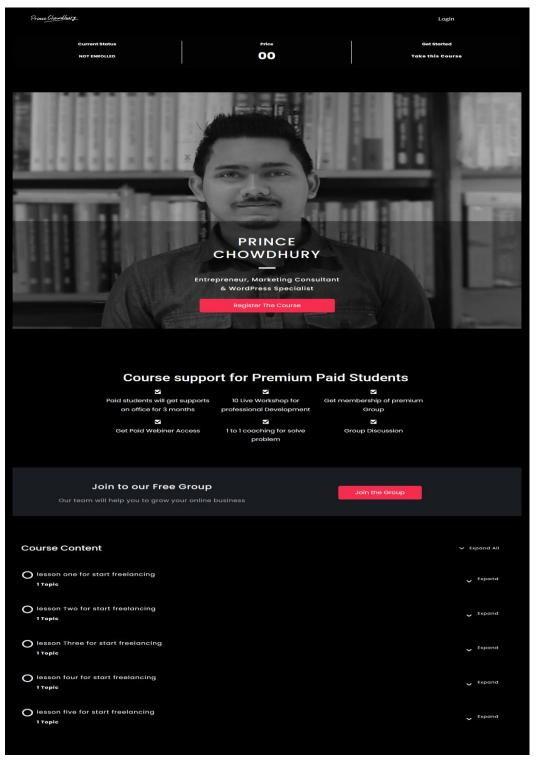# 2) Website Course Page:

Figure: 3.2
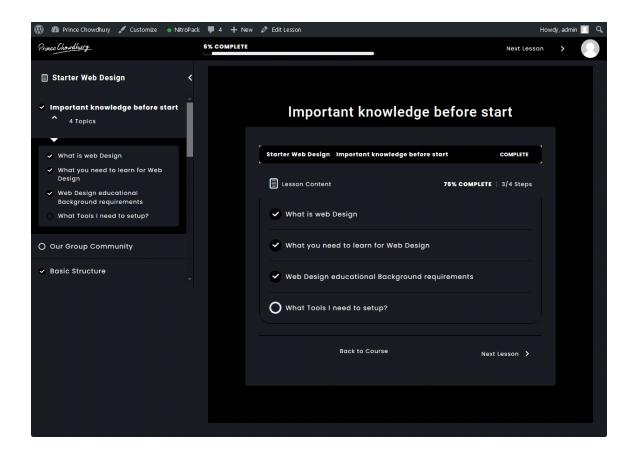
Course Details Page:

Figure: 3.3

Course lessons pages:

Figure: 3.4
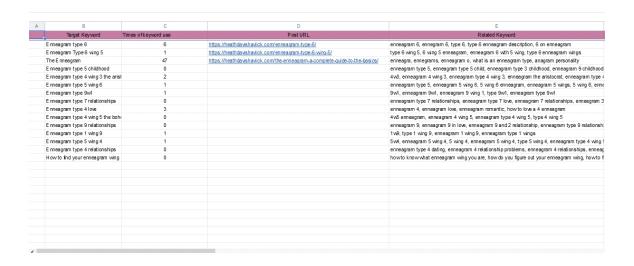
Search Engine Optimization

Keywords Research:

	Target Keyword	Times of keyword use	Post URL	Related Keyword
	Enneagram type 6	6	https://heathdavishavlick.com/enneagram-type-6/	enneagram 6, ennegram 6, type 6, type 6 enneagram description, 6 on enneagram
	Enneagram Type 6 wing 5	1	https://heathdavishavlick.com/enneagram-type-6-wing-5/	type 6 wing 5, 6 wing 5 enneagram, enneagram 6 with 5 wing, type 6 enneagram wings
	The Enneagram	47	https://heathdavishavlick.com/the-enneagram-a-complete-guide-to-the-basics/	enneagra, ennegrams, enneagram o, what is an enneagram type, anagram personality
	Enneagram type 5 childhood	0		enneagram type 5, enneagram type 5 child, enneagram type 3 childhood, enneagram 9 childhood
	Enneagram type 4 wing 3 the arist	2		4w3, enneagram 4 wing 3, enneagram type 4 wing 3, enneagram the aristocrat, enneagram type 4
	Enneagram type 5 wing 6	1		enneagram type 5, enneagram 5 wing 6, 5 wing 6 enneagram, enneagram 5 wings, 5 wing 6, enne
	Enneagram type 9w1	1		9w1, enneagram 9w1, enneagram 9 wing 1, type 9w1, enneagram type 9w1
	Enneagram type 7 relationships	0		enneagram type 7 relationships, enneagram type 7 love, enneagram 7 relationships, enneagram 3
	Enneagram type 4 love	3		enneagram 4, enneagram love, enneagram romantic, how to love a 4 enneagram
	Enneagram type 4 wing 5 the boh	0		4w5 enneagram, enneagram 4 wing 5, enneagram type 4 wing 5, type 4 wing 5
	Enneagram type 9 relationships	0		enneagram 9, enneagram 9 in love, enneagram 9 and 2 relationship, enneagram type 9 relationshi
	Enneagram type 1 wing 9	1		1w9, type 1 wing 9, enneagram 1 wing 9, enneagram type 1 wings
	Enneagram type 5 wing 4	1		5w4, enneagram 5 wing 4, 5 wing 4, enneagram 5 wing 4, type 5 wing 4, enneagram type 4 wing 5
	Enneagram type 4 relationships	0		enneagram type 4 dating, enneagram 4 relationship problems, enneagram 4 relationships, enneag
	How to find your enneagram wing	0		how to know what enneagram wing you are, how do you figure out your enneagram wing, how to f

Figure 3.5

SEO Articles Blogs:

Figure: 3.6

Blog Details Page:

Figure: 3.7

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Example Of ranked Keywords:

Keyword: what is the rarest enneagram type?

Figure: 3.8

Ahref Report:
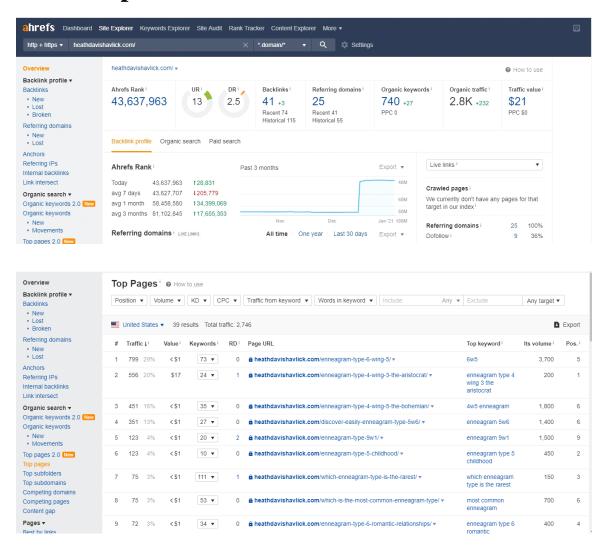

Figure: 3.9

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3.3 Project Task and Activities

Learn Management System (LMS)

https://princechowdhury.me: I have added content and Design color on the following pages.

1. Homepage

I have created the designs for home page to convert a visitor to course students for free on website. This home page design has been created by a theory so when people visit the website they will usually register for free and web site administrators will get information of the student.

2. Course details Page

Course details page have pricing and registration call to action where people can register the course easily by checkout form. If people want to register the course without any hustle then they will use Bangladeshi payment gateways. Course details page also have lessons and topics ditails.

3. Learning Course Lessons

Courses page is created for those students who want to enroll the courses there have three courses right now and I have created these all courses for the company. Course has Lesson, topics, quiz and assignments.

After successfully registered the course people will get a e learning functionality where all of the lessons content are unlocked. People can take action and learn those lessons content and they can get the desired knowledge for their skill development.

Search Engine Optimization:

Keyword Research:

Keyword research is a way to find out about your blogs and articles on Google and other search engines. The keyword is the word or sentence that people search for in the engine. Keyword research plays an important role for SEO.

The first rules of SEO, I have to research keywords which are rank able. I have researched lots of keywords for search Engine optimization. Then I have to related best keywords for the company. I have listed all of the keyword at above screenshot.

Article Posting by SEO:

After research the keyword, the company writes all of the articles based on those keywords. I get all of those articles on my list and then I have posted on the website as a blog.

Ranking:

After I posted the blog those are getting rank on Google search engine and I am happy with the result with my company.

3.4 Challenges

As day by day entry level position challenge, I have confronted new issues consistently. I learned:

1. WordPress: The demand for WordPress is increasing day by day.WordPress is easy for beginners, yet powerful for developers: As discussed earlier, WordPress is a very easy platform to get started with.Creating a website with WordPress takes less time and is easier. It's very easy to set up and run.

2. **LearnDash:** LearnDash transforms my WordPress site into a powerful learning management system (LMS). In minutes you can create & sell courses, track user progress, deliver certificates, award points & badges, and so much more! If you are serious about offering online courses, then LearnDash is the WordPress LMS plugin

3. Using various types of plugin

Elementor: Elementor is a definitive and free WordPress page manufacturer, that allows you to make delightful WordPress sites in the most straightforward and snappiest manner conceivable. ... The key distinction is that you can arrive at a significant level of plan, while planning live, and on the frontend of your site.

Elementor is the least demanding to handle of the page developers, and it's likewise the one that conveys you the most highlights for nothing. Basically, it's the ideal DIY answer for individuals who need to make amazing page plans completely all alone without having any coding aptitudes, HTML or CSS information.

WooCommerce: WooCommerce is a free WordPress module that adds internet business usefulness to your WordPress site so you can have an online store. With only a couple clicks, your WordPress site transforms into a completely useful internet business site.

While eCommerce modules like WooCommerce offer satisfactory conditional security, they may not give enough generally assurance to remain in front of network safety dangers without extra insurances. Our group has had WooCommerce security at the forefront of our thoughts for quite a long time.

Keywords research: Keywords research is the very first challenging parts of SEO because you have to analyst and curate best keywords for the website. i have identified high volume and low competitive keywords for the company so they can rank faster than their competitor.

6. Punctuality:
My Intern time was 10AM to 5PM every day and Friday is weekend. So I have presented myself at the correct time.

7. Team work:

My manager always helped me out to identify challenging parts of my tusks. I have uploaded and configured all courses on the website. My manager and other team members helped me to this kind of tusks

Chapter 4

Competencies and Smart Plan

4.1 Implementation and Testing

I'll be examining how I apply these plans. My venture I will incorporate Front end and back end execution. All the execution wishes appearance with changed figures.

Usage of Back-end Design: my organization program is online figure atively speaking. So that there is a couple of working with the front quit design. So for my electronic troubles I have WordPress theme, WordPress Plugins and Extensions and planning for the front quit execution.

Test Execution: For this is a web project that is the reason testing is a lot of fundamental for this framework deploy the application. It will sum generally speaking operational and could fix the information that application by information and yield estimation. Then again, a preliminary attempt may bear the cost of the criticism that anyway a decent arrangement time them set up hold off to run and could uphold careful activity. There is methodical a ton trying that could follow as covering. As this covering I have done some testing. They are given here:

CHAPTER 5

Conclusion and Future Career

5.1 Discussion and Conclusion

Basically, doing an internship has been an unprecedented and new experience for me. As a result, I gained new experience in how to do teamwork. The work that I have done is not entirely enough; it can be done better if given enough opportunities. But at different times I have learned new things and experienced how to work with them. In particular, I have learned two things, one is the proper application of time and the other is self-motivation.

5.2 Scope for Further Career

Our venture might be expanded with a great deal of choices and substance to help the clients. We've some planed with respect to certain choices to be authorized later on to frame the framework less difficult and easy to understand. A portion of these choices territory unit referenced beneath:

1. Articulate storyline for video

2. Users will be able to use Google Maps to find out how far their assigned service providers are from them.

3. We will use Bangladeshi All payment gateways for Bank transactions

4. Face detection to ensure the authenticity of the service providers.

Appendices

Appendix: Company Detail

Which company have institute of building new freelancers on different skills. Also this company provides services on web design and digital marketing.

Madenet IT services too internationally and most of the time USA based client.

They have various types of digital marketing like Facebook ad, Google ad, and SEO & web design.

They have organized process to grow a startup company into a high end profitable business.

Plagiarism Report:

ONLINE LEARNING MANAGEMENT SYSTEM & SEO

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