

RANI CHANNAMMA UNIVERSITY, BELAGAVI



V V SALIMATH ASSOCIATIONS

**G P PORAWAL ARTS, COMMERCE AND V. V. SALIMATH
SCIENCE COLLEGE SINDAGI – 586128**



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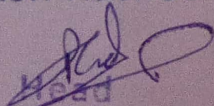
R.NO :- C2060829

CLASS :- BCOM 6th sem

**SUBJECT :- INTERNSHIP REPORT ON information
technology**

SUBMITTED TO

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INTERNSHIP REPORT

A report submitted in partial fulfillment of the requirements for the Award of Degree of

**BACHELOR OF COMMERCE
In
INFORMATION TECHNOLOGY**

**By
Gurupad Baykod
Regd. No.: C2060829**

**Under Supervision of
Dr. Shrikant Patil**

(Duration: 2022-2023)



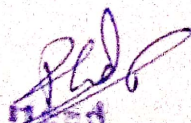
S.P.V.V.S

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2022 – 2023

DIST : VIJAYAPURA


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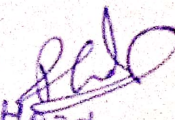
CERTIFICATE

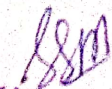
his is to certify that the “**Internship report**” submitted by Gurupad Byakod Reg No. C2060829 is
ork done by her and submitted during 2022-2023 academic year, in partial fulfillment of the
quirements for the award of the degree of **BACHELOR OF TECHNOLOGY** in **INFORMATION
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What is Digital Marketing?

Digital marketing is the marketing of products or services using digital technologies on the Internet, through mobile phone Apps, display advertising, and any other digital mediums. Digital marketing channels are systems based on the Internet that can create, accelerate, and transmit product value from producer to a consumer terminal, through digital networks.

The development of digital marketing, during the 1990s and 2000s, changed the way brands and businesses use technology for marketing. As digital platforms became increasingly incorporated into marketing plans and everyday life, and as people increasingly use digital devices instead of visiting physical shops, digital marketing campaigns have become prevalent, employing combinations of search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games have become commonplace. Digital marketing extends to non-Internet channels that provide digital media, such as television, mobile phones (SMS and MMS), callback, and on-hold mobile ring tones. The extension to non-Internet channels differentiates digital marketing from online marketing.

So, how is digital marketing different from traditional marketing?

The traditional manner of marketing involved businesses to advertise their products or services on print media, radio and television commercials, business cards, bill boards, and in many other similar ways where Internet or social media websites were not employed for advertising. Traditional marketing policies had limited customer reachability and scope of driving customers' buying behavior.

Digital marketing is a way to promote brands and products online and through other digital channels.In addition to their website, a company might also use PPC and display Ads, email marketing, mobile technology like smartphones, social media, and other mediums to attract and engage their target consumers.



DIGITAL MARKETING CHANNELS



Here are the main types of digital marketing you should consider for your business.

1. Content Marketing

Content marketing is a type of digital marketing that focuses on creating and distributing content for a target audience. The content aims at being valuable, relevant, and (ideally) consistent. Its ultimate goal is to drive a profitable customer action.

The crucial part here is “valuable” and “relevant”. This is what tells content marketing apart from traditional spammy advertising. The target audience should want to seek the content out and consume it.

2. Search Engine Optimization(SEO)

SEO, or Search Engine Optimization, is the process of getting quality traffic from free, or organic, search results on the search engines (like Google and Bing).

It's important that the traffic you drive to your website is relevant to your industry. If you manage to attract a high volume of visitors searching for Macintosh computers while what you actually do is selling raincoats, the traffic will do you no-good.

What is CMS?

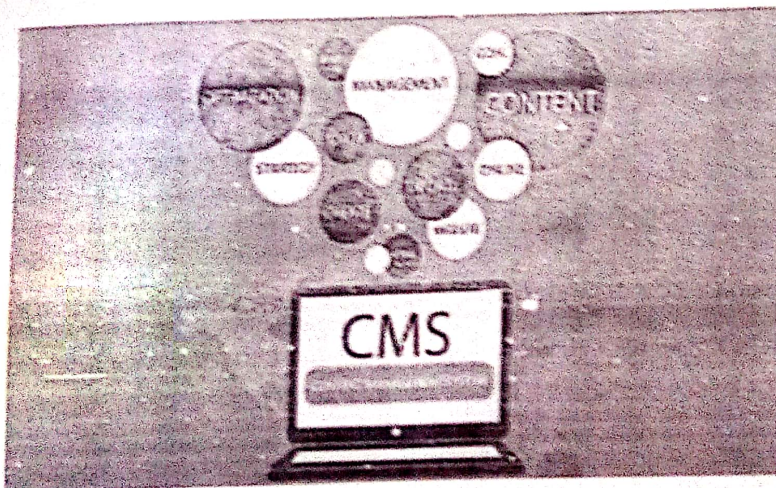
A content management system (CMS) is a software application that can be used to manage the creation and modification of digital content. CMSs are typically used for enterprise content management (ECM) and web content management (WCM). ECM typically supports multiple users in a collaborative environment by integrating document management, digital asset management and record retention. Alternatively, WCM is the collaborative authoring for websites and may include text and embed graphics, photos, videos, audio, maps and programme code that display content and interact with the user.

Common Features:

The core CMS features are: indexing; search and retrieval; format management; revision control; and management.

Features may vary depending on the system application but will typically include:

- Intuitive indexing, search and retrieval features index all data for easy access through search functions and allow users to search by attributes such as publication dates, keywords or author.
- Format management facilitates turn scanned paper documents and legacy electronic documents into HTML or PDF documents.
- Publishing functionality allows individuals to use a template or a set of templates approved by the organization, as well as wizards and other tools to create or modify content.



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DIRECTORY SUBMISSION

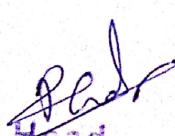
Directory submission is defined as the practice of submitting your website URL and its details on the web in a directory under a particular category. This is a way which helps you to improve your link building.

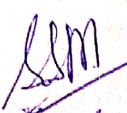
Directory Submission is an off page factor which helps to optimize your webpage. In these directories, your own website is submitted to another website. There are different categories under which you can submit your website. For example, if you have a site related to Health, then you will submit your site under Health category which will help you to get backlinks from them. It very interestingly build links in one way. These directories are somewhat similar to the phone directories which has a list of websites in each category.

There are three types of Directory Submissions:

- **Paid or Featured Web Listing:** In this, the owner of Directories site will charge for Submission and your link will be approved in some moment or within 24 hours. This will help you in getting backlinks from this type of submission. Some sites offer this package for yearly or lifetime.
- **Free or Regular Web Listing:** It is free for Directory Submission, no one charges for free or regular submission but there is no guarantee of the websites getting approved by the Administrator. Also, this involves time.
- **Reciprocal Regular Web Listing:** In this, a reciprocal link must be submitted to your site when you activate Directory Link, only then the Directory administrator will approve your link.

Business listing means listing of your business according to category on classified sites, while in **directory submission** you submit your domain to another site so they can update their directory by adding you in specific category/section.


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CONCLUSION

The conclusion of digital marketing has now become a hot topic for discussion. Modern technology has changed a lot. Besides the growth of modern technology, the technique of businesses has also changed. In this regard, digital marketing comes to take the leading position. Modern generation does not want to go to any shop or shopping mall to buy anything. They want to buy everything online. So, the various companies always try to stay connected with their consumers or customers via the internet. To get the best of it, consumers and marketers must know the advantage and disadvantage of digital marketing. If you do not know the benefits and harmful sides, then you won't get the full advantage of digital marketing.

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