



**MBA (FT) 2019-21**

**Summer Project Assignment - Phase II**

**Final Report**



**Submitted By-**

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<b>SUBMITTED TO</b>	Prof. Parag Rijwani

## **Declaration Certificate**

I, Simran Hora, hereby declare that this report is based on the work done by me in my period of internship with HomeLane. I worked under the guidance of Ms Parul Jain, the SEO specialist, Ms Shilpi Saini, the content head and Ms Livia Mary Thomas, the social media team head.

I further declare that this project has not previously formed the basis of the award of any degree or diploma or similar title of recognition.

Place: Ahmedabad

Date: 05/07/2020

Sign: \_\_\_\_\_ (Simran Hora)

Roll No: 191453

## **Acknowledgement**

I would like to take this opportunity to thank the Institute of Management, Nirma University to include the summer internship training program in the course structure of Master of Business Administration. I would like to thank HomeLane for giving me an opportunity to pursue my summer internship with their organization. I would like to express my deepest gratitude to Ms Parul Jain, the SEO specialist, Ms Shilpi Saini, the content head and Ms Livia Mary Thomas, the social media team head and all the other members of the company providing me with constant support and guidance to carry out the project and provide me with the training required to conduct the analysis. I would also like to thank Prof. Parag Rijwani (Faculty Mentor) for all his support and guidance throughout the course of the internship.

## **Executive Summary**

As a part of my summer project assignment, I worked with HomeLane, a Bengaluru based company which provides interior design solutions for home. I worked as a content writer and digital marketing intern for a period of three months. I handled their blog at WordPress by creating and editing content and publishing it to the site. I coordinated with the freelance writers and helped the team decide upon the topics for the coming month. I worked under the SEO team, wherein I maintained off-page, on-page and technical SEO by doing keyword research and competitive research. I resolved the crawling issues in the blogs and optimized 600+ blogs by interlinking, adding high volume keywords, including the relevant tags and updating the meta descriptions. I also wrote dynamic content for the product pages as well. These SEO measures helped in improving the overall website position and traffic. I was also given an opportunity to work with the social media team wherein I executed and tracked the performance of creatives across their social media platforms. Overall, the internship was a great learning opportunity for me. The period helped me learn new tools and augment my soft skills. The company provided me with great opportunities to learn the various dynamics of the digital marketing field by guiding me through them and giving me tasks to hone my skills.

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## **PART A**

I was appointed as a Content Writer and Digital Marketing intern at HomeLane for a period of three months. HomeLane is a leading interior designing and home furnishings company. Srikanth B. Iyer currently serves as the CEO of the company. HomeLane has its operations set up in New Delhi, Mumbai, Chennai, Hyderabad, Gurgaon, Ghaziabad, Noida, and Thane. The company looks forward to expanding its operations to other cities as well in the years to come.

The Bengaluru headquartered startup specializes in interior design solutions for the home. The company offers kitchen, bedroom, living room, storage cabinets, wardrobes and other interior design solutions through its online platform and offline showrooms. It goes about users logging into HomeLane.com, interacting with the designers and discussing customized designs and furniture sets which best-suit the likings of the customer. The designers and experts further work on drafting the design and executing it.

With plans to expand to more parts of the country, the company wants to ensure that it has a strong online presence. Hence the tech team and the marketing team have been working endlessly to maintain a consistent presence of the company over the internet.

With the extraordinary and trying situations as such today, the company has been actively working on its backhand support to improvise on their official website and the other online platforms where they are present. From updating hundreds of meta descriptions on the site to publishing a blog or two every day to conducting quizzes and live sessions on social media platforms, the marketing team has come up with numerous innovative ideas to engage their audience in times of such lockdowns, at the same time working on their technical marketing aspects.

NOTE: My organization is the same as before.

## **PART B**

### **PROBLEM-SOLVING PROJECT**

#### **About My Role**

I was appointed by the company to work in Digital Marketing. I had the following roles to work on with the SEO team, under the SEO specialist, Parul Jain.

#### **1. Optimise Blogs and Website Pages**

Starting off by working under Parul, I helped her work on increasing the company's organic presence on the internet. I worked to optimise the articles published and the product pages on the website in the following ways:

- Update the existing meta descriptions and titles to include the relevant keywords.
- Add alt text, H1, H2 and other tags in the blogs to be published.
- Write dynamic content for the product pages to make them optimised

#### **2. Keyword Research**

I maintained a daily record of keywords. The record had the following data:

- New Keywords
- Improved Keywords
- Declined Keywords
- Lost Keywords
- Keywords in top 1-3 Position and 4-10 Position
- Total Keywords

With this recorded data, I further calculated the total percentage change in keywords as compared to the previous day.

Along with this, I performed keyword research to find the high volume keywords related to a particular topic and ensured that the high volume keywords were included in the content. I performed competitive keyword research to find out the high volume keywords used by the competitors.

Further, a major aspect of the digital marketing segment are the two ways of attracting traffic to your site, i.e., organic traffic and paid traffic.

### **Organic marketing**

Organic marketing aims at educating the audiences, working on better search results, trying to build long term relations with the customers, etc. This form of marketing focuses on blog posts, call to action, landing pages, newsletters, emails, etc. The specialists work on publishing SEO optimized content and measure the results by way of search page rankings, organic traffic numbers, leads driven by content, etc. A major advantage of this form of marketing is that companies can optimise their webpages at no cost.

### **Paid marketing**

Paid marketing is when companies pay for their ads to show up at the top. The companies have to set everyday bids for their ads and the ads show up accordingly on the search results. This type of marketing aims at getting faster results as compared to the other form. The success of the ad campaigns is measured in terms of the number of clicks and views. On the bright side, paid marketing helps reach out to a larger customer base as compared to organic marketing.

Marketers can place their ads right where they want them to show up.

Instead of focusing all its attention on paid marketing, HomeLane wanted to ensure that an equal, or additional volume of beneficial results came from organic marketing. With the world battling Covid-19, HomeLane is trying to improve upon its online presence, their position on the Google search results and other backhand tasks. The marketing team is utilising this time to work upon their organic search results.

## **Objective (s)**

The SEO team wanted to streamline its efforts to address the problems at hand. They had the following objectives for the period:

### **1. Increasing the organic traffic that the website and other platforms attracted**

With the paid and organic traffic that got attracted to the official website and the blog of the company, the marketing team wanted to work on getting more organic traffic to their site. They wanted to reduce the volume of the paid advertisement and wanted to increase the volume of the organic traffic coming in.

### **2. Keeping a track of the keywords.**

To increase the organic traffic coming their way, the SEO specialists have to ensure that they use high ranking keywords at sufficient and appropriate places to make their site rank better in the google search results. An efficient track of high volume keywords and their ranks has to be maintained. They have to ensure that such keywords are included in the right places like blogs, website, meta descriptions, etc.

### **3. Ensuring SEO optimisation at various platforms**

The team had to work on updating the meta descriptions, alt text, titles, product descriptions, etc. All, ensuring that the right keywords were included in all the important places.



- **Paid search traffic:** Paid search results are the ads purchased by the organisations so that their website is displayed on the top when searched for relevant keywords by the user. In cases of paid results, alongside the website URL, a small green box appears mentioning an 'Ad'.

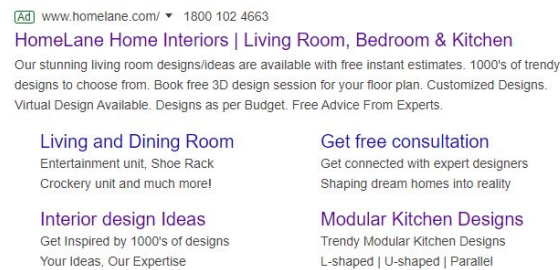


Figure 2: Paid search results

For the month of January 2020, the organic and paid traffic results for HomeLane are the following. For the month, the organic search traffic rose 17% over the last month and the paid search traffic went down by 44%. Further, the rise and fall of keywords and traffic cost are mentioned along.



Figure 3: Organic and paid traffic for January'20

Further for the month of May 2020, the organic and paid traffic results for HomeLane are the following. For the month, the organic search traffic rose significantly by 78% over the last month and the paid search traffic went up by 44%. Further, the rise of keywords and traffic cost is mentioned along.



Figure 4: Organic and paid traffic for May'20

The following is the traffic trend for the period of January 2020 to May 2020. As the graphical representation shows a rise in the organic traffic in the period January to March, with the traffic dipping in April and rising again towards May. As per the paid traffic, it didn't have a significant share in the total search traffic.

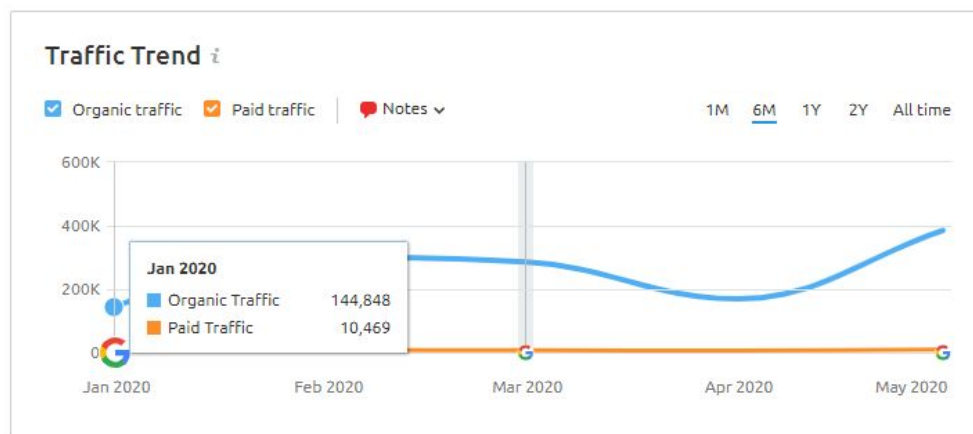


Figure 5: Traffic trend in January'20

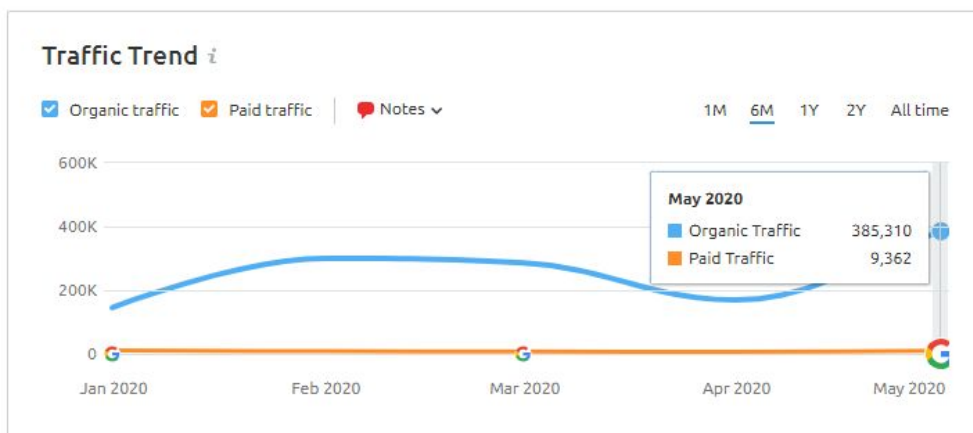


Figure 6: Traffic trend in May'20

There are several ways to increase the amount of search traffic that gets directed to the company's website thereby increasing the flow of traffic to the website. A few of them are listed below.

## **1.1 Crawlability**

Crawlability refers to the ease with which a search engine can process the information on a website. A crawlable website has a clear and definite layout and the internal links of the site are easy to access. The sites which are not crawlable have broken links, dead-end webpages, unsupportive sites, 404 error, etc.

Crawlability is an important component of SEO. It is so because of the following:

- It makes it easier for the search engine to have access and navigate through your website.
- It improves search engine ranking, with better accessibility to the website.
- It increases a website's authority.

As for HomeLane, the company had a crawlability score of 65% as in January 2020. As of May 2020, HomeLane has improved to a crawlability score of 80%. We worked on improving the crawlability score of the website by the following measures:

- **Updating the content at regular intervals**

The most important part of any site is the content uploaded by the company. It attracts visitors, represents your business and helps in converting visitors into clients. Content significantly helps in getting your site's crawlability score up. Regularly updating the existing content and adding new content makes the crawlability score better.

- **No duplicate content**

Avoiding any duplicate content anywhere on the website. Duplicate content can lower the crawlability score of the site hence, duplicate or similar content issues on the site should be fixed.

- **Strengthening and mending internal links**

Effective interlinking works up the crawlability of the site. The tech team in the company ensures that the pages are seamlessly linked to other pages and that all the content is well connected. They check for the broken links if any and mend them as they can be a major obstacle in enabling Google's crawlers to find the right content.

## **My Role in Helping HomeLane Improve The Score:**

1. HomeLane has been working on rewriting the old blogs uploaded on the site, updating them and adding relevant information to them. I rewrote a few of the old blogs that had been uploaded on HomeLane's blog many years ago. I edited the new articles sent in by the writers, writing them in accordance with the style of the HomeLane blog, adding pictures and ensuring the correct format as a part of the SEO process.
2. HomeLane has a 'Recent Projects' section on their website. They are an articulation of the customers' experiences with the company and minimal description of the rooms designed by HomeLane accompanied by pictures. I articulated four customer stories, which included describing the designing of a house, the interiors, accompanied by choosing the pictures and ensuring the right formatting of the story.
3. I updated the 'Meta Descriptions' for the website and the articles on the blog. A meta description is a small description summarising a page's content. It is a tag in HTML which is up to 160 characters long. The following is a meta description for an article published on the blog.

www.homelane.com › The Design Journal › Style Your Home ▼

### **Top 5 Interior Design TV Shows You Must Watch ... - HomeLane**

Apr 21, 2020 - Here's our pick of the top 5 **Interior design TV shows** from Netflix. Get inspiration for your dream home, and prepare to binge watch!

Figure 7: Meta description for a search

## 1.2 Organic Keywords

Organic keywords help attract free traffic to a website through SEO. These keywords differ from pay-per-click keywords which are bid for. In order to attract traffic to the site, the SEO specialists have to ensure that the web content is optimised for organic keywords. The specialist uses software like SEMrush, Small SEO Tool, Ahref, etc to look for the keywords which have high ranking positions and the ones which have high search volumes. They have to ensure that such keywords are included in the content on the site, or wherever suitable. Such software also helps in finding out which keywords are used by the competitors and their search volume.

For the observed period, as on June 1, 2020, the following information is available.

As on the date,

- There are 9.7 K keywords bringing users to the official site of HomeLane via Google's top 100 organic search results, which has increased by 0.19%.
- There are 384.6 K users expected to visit the site, based on the no of users who visited last month. It is expected to fall by 0.18% as compared to May.
- The estimated average monthly cost for organic keywords stands at \$121.7 K, falling by 0.2%.
- The volume of branded traffic that comes to the site from the keywords is the same as last month, i.e., 32 K.
- The non-branded traffic stands at 352.6 K with a fall of 0.19% from the previous month.

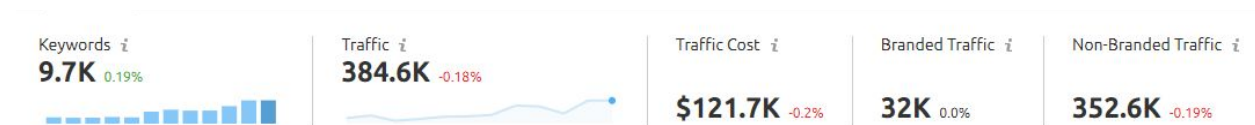


Figure 8: Data as on June 1, 2020

Below is the Organic keyword trend for January to May 2020. The trend shows a slight increase in the first 4 months, significantly rising in April.

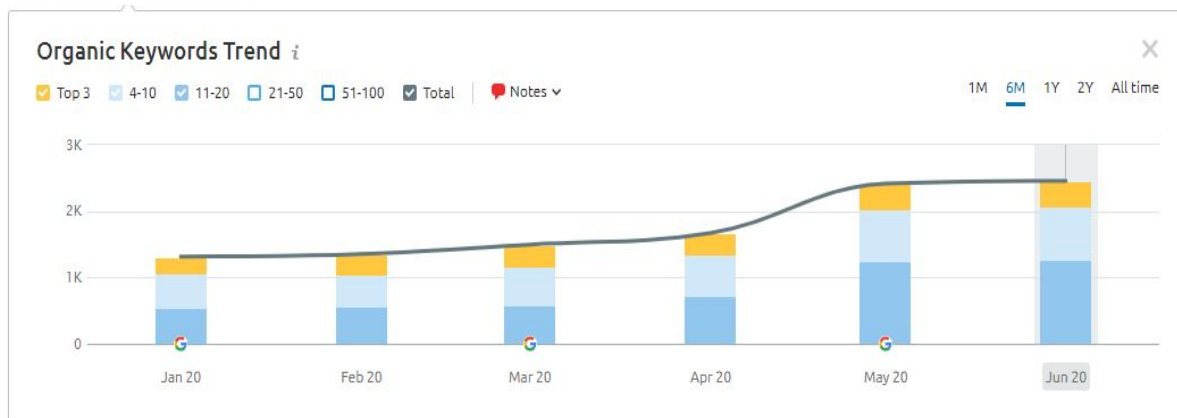


Figure 9: Organic keywords trend from January to May, 2020

Given below is the trend for top 3, 4-10, 11-20 position ranking keywords. The total no of organic keywords rose from 1,316 to 2,456 in the last 6 months. The position raking of top 3, 4-10, 11-20 also rose significantly.

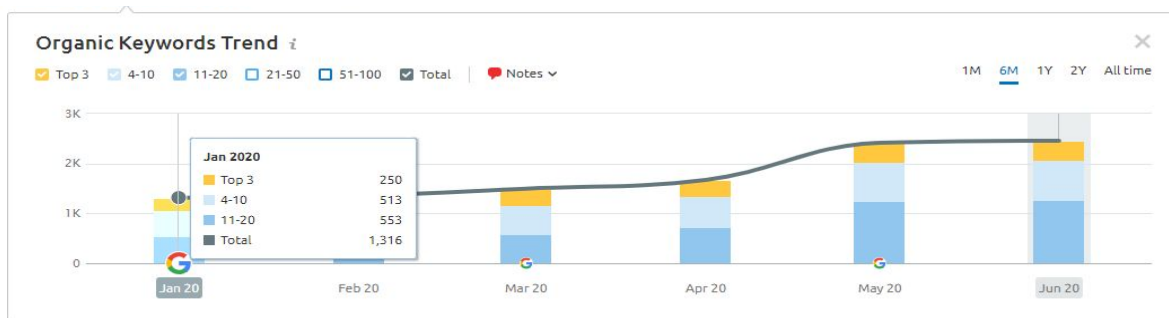


Figure 10: Organic keywords trend for January'20

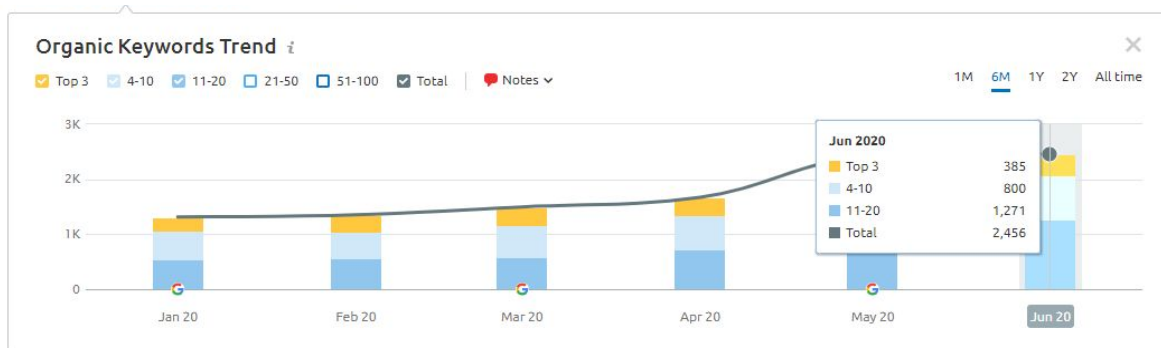


Figure 11: Organic keywords trend for June'20

The following measures can help a site rank organically for the relevant searches. We worked on the following:

- **H1 and H2 header tags**

The two types of header tags are used in the content that goes up on the website or the blog of the company. The H1 tag is for the heading of the article, it contains the primary targeted keywords of the article. H2, on the other hand, is a tag for the subheadings under the article. It contains similar secondary keywords to the H1. It also has to be ensured that the headings are written in Title Case. Further, the content of the article is written in 'paragraph' tag. The SEO specialists have to ensure that the tags are used in every article that goes up on the site. The tags help in increasing the organic traffic coming to the site as the tags help in attracting the relevant search.

- **Alt text tag**

Alternate Text or Alt text is a phrase or a word that can be attached as an attribute in HTML to enable the viewers to know the contents of the image. When media is added to an article, the Alt Text is entered along. It is an important aspect of SEO. When an image is optimised with a targeted keyword using the alt text, it helps in giving the page a relevant boost. It helps the search engine know what the content of the page is all about.

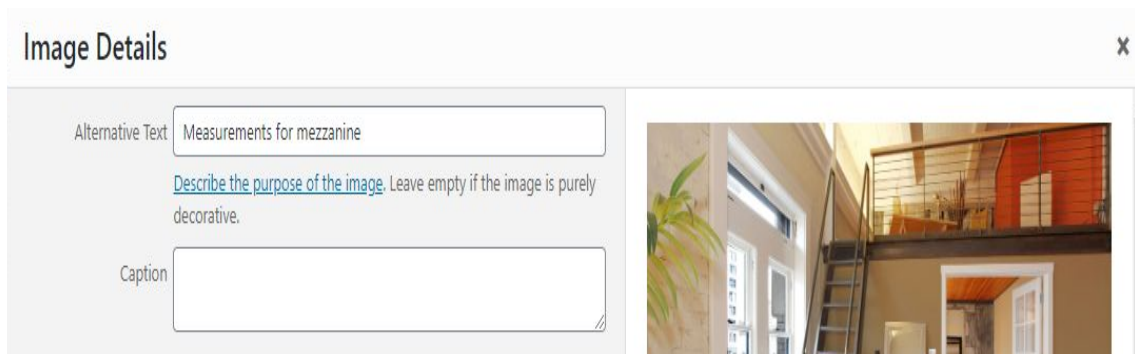


Figure 12: Alt text tag for an image

- **Meta Description**

As defined above, Meta Description allows you to include primary keywords, thereby attracting organic traffic to the site. When the meta description is written using the primary and the secondary keywords, the organic search results improve.

- **Interlinking to related content**

Interlinking words to other content helps increase the organic traffic coming to the content. Interlinked words help in boosting SEO. With interlinking, the keywords can be included in other places too.

## **My Role in Including High Volume Keywords:**

### **1. Keyword Research**

I helped the SEO specialist in doing keyword research. I looked up high volume keywords in SEMrush and compiled them in a sheet. These keywords were further included in relevant places to help increase organic traffic. I would compare the domains of the competitors with our domain and look for high volume keywords which were used by our competitors. The following is how I searched for keywords for the site:

- First, I would take a general overview of the respective keyword, checking for the keyword volume, difficulty, and other details. For example, here I have looked up the keywords related to ‘modular kitchen’.



Figure 13: Keyword research general overview at SEMrush

- Further, I looked up the variations of the keyword and other related keywords.

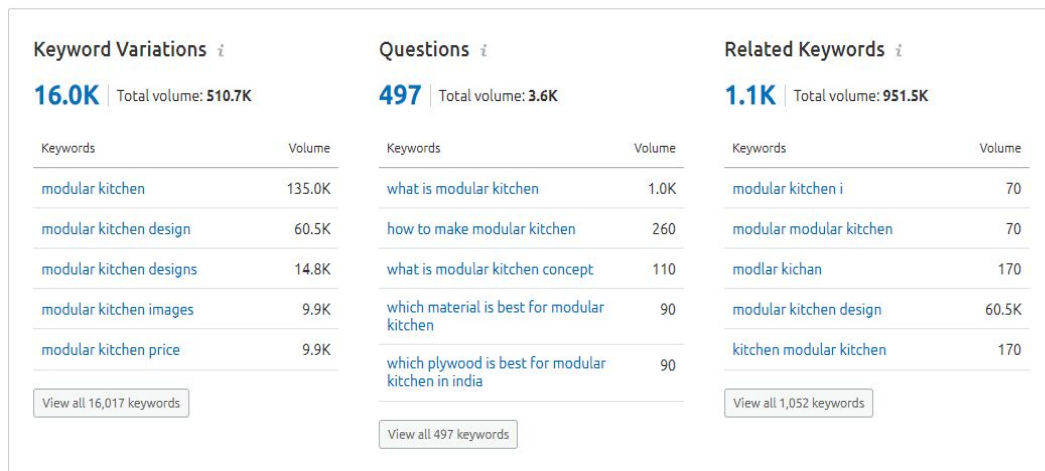


Figure 14: Keyword variations at SEMrush

- Next, I viewed all the keywords and make a list of the high ranking keywords, their trend, keyword difficulty and other important details.

By number By volume All keywords: 16,017 Total volume: 510,670 Average KD: 73.36% [+ To Keyword Manager](#) [Export](#)

	Keyword	Volume	Trend	KD %	CPC \$	Com.	SF	Results
> design	1,844							
> price	1,149							
> india	655							
> cabinet	546							
> cost	444							
> best	425							
> shape	382							
> small	360							
> basket	350							
> chennai	347							
<input type="checkbox"/>	modular kitchen	135,000		80.07	0.18	0.95	9	188M
<input type="checkbox"/>	modular kitchen design	60,500		79.43	0.15	0.76	6	94.5M
<input type="checkbox"/>	modular kitchen designs	14,800		n/a	0.16	0.57	n/a	n/a
<input type="checkbox"/>	modular kitchen images	9,900		80.76	0.08	0.82	7	97.1M
<input type="checkbox"/>	modular kitchen price	9,900		81.62	0.17	1.00	7	128M
<input type="checkbox"/>	modular kitchen cabinets	4,400		87.20	0.18	1.00	7	44.8M
<input type="checkbox"/>	modular kitchen design india	4,400		75.52	0.22	0.81	6	29M

Figure 15: Keyword volume, trend, and other results at SEMrush

- I also analysed the ‘keyword gap’ with respect to competitors. The keyword gap helped in analysing the missing keywords on our site in comparison to the keywords used by the competitors on their site.

## Keyword Gap

A tool that helps you do a full analysis of your keyword with keywords of your competitors.

Root Domain ▼ Root Domain ▼ Root Domain ▼

[Select keyword type for each domain](#)

Figure 16: Keyword gap with respect to competitors at SEMrush

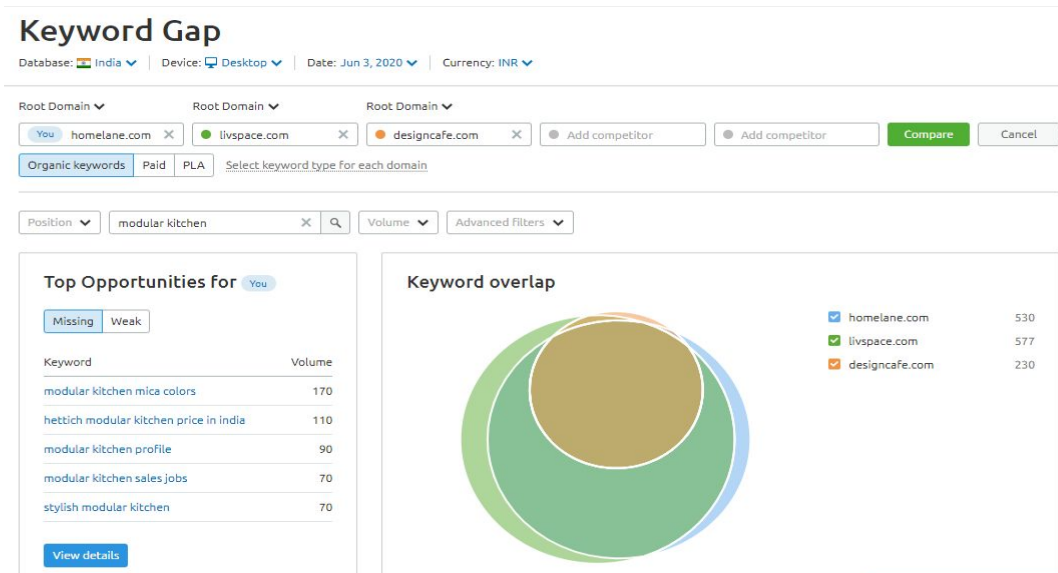


Figure 17: Keyword gap details at SEMrush

The following list helped us see the shared, missing, weak, string and untapped keywords in comparison to the competitors.

All keyword details for: homelane.com | You

Shared 220 | Missing 5 | Weak 33 | Strong 137 | Untapped 85 | Unique 33 | All keywords 615

[+ To Keyword Manager](#) [Export](#)

	Keyword	home...	livspa...	desig...	Volume	KD%	CPC (INR)	Com.	Results
<input type="checkbox"/>	modular kitchen design	1	6	9	60,500	78.71	12.08	0.57	102M
<input type="checkbox"/>	modular kitchen designs	1	6	11	14,800	80.32	12.08	0.57	143M
<input type="checkbox"/>	modular kitchen images	6	10	15	9,900	82.45	6.04	0.57	98.3M
<input type="checkbox"/>	modular kitchen design india	1	13	12	4,400	76.61	15.10	0.62	30.8M
<input type="checkbox"/>	indian modular kitchen designs photos	7	21	14	3,600	77.93	9.82	0.71	8.3M
<input type="checkbox"/>	modular kitchen designs photos	9	16	24	3,600	85.92	9.82	0.66	14.1M
<input type="checkbox"/>	modular kitchen in bangalore	1	29	61	3,600	65.76	72.50	1	13.6M

Figure 18: Keyword gap details at SEMrush

The missing and important high volume keywords would be included in meta descriptions, headings, and other places in the content. This, in turn, would help in increasing the organic traffic.

## **2. Updating H1, H2 and paragraph tags**

When uploading new articles on the blog, I ensured that the tags are rightly implemented. The title of the article, here ‘How to Include Mezzanine in Your Home Interior’ is written using the tag H1. The headings, here ‘Get your Measurements Right for the Mezzanine’ and so on, are written in the tag H2. The title and the headings are also to be written in the title case. Further, the content, here ‘If you have a room...’ is written in the paragraph tag.

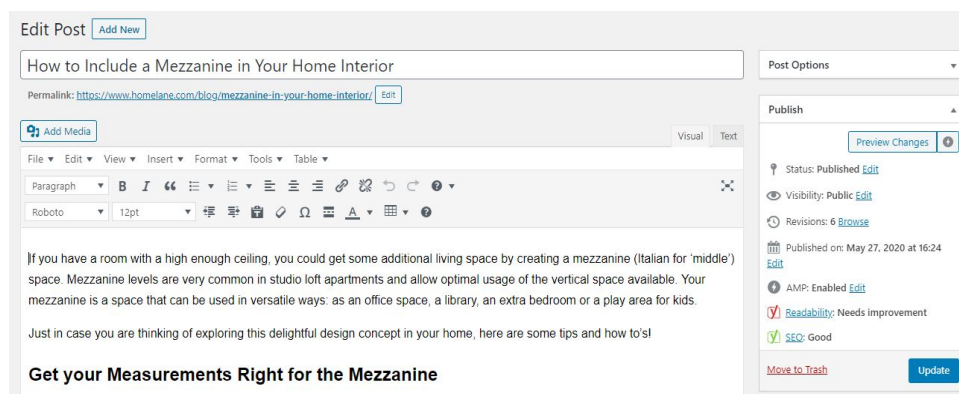


Figure 19: Applying tags in blogs for SEO

## **1.3 Featured Snippet**

A featured snippet is a brief display of the text which appears at the top of the Google search result page. It comes up as an answer to a searcher's query. Featured snippets come in 4 types, namely, a table, a paragraph, list or a video. A company's page can end up in a snippet by,

- Including bullet points in the content.
- Including high volume keywords and adding appropriate alt text
- Arranging the data in a table.
- Mentioning data in the form of steps.

Below is a page of HomeLane Blog which came up as a featured snippet in the Google result page. By including the high volume keyword ‘parallel kitchen’ and incorporating alt text in the images that are being shown, we were able to secure a featured snippet on the page.

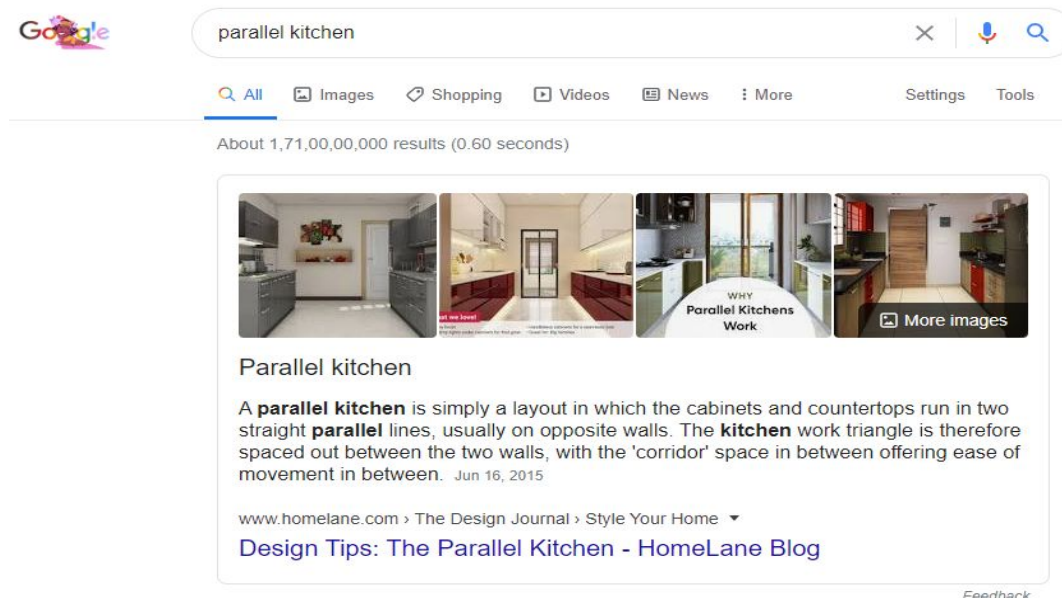


Figure 20: Featured snippet in search page results

# Conclusions

## 1. Overall traffic for HomeLane

The following table shows a week on week search console report for the HomeLane website for the period of 12th April to 6th June. It shows the impressions, clicks, CTR, average position and the traffic volume for the week. The table also records the difference in the above parameters, in comparison to the previous week.

Search Console Report for Website												
Week	Impressions	Impression Difference	Clicks	Click Difference	CTR	CTR Difference	Avg position	Organic Traffic	Traffic Diff	Total India	% Traffic Changes	Organic Traffic Contribution
12 April to 18 April	166973	-8.15%	5474	0.61%	3.30%	10.00%	6.6	5636	-4.94%	35922	2.48%	15.69%
19 April to 25 April	173195	3.73%	5502	0.51%	3.20%	-3.03%	6.7	5723	1.54%	31876	-11.26%	17.95%
26 April to 2 May	175954	1.59%	5275	-4.13%	3%	-6.25%	8.9	5337	-6.74%	49198	54.34%	10.85%
3 May to 9 May	240838	36.88%	7987	51.41%	3.30%	10.00%	7.6	7642	43.19%	112237	128.13%	6.81%
10 May to 16 May	314553	30.61%	10274	28.63%	3.30%	0.00%	6.9	9725	27.26%	125358	11.69%	7.76%
17 May to 23 May	361773	15.01%	11764	14.50%	3.30%	0.00%	7	11615	19.43%	150062	19.71%	7.74%
24 May to 30 May	413962	14.43%	13843	17.67%	3.30%	0.00%	6.9	13074	12.56%	115946	-22.73%	11.28%
31 May to 6 June	468082	13.07%	15090	9.01%	3.20%	-3.03%	7.9	15112	15.59%	302451	160.86%	5.00%

Figure 21: Search console report for website

The record gives the following conclusions for the period:

- The organic impression increased by 13.07% in the last week on the record ( 4,68,082 vs 4,13,962).
- The total number of clicks increased by 9% in the latest week (15090 vs 13,843).

The following record shows the direct and organic leads for the period. It also tabulates the changes over the previous week.

Week	Direct Traffic	%Direct Traffic Changes	Direct Traffic Contribution	Total SEO Leads	Organic Contribution %	Direct Contribution%	Facebook Organic Contribution	SEO Lead % Change	Total SEO Contribution	Total Website Leads
12 April to 18 April	2515	-2.10%	7.00%	219	14.25%	13.49%	0.13%	5.80%	27.86%	786
19 April to 25 April	2458	-2.27%	7.71%	179	19.49%	10.51%	0.34%	-18.26%	30.34%	590
26 April to 2 May	2334	-5.04%	4.74%	163	13.06%	8.61%	1.72%	-8.94%	23.39%	697
3 May to 9 May	4201	79.99%	3.74%	593	9.42%	11.69%	8.14%	263.80%	29.26%	2027
10 May to 16 May	4695	11.76%	3.75%	670	13.60%	8.82%	9.01%	12.98%	31.43%	2132
17 May to 23 May	5267	12.18%	3.51%	785	11.76%	7.84%	9.43%	17.16%	29.02%	2705
24 May to 30 May	5424	2.98%	4.68%	877	16.35%	7.83%	11.05%	11.72%	35.24%	2489
31 May to 6 June	8230	51.73%	2.72%	1381	9.32%	6.47%	12.50%	57.47%	28.29%	4881

Figure 22: Direct and organic leads record

The record helps in concluding the following for the period:

- For the period, the direct leads increased by 62% (316 vs 195). On the other hand, organic leads increased by 11.7% (455 vs 407).

## 2. Keyword Analysis

I maintained a record of the position of the keywords on a daily basis. The data was obtained from SEMrush. The table recorded the number of new, improved, declined and list keywords. It lists the number of keywords in the 1-3 position, 4-10 position, the total keywords, website position, impressions and clicks for the day. We also recorded the change in total keywords, impressions and clicks, as compared to the previous day.

Day on Day Keywords data and Website Position India													
Date	New Keywords	Improved	Declined	Lost	1-3 Position	4-10 Position	Total Keywords	Total Keywords % Change	Website Position India	Impressions	Impression Difference	Clicks	Clicks Difference
19 May	224	233	103	77	364	715	8793	1.64%	7.1	50430	1.59%	1630	3.62%
20 May	223	263	112	145	368	718	8871	0.89%	7	50252	-0.35%	1640	0.61%
21 May	179	180	97	85	367	728	8965	1.06%	7.2	51991	3.46%	1708	4.15%
22 May	207	230	87	82	369	740	9090	1.39%	7	52908	1.76%	1721	0.76%
23 May	192	222	110	84	367	739	9200	1.21%	6.7	56565	6.91%	1900	10.40%
24 May	168	226	96	103	370	748	9265	0.71%	6.5	56769	0.36%	1983	4.37%
25 May	122	161	62	38	368	763	9349	0.91%	6.7	58414	2.90%	1994	0.55%
26 May	240	260	86	150	373	759	9403	0.58%	7.3	57771	-1.10%	1907	-4.36%
27 May	176	203	68	135	378	767	9444	0.44%	7	57362	-0.71%	1909	0.10%
28 May	88	132	91	37	382	768	9495	0.54%	6.9	60077	4.73%	1835	-3.88%
29 May	292	316	113	114	384	777	9673	1.87%	7.2	60319	0.40%	1905	3.81%
30 May	175	238	107	156	387	782	9692	0.20%	6.8	63251	4.86%	2293	20.37%
31 May	177	222	97	168	388	785	9701	0.09%	7.2	66467	5.08%	2372	3.45%
01 June	185	235	79	167	385	800	9719	0.19%	9	66100	-0.55%	1998	-15.77%
02 June	118	171	151	54	392	801	9783	0.66%	9.9	70912	7.28%	2164	8.31%
03 June	55	134	119	49	390	800	9771	-0.12%	7.1	63178	-10.91%	1999	-7.62%
04 June	202	237	220	137	390	810	9836	0.67%	7.8	65930	4.36%	2143	7.20%
05 June	242	263	249	142	389	812	9929	0.95%	7.5	65494	-0.66%	2073	-3.27%
06 June	70	97	103	54	389	811	9944	0.15%	6.8	69993	6.87%	2392	15.39%

Figure 23: Day on day keywords record from SEMrush

Months	1-3 Position	1-3 Position % Difference	4-10 Position	4-10 Position % Difference	Overall Total Keywords	Total Keyword % Difference	Total Organic Traffic	Traffic %
September 2019	113	0.89%	283	-1.05%	2498	1.46%	31741	0.00%
October 2019	102	-9.73%	278	-1.77%	2786	11.53%	62911	98.20%
November 2019	146	43.14%	301	8.27%	2633	-5.49%	68016	8.11%
December 2019	265	81.51%	527	75.08%	4984	89.29%	84330	23.99%
January 2020	250	-5.66%	513	-2.66%	5808	16.53%	89080	5.63%
February 2020	290	16.00%	499	-2.73%	5400	-7.02%	83980	-5.73%
March 2020	325	12.07%	587	17.64%	5467	1.24%	83188	-0.94%
April 2020	314	-3.38%	641	9.20%	7296	33.46%	46300	-44.34%
May 2020	388	23.57%	785	22.46%	9701	32.96%	89446	93.19%
June 2020 (08-06-2020)	393	1.29%	811	3.31%	9982	2.90%	29188	

Figure 24: Keywords position from SEMrush

### 3. Optimised 600+ Pages

Over my span of the internship. I optimized 600+ pages for the company. It included optimising blog pages by ensuring interlinking the pages, performing keyword research, adding tags and editing the meta descriptions. I worked on optimising the product pages by writing dynamic content for the pages to make them SEO equipped.

### 4. Improve Page Ranking

By incorporating various aspects of SEO, the overall website position of HomeLane saw a positive change in the period. From a ranking as low as 9.9, the SEO incorporations helped take the website position up to an overall rank of 6.5.

Day on Day Keywords data and Website Position India													
Date	New Keywords	Improved	Declined	Lost	1-3 Position	4-10 Position	Total Keywords	Total Keywords % Change	Website Position India	Impressions	Impression Difference	Clicks	Clicks Difference
19 May	224	233	103	77	364	715	8793	1.64%	7.1	50430	1.59%	1630	3.62%
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25 May	122	161	62	38	368	763	9349	0.91%	6.7	58414	2.90%	1994	0.55%
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27 May	176	203	68	135	378	767	9444	0.44%	7	57362	-0.71%	1909	0.10%
28 May	88	132	91	37	382	768	9495	0.54%	6.9	60077	4.73%	1835	-3.88%
29 May	292	316	113	114	384	777	9673	1.87%	7.2	60319	0.40%	1905	3.81%
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03 June	55	134	119	49	390	800	9771	-0.12%	7.1	63178	-10.91%	1999	-7.62%
04 June	202	237	220	137	390	810	9836	0.67%	7.8	65930	4.36%	2143	7.20%
05 June	242	263	249	142	389	812	9929	0.95%	7.5	65494	-0.66%	2073	-3.27%
06 June	70	97	103	54	389	811	9944	0.15%	6.8	69993	6.87%	2392	15.39%

Figure 25: Website position from SEMrush

## **EXPERIENTIAL-LEARNING PROJECT**

### **About My Role**

#### **1. Content Writing**

I worked under the content heads, Susan Thomas and Shilpi Saini. I handled the HomeLane blog by creating and editing content which was to be published. I wrote content for their WordPress page and edited all the articles that were sent by the freelance writers. I also wrote the recent projects done by the company. I articulated the customer experiences, describing how their houses were done and mentioning in detail about the interiors of their house.

#### **2. Social Media**

Towards the end of the internship period, I worked with the social media team of the company, under Livia Mary Thomas. I was responsible for tracking the social media performance of the company across platforms like Facebook, Instagram and Twitter. I was briefly responsible for executing the creatives on the social media platform.

## **Objective (s)**

### **1. Being active on social media platforms.**

With the current economic condition, the marketing team wanted to ensure that the company has a constant presence on its online platforms. To ensure so, the social media team had to come up with interesting and interactive ways to engage their visitors and keep them tuned and connected to the company. They had to ensure a constant presence on the blog and the official site. They did so by organising FAQ Fridays, personality quizzes and a lot more interactive activities to keep their audience across various platforms, entertained.

### **2. Tracking social media performance**

The social media team kept a constant tab across various social media platforms, tracking the performance and executing creatives. Tracking social media performance came important in times like such. It was important to keep track of the engagement of the audience and maintain continuous contact with them.

# Experiences

## 1. Content Writing

For the period of my internship, I was a content writer and editor at the company. I wrote content for their different platforms.

### 1.1 HomeLane Blog

HomeLane has a blog on WordPress. I wrote content for their blog and published it to the site. Along with that I also edited the articles sent in by the freelance editors and published them to the site. While created and editing content I incorporated all the elements of SEO, like tags, meta description, adding alt text to images, etc.

-Here is a snippet of my contribution to their blog.

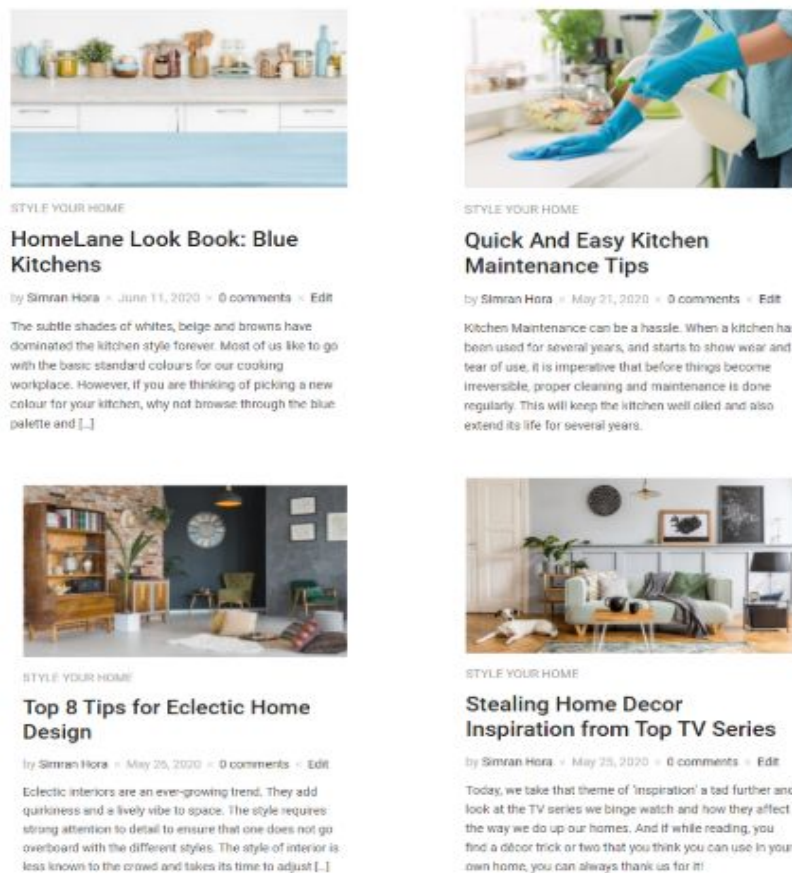


Figure 26: My contribution to the HomeLane blog

## 1.2 Customer Stories

For all the home interiors done by HomeLane, the customer experience and the tour of their house is recorded in the form of videos and write-ups. The videos are uploaded on YouTube and the write-ups appear under the 'Recent Projects' on the HomeLane website. I articulated these customer experiences and prepared the write-ups, along with choosing the images to be shown along. The write-up described all the different rooms of the customer's home and their experience of choosing HomeLane for their home. Each write-up had the highlights of the home as well. These highlights were the attractive and unique sections of the project designed by the experts at the company.

Here is a snippet of a customer story written by me.

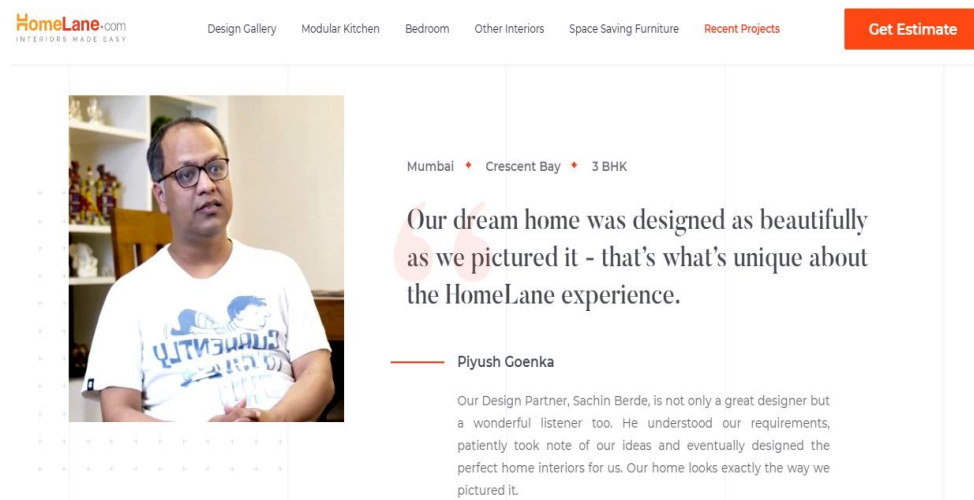


Figure 27: Recent projects articulated by me

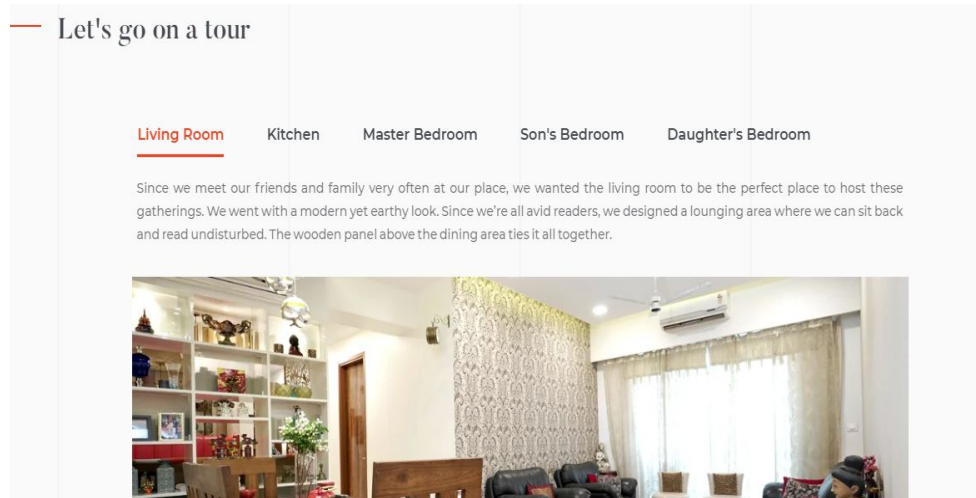


Figure 28: Recent projects articulated by me

## — Highlights of our home



### — Private Deck

Our favourite spot to entertain our guests is the open deck, which comes with a beautifully designed bar unit. The best part about this is that the deck overlooks the stunning Mumbai skyline, making it a wonderful place to fix a drink and just relax



### — Lounging

We wanted to create a cosy corner sofa. Sachin suggested a platform and a space from the ceiling. I love to showcase high bookshelf. the most compli

Figure 29: Recent projects articulated by me

## 2. Social Media

Towards the latter part of the internship, I worked with the social media team, wherein I tracked the performance and assisted in executing creatives across various social media platforms and

I had the following role as a part of the team:

## **2.1 Performance Tracking**

As a part of the routine, I recorded the performance of the social media uploads across various platforms like Instagram, Facebook and Twitter. I recorded the reach, likes, comments, profile visits, engagement and other parameters. These parameters helped HomeLane track the performance of their post and stories uploaded on the page.

## **2.2 Personality Quizzes and Interactive Talks**

I helped the team organize personality quizzes across social media platforms. I also created the format and questions for the quiz. We also conducted FAQ Fridays on Instagram to keep in touch with the followers. The FAQs helped the followers with their queries about home interiors and learn about the latest home decor trends.

## **Feedback for HomeLane**

### **1. Blog**

The company runs a blog on WordPress. After having edited and created content for the blog, I noticed the following and would like to suggest changes for the same:

- Dating back to the articles which were published in the initial years, from 2015-2018, the articles had thin content, formatting and crawling errors. The content team and the SEO team should get those articles rewritten, resolve the crawling issues and make the content SEO friendly. These worked upon articles should then be republished.
- Since the starting of the blog in 2015, the content is written in the same pattern, the content is followed by an image. The pattern of the blogs should be worked upon and changed a bit as the same pattern can be monotonous for the followers of the blog.

### **2. Polls**

In times of lockdown, the social media team can try to know more about the choices and needs of the people who follow them across various social media platforms. Lately, a new feature of social media platforms allows asking the followers to choose from a set of options given for a question. The team can conduct polls, asking their followers to select their choice. The polls can be conducted on various topics like the city they belong to, what would they prefer their home interiors to have, etc. This will help the team know more about their followers, their likes, their preferences and so on.

### **3. Competitions**

To engage their followers, the company can frequently conduct competitions like designing a room digitally or other home interiors related competitions. If not such competitions, cooking competitions or other similar competitions can be conducted to attract followers. The winners

can then be awarded. This will help in keeping the followers connected to the company and helps attract new clients as well.

#### **4. Inviting Homeowners**

The company can invite their clients to write their experience of having their home designed by HomeLane. This would give a first-hand experience to the readers and further help them know about their experience. A client sharing their experience is more likely to be well accepted as the potential clients would be able to get a true view. We can also invite suggestions from the followers, asking them to suggest changes or any other suggestions they'd like the company to listen. This would make the followers feel more connected to the company. They could also contribute to the blog by sharing their knowledge and experience in the field.

## **PART C**

### **1.1 Learnings**

#### **1. Tools Learnt**

- **SEMrush**

The company has a subscription to the dynamic tool which allows SEO specialists to use the services like Competitive Research, Keyword Research, Link Building, Rank Tracking and On-Page and Tech SEO.

During my initial days of the internship, I worked under the SEO specialist at the company. Under her guidance, I learnt to use the tool and various dynamics available. I used the tool in the following ways:

- i) I did keyword research to find the high volume keywords and include them in our content. I had to ensure that the keywords with the highest volume density were included in the content that got published to the site and the blog.
- ii) I carried out competitive research with our competitors, like livspace, design cafe, etc. The tool helped us find the tags and keywords used by our competitors to include them in our content as well.
- iii) The tool helped us to perform the site audit. It highlighted the errors, crawling errors and other errors to rectify, thereby helping us improve our website ranking.
- iv) I maintained a daily report of the total keywords, impressions, clicks and other parameters on a daily basis.

- **Hemingway Editor**

I used the tool to edit all the articles that were sent in by the freelance writers. The tool marked the sentences that were hard or difficult to read. It should be ensured that all the content is written in the active voice. To help with that, the tool highlighted the use of

passive voice. The tool helped in improving the readability of the content and making it easy to read and grasp.

## **2. Content Writing**

- **Writing Blogs**

The internship gave me an opportunity to try my hand at writing content for various platforms of the company. I wrote blogs for the HomeLane site at WordPress. I wrote blogs on the topics allotted to me. Before writing, I did keyword research on the topic and competitive research to see what the competitors had covered under the same topics. I wrote the blog while incorporating the research done and adding pictures to support the writing.

- **Editing Write-ups**

Along with writing blogs, I was also responsible for editing the write-ups that were sent in by the freelance articles. I had to edit them according to the format of the company's blogs and publish them to the site.

- **Articulating Customer Stories**

I wrote content for the recent projects completed by the company. It was a learning experience for me as I had to get in touch with the homeowners and ask them about their experience and write about the same.

## **3. Handling the Blog**

Two weeks into my internship, the content creator went on leave for the following few months. Further on, I was responsible for handling the blog with the content marketer. I was made in charge of handling the company's blog for the following period of my internship. Through the period, I learnt the following:

- Coordinating with Writers

Being in charge of the blog, I had to coordinate with all the freelance writers to send their write-ups. I had to make sure that they sent in the write-ups timely so that I could get enough time to edit them.

- Topics for the Month

While working on the existing articles, I had to prepare a list of topics for the next month by looking up the recent home interior trends, keeping a tab on which topics were covered and which were to be covered. The topics had to be finalised on several factors, like the season, the trends, the competitors' topics, etc. I had to divide the topics among the writers as per their writing skills and allot the topics on that basis.

#### **4. Maintaining and Analysing Data**

- Keywords

I maintained a daily record of keywords and helped the SEO specialist prepare a report for the trend shown by the keywords. I learnt how the trend affected the website position, CTR, and other parameters. We further maintained a day on day percentage change in the keywords.

- Performance Tracking

I maintained Google sheet records for tracking the performance of posts and stories uploaded by HomeLane across social media platforms, like Instagram, Facebook and Twitter. I recorded various parameters like reach, likes, shares, visits, comments and engagement of a post and story on a daily basis. Further, I calculated the percentage change in the parameters, as compared to the previous day. I prepared a graphical representation of the data and presented it on the monthly meetings held.

## 5. Soft Skills

- Team Work

The group projects and competitions at the institute taught working in teams to an extent. Joining a new organisation, working across various departments came as a learning experience to me. For example, for the customer stories, I had to be in touch with the photographer who edited the pictures, the interviewer who recorded tour of the house, the tech team to publish the story to the site, the SEO team and the homeowner themselves. I got hands-on experience of working with different people, managing time and coordinating with everyone, only to upload a story on the website.

- Time Management

With the workload varying on a daily basis, it was important for me to ensure that I carried out the assigned work in the stipulated time. With handling the blog, I had to ensure that the blogs got published timely and were received timely from the freelance writers. The work helped me hone my time management skills, and over the period, I was able to handle the blog and other work assigned to me, efficiently.

- Accountability

Being responsible for the blog, I was answerable to the marketing team on our monthly meetings. I had to report about the number of blogs published, the topics for the new month and the other details for the period. Handling the blog of a famous home interior company such as HomeLane, I knew the blog had a vast reach. I had to ensure that the blogs were timely published, the content was engaging and was useful for the readers.

## **1.2 Company Image as Perceived**

With the current scenario and a national lockdown, I pursued a work-from-home internship with HomeLane. However, based on my experience of working via the online platform and attending the monthly and a few weekly meeting and catch-ups, I deduce that HomeLane has a semi-formal working environment. The weekly meetings ensured the respective heads could keep track of the events of the week and suggestions if any, were given an ear to.

As an intern, I was given ample opportunities to learn and my heads made sure I tried my hand at the most important aspects of the digital marketing field.

## **1.3 Self Image of Employees**

Having worked with a set of people from the company I had the following observations,

- **Co-operative and Co-ordination**

The teams across several departments co-operated and co-ordinated well with each other. In times like such, they seamlessly maintained touch with each other over calls and messages and ensured that being away from office did not affect their work.

- **Employee Satisfaction**

I have observed the employees working relentlessly to achieve the goals of the month. They would work overtime to ensure that the work was completed on time. They worked with, had a dedication towards the organization and worked hard to help the company succeed.

- **Guidance**

Throughout, I worked under the guidance of my heads. They presented me with ample opportunities to learn in the field and ensured that I could get experience of the various dynamics of the digital marketing field. If I requested them to let me try my hand at a new task, they would not hesitate in making me a part of it. They would train me for the

same and help me hone my skills by making me a part of the team and helping me excel at performing the particular tasks by assigning me small projects.

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