Summer Internship Programme

Final Report – Phase II – GetMyUni

Submitted by:

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Project description

GetMyUni is a Times Internet-backed start-up that promises to provide students with useful information to assist them make informed academic decisions so that they can effectively pursue their dream vocations. The interns will be responsible for gathering trustworthy data, creating and updating information content on the backend of the company's website, which includes information on numerous colleges. All of this must be done while performing on-page SEO and keyword optimization to ensure that the company website and its webpages are visible at the highest possible rankings in major search engine result pages (SERPs) such as Google, Yahoo, Bing, and others in order to maximise traffic to the website.

Details of the task done

At the internship I have been assigned the task of updating the "Information" web pages on the GetMyUni website of all the colleges and universities assigned to me by the company. This includes collecting essential information from official college websites to have accurate facts and information. Some of the other tasks are:

- **Writing and organizing content** for information pages about the assigned colleges and universities.
- Optimizing the information page for **Search Engine Optimization (SEO)** by using **primary and secondary keywords** sufficient number of times naturally in the written content.
- Based on the information provided, interlinking between the "Information" page and other pages of the same college on the website. This allows users to navigate to other pages with further information on topics such as **entrance, results, cut-offs, infrastructure, scholarships, placements, and results**, among others.
- Making **quick-links for rapid scroll navigation** to different headers within the "Information" page.
- **Updating the existing pages of the colleges on the backend** of the GetMyUni website with the newly created content while keeping in mind the **readability, hierarchy, aesthetics etc.**
- Reworking previously prepared content in light of the most recent updates and feedback received from the company in order to **improve the web page's content and SEO characteristics.**

Details included in the "Information" Pages

As guided by GetMyUni, the following details of institutes under their dedicated headers were included in the updated "Information" pages of all the institutes.

- Brief introduction
- Table of contents, containing headers on the web page and quick-links leading to them
- Highlights. This includes the tabular overview of the following:
    - Year of establishment
    - Type of institute (Private/ Public)
    - Accreditations
    - Recognitions
    - Approvals
    - Courses offered
    - Infrastructure facilities
    - Campus area
    - Programme levels offered
- Reasons for choosing the college/ university
- Ranking
- Field-wise separated courses offered and their specializations
- Eligibility criteria of the courses offered
- Departments
- Admission details/ procedure
- Results details, and how to access it
- Cut offs
- Campus
- Hostel Details
- Infrastructure
- Placement details, along with top recruiters
- Scholarship details
- Academic or industrial, international or national collaborations
- Distance education courses offered and their details
- Alumni details, along with names of notable alumni

Pages of Colleges and Universities done so far

As directed by GetMyUni, till now, I updated the "Information" pages of the following colleges and universities with the newly created content on the backend of the [GetMyUni website](#) while adhering to all the previously mentioned details of the task.

- Mount Carmel College, Bangalore
- Alliance University
- Xavier School of Management, Jamshedpur
- DOT School of Design
- Sinhgad College of Engineering, Pune
- CGC College of Engineering, Mohali
- Mewar University, Chittorgarh
- St. John's Medical College, Bangalore
- Avinashilingam University of Technology
- Motilal Nehru National Institute of Technology, Allahabad
- SSNCE, Chennai
- Kongu Engineering College, Erode
- Lakshmi Narain College of Technology, Bhopal
- St. Joseph's College of engineering, Thanjavur
- Sanskriti University
- Amity University, Distance and online education
- Goa Institute Of Management, GIM
- VAsavi College of Engineering, Hyderabad
- Shoolini University, Solan
- Central University of Kashmir, Srinagar
- NITIE Mumbai
- IIM Udaipur
- NMIMS Mumbai
- ICT Mumbai
- SJCC
- Goenka College
- GEU Dehradun

- FLAME University
- CCSU Meerut
- Ewing Christian College
- NIT Raipur
- LNMIIT, Jaipur
- IBS, Hyderabad
- BVDU Pune
- GLA Mathura
- Central University of Haryana
- Amity University
- Management Development institute, MDI Gurgaon
- VSSUT Sambalpur
- AIIMS Bhubaneswar
- CDLU Sirsa
- NIT Agartala
- NIT Calicut
- CBIT, Hyderabad
- VIT Chennai
- Nizam College, Hyderabad
- DCAC, Delhi University
- Symbiosis Institute of Business Management