



Cooperative Education Report

Consumer Behavior and Search Engine Optimization in the Airlines Industry

Submitted by:

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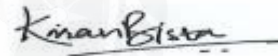
We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 1/2021.

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Abstract

This co-operative report entitled “Consumer Behavior and Search Engine Optimization in the Airlines Industry” carried out at Buddha Air has the goal to study and analyze the behavior of consumers in order to create enriching contents that match their needs and perceptions while working within the airlines industry. Throughout the internship tenure, I was assigned to work as a Content Writer, under the Communications department, before Research and Development department. The objectives of this study include: (1) to understand the behavior and buying patterns of consumers (2) to study the needs of consumers and create informative contents on the same matter (3) to create engaging contents to build up customer base and ensure heavy traffic (4) to level up the credibility of the official site of the company in Google and various other platforms. Complying with the objectives of the study, I was assigned to create original blog posts, web content, articles, quora articles, announcements, letters and many more on behalf of the company. Working as a content writer is a new experience to me. I, thus, faced a couple of challenges and hurdles throughout the tenure. However, proper guidance, a healthy working environment and constructive feedback is what made this journey a fruitful one. I, furthermore, have been able to apply my theoretical knowledge on practical grounds and this blend has enabled me to be open to new learnings whilst trying to understand the real market and the bigger picture as a whole. This has been a great opportunity for me to hone my intrapersonal and interpersonal skills and to observe how the company has been managing its existing resources for survival whilst undergoing a global pandemic.

Keywords: consumer behavior, content writing, informative articles.

Impact of Covid-19 to the Organization and Work Performance

Since Nepal is a country which is visited by thousands of domestic and international tourists every year, it faced huge loss in the tourism sector since the Covid-19 created restrictions in the free travel around the globe. This had adverse effects in the airlines industry as they had to shut-down as Covid-19 cases spiked and then the economy gradually progressed towards a nationwide lockdown.

Although the economy started to resume after a couple of months, it was still hard for companies like Buddha Air to sustain as travel restrictions were still intact. A majority of revenue streams for such companies come from their customers but the pandemic created fear amongst the people and they did not want to trade risking their lives. However, the company adopted various precautions to ensure a safe flight but the flow of passengers was a minimum. This means that operation charges, fuel expenses, maintenance charges and additional expenses to combat Covid-19 overweighed the total revenues. For this reason, while some employees faced a salary cut, a large number of them had to face layoffs.

In a nutshell, we can say that Buddha Air has faced great impacts in its daily operations and it is becoming hard for them to sustain

Acknowledgement

I would like to take this opportunity to thank all concerned bodies for the successful completion of my internship and cooperative report despite the perilous situation we are currently undergoing.

I would, firstly, like to extend my sincere gratitude towards Buddha Air for having faith in my ethics and appointing me as an intern in their prestigious company irrespective to the chaos caused by the novel corona virus. I also would like to heartily thank my job supervisor, Mr. Kiran Bista and other colleagues, for guiding me throughout and for creating a healthy workplace to learn and grow.

Similarly, I would like to thank Kathmandu College of Management and Siam University for including this internship program as a part of our curriculum. This has certainly been a wonderful opportunity to harness my skills and gear myself up to face further challenges in life with the experiences and learnings I have gained from the internship program. With immense gratitude, I would like to thank Ms. Yhing Sawheny for providing me with necessary guidelines and constructive feedback to ensure I comply with all the requirements to build up this report.

I, therefore, consider myself lucky to be able to get first-hand knowledge from such great personalities and professionals. I would also like to thank everyone who were in/directly involved in helping me to complete this internship program and co-operative education program. I look forward to building on the knowledge and experience I have gained throughout this tenure and utilize them to the best of my potential in the upcoming future endeavors.

Yours Sincerely,

Ashima Poudyal

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Chapter 1: Introduction

1. Company Profile



Buddha Air is one of Nepal's most renowned airlines company founded on 23 April 1996. Buddha Air was granted its Air Operator Certificate of 21 January, 1997 and started its operation on 11 October 1997 with one Raytheon Beech 1900D aircraft. It is Nepal's largest and longest operating privately owned domestic airlines. The name of the airlines is derived from a Sanskrit word "Buddha" a title which is much revered from Siddhartha Gautam. The airlines company operates both domestic and international flights (to India). The company mainly serves the large towns and cities of Nepal. It operates 33 flight routes in around 15 destinations of Nepal and an international flight to Varanasi. Its main base is Tribhuvan International Airport located in Kathmandu, Nepal. (Wikipedia- Buddha Air)

The headquarter office of Buddha Air is located in Jawalakhel, Nepal and runs by the slogan "Beyond the Horizon". The company has been in operations since the past 23 years and has gained trust from its passengers from all around the world who have come to visit and explore Nepal through its consistent quality service and attention to flight safety. The strength in their fleet, variety of destinations, increase in flight frequency and operational and technical proficiency has allowed their passengers to fly to their preferred destinations daily.

They are the only airlines in Nepal to conduct a two-yearly Operational Safety Audit, which is based on all 960 Safety Standards of International Air Transport Association (IATA) spread over eight segments. They are also the only ones to have been authorized to conduct PBN as all of their aircrafts are equipped with Global Navigation Satellite System (GNSS) which is a prerequisite, among other requirements for PBN implementation. (Buddha Air Company Profile 2019)

The airlines company was also recognized as the largest domestic carrier in terms of passengers carried in 2018. In August 2010, Buddha Air became the first international airline to operate charters to Paro Airport in Bhutan. Furthermore, the airlines company has also been awarded as “Tripadvisor Travellers’ Choice” for three consecutive years.

The company also provides various tour packages to its customers through their subsidiary company “Buddha Holidays” at an affordable rate assuring their travel to be a convenient yet joyful one. Buddha Air, over these decades, has provided employment opportunities to thousands of people.

1.1 Mission of the Company

1. Be the domestic and international market leader in air transportation.
2. Setting industry standards for safety and security.
3. Providing world class customer service.
4. Creating an open and participatory work environment.

1.2 Vision of the Company

“A trustworthy airline providing the best service to its customers”. (Aeroplane Maintenance- A case Study at Buddha Air)

1.3 Strategies of the Company

Current Strategies

Slogan of the Company: “Fly with Us”. One of its current strategies is the conversion from passenger plane to cargo plane. Buddha Air is Nepal’s first commercial cargo flight with the sole aim to ensure that valuable cargo is delivered to those in need. The company has played an essential role to supply shipments at some point in this unparalleled time of the pandemic. Their ATR aircraft were modified to initiate cargo flights for medical types of equipment and other essential items. For example, their ATR 72 aircraft were divided into three sections wherein each

section held a capacity of 1900 kg. During the peak lockdown period, Buddha Airlines uplifted freights from India, Bangladesh, and other Southeast Asian countries.

The other is COVID- 19 safety drill. Safety being the company's top priority, during this unprecedented time, Buddha Airlines has been preparing and implementing safety and cleanliness protocols. The company teamed up with ground staff, cabin crew, and other front liners to implement safety protocols twice a week for two months. Alongside, Buddha Airlines also introduced "the Safe PAAS" to the travel program. It is an acronym for Passenger-Airport-Aircraft-Staff.

To maintain the highest standards of hygiene on board, the team of experts marked special areas in the aircraft that needed better attention, for example, aisles, lavatories, decks, cabin attendant seats, galleys, and railings for them to be cleaned thoroughly using standard disinfectant approved by Civil Aviation Authority of Nepal (CAAN) and International Air Transport Association (IATA).

Future Strategies

On the other hand, the company has been making a handful of future strategies as well. Some of them is to offer reliability and certainty. Buddha Air, being considered one of the largest fleets within side the home airways of Nepal will be adding one extra plane in a couple of months. A leader in the Nepali aviation quarter with 23 years of service and an emblem acknowledged for "Utmost Safety", Buddha Air now owns 15 planes in its fleet.

In order to tackle the competitive market in the aviation scene of Nepal, adding more aircraft to the fleet would increase the number of flights to passenger's destination which would further widen the option to book flights at the desired time with zero hassles. This would also minimize the risk of flight cancellations and delay as the standby aircraft and replace the former aircraft in case of any emergency. Hence, this would offer reliability and certainty along with safety. Buddha Air is assured that adding an ATR aircraft would reduce the hassle passengers have been facing during all these years and would further add on to their passenger's ease and safety.

It has also made plans of reaching to the unreachable. Buddha air is planning to fly to remote areas of Nepal. The process to select an appropriate aircraft has already begun. For context, Nepal has 49 airports, with six more under construction. Twenty of the existing airports are not even operational, not because the airports are in poor condition, but because the nine

domestic airlines do not want to fly there. This is due to risk factors and high operating costs; 17 out of 20 air accidents occur in remote areas of Nepal.

However, with Buddha Air, which controls over 60% of the domestic market, deciding to add short takeoff and landing (STOL) aircraft to its fleet in order to fly to remote airfields, the scenario may change and more airlines may fly there. Remote or mountain airfields are an untapped market, as people's incomes have grown significantly in mountain regions, so has demand for air transport. Currently, only four domestic airlines serve the remote airfields in Nepal's mountains, excluding Lukla, the gateway to Everest. Nepal Airlines, Tara Air, a subsidiary of Yeti Airlines, Summit Air, and Sita Air.

Buddha Air's entry into the STOL operation will revitalize the aviation service, providing a much-needed boost to connectivity in the mountain and remote sectors.

The next is Yashodhara Airlines: Buddha Air's new venture. With a plan to expand its services to remote areas, Buddha Air is launching a new sister company i.e. Yashodhara Air with 100% investment. This new venture will have an investment of \$500 million excluding \$250 million paid-up capital. The service for Yashodhara Air would start from 2022 after completing the preparations with two STOL aircraft and Ramechhap Airport. The airline intends to offer travel packages in which passengers take a bus from Kathmandu to Ramechhap, stay the night at a hotel, and then fly to Lukla Airport the next morning. This package will improve the airline's schedule integrity and allow it to serve more destinations in the future.

2. Organizational Structure

The company has a great hierarchical organizational structure which falls under the vertical organizational structure prototype. There are many levels in between the members of the team starting from the bottommost clerks to the topmost people in the hierarchy, the Chairman. There are eight departments in the company namely i) Marketing, Sales and Ground Handling Department ii) Management Information System iii) Finance Department iv) Revenue Department v) Human Resource Department vi) General Service Department vii) Technical Department and viii) Operations Department. Although the entire team is guided by the same ground principles, every department has a different role to play. In a nutshell, the departments of the company carry out activities such as digital marketing, ticket sales, promotions, technical

assistance, maintaining software, optimum utilization of human resource, revenue handling, accounting, auditing, operations, procurement, administrative support, working with external agencies, training of crews, aircraft maintenance and many more. The company has been providing employment opportunities to over than 1000 people throughout Nepal. While each employee is significantly valued in the company, Surendra Bahadur Basnet and Birendra Bahadur Basnet, the Chairman and Managing Director of Buddha Air respectively, are the key members of the organization who determine the company policies, objectives and future plans.

2.1 Diagram of the Organizational Structure

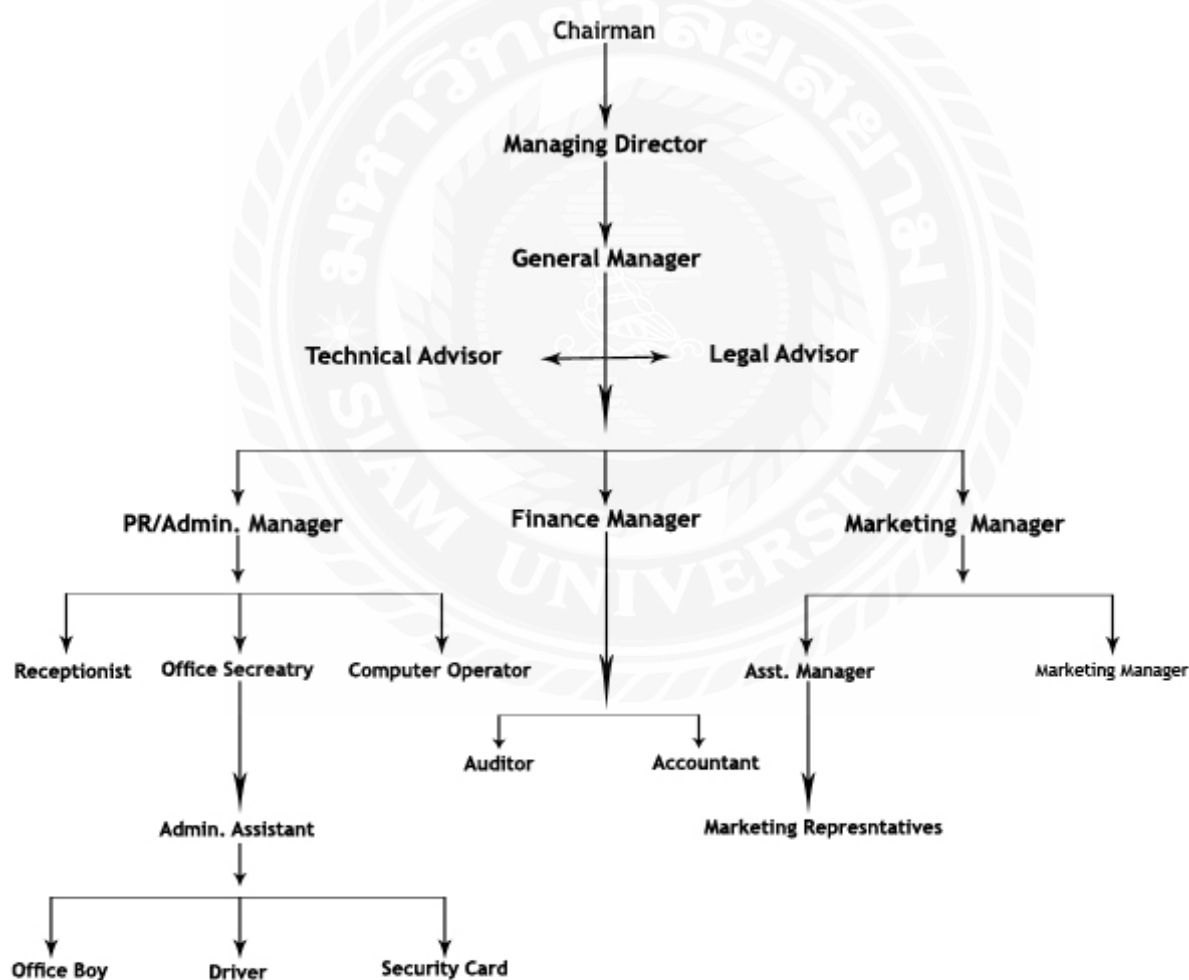


Figure 1. *A Glimpse of Organizational Structure at Buddha Air*

2.2 My Job Position

Given the role of a SEO (Search Engine Optimization) Content Writer, I had to undergo the tasks of researching on a certain topic based on the need of the customers, their relevance to the ongoing situation and research on topics that are often sought after by our niche audience. Accordingly, I had to write and create applicable, original and informative contents. I entered into the organization as a “Content Writer”, but progressively I turned into a “SEO Content Writer” under the guidance of my supervisor. Therefore, I was accountable to perform a variety of works according to the need of time throughout the tenure of 16 weeks. For instance, from creating blog posts to web contents to drafting letters to corporate houses, my work was very flexible and every part of my work demanded different spectrum of contents.

2.3 My Job Position in the Company’s Organizational Structure

Upon holding a title of “SEO Content Writer” for an airlines company, I realized how crucial this job was. From making digital marketing advertisements to writing trendy articles by closely analyzing the market and its behavior, content writing was the essence for the success of the company. Whichever activity had to be carried out, coming up with a good, informative and catchy content was a significant duty in order to fill the gap in between what the customers want and to how the company can bridge that gap by fulfilling their needs. And during my tenure as a SEO Content Writer, I was successful in providing the company with ample of informative contents and quench the thirst of customers time and again by monitoring their behaviors and patterns. As mentioned above, I drafted a variety of contents ranging from articles to blog posts and even corporate letters. Each of these processes required a thorough study of the external environment and the selection of appropriate words to create a complete write-up. I, therefore, can confidently say that my position in the company was a perfect fit in order to help the company enhance productivity and ensure efficiency while carrying out its day-to-day activities.

3. My Intention and Motivation to Choose This Company as my Co-op Studies Workplace

We live in the 21st century i.e. the modern era where activities no more take place in the old-fashioned traditional way. In today's era, people must possess certain skills that will make them stand out and which will also act as a major bonus point in order to ensure efficiency and enhanced productivity. For instance, in the name of marketing, people no more stand in the streets distributing pamphlets to pedestrians. It is now the age of digital marketing where ads and information can reach to individuals on a tap of their smartphones. Speaking for the motion, SEO Content Writing too is an in-demand skill which can be a great boon to businesses to come up with attractive write-ups, to promote their businesses and increase the brand image of the company. This skill does not just come in handy if you are entitled to a job, but also helps in personal development if you ever want to start up a business of your own or simply write a travel blog. SEO Content Writing makes sure your writings reach the right niche audience and this factor is extremely important! Upon realizing the benefits of getting familiar with skills like SEO Content Writing, it encouraged me to place an internship in a reputed company to whom this position is important. Luckily, I came across an opening to the same title in Buddha Air and after completing a sample writing test and a round of interview, I was enrolled into the program which turned into an ever-going learning process.

4. Strategic Analysis of the Company

SWOT Analysis:

Strengths	Weaknesses
Pioneer domestic airlines company	Difficulty to land and take off due to small airports and runway
Ongoing modernization projects	Limitation in operation capacity
Skilled and experienced human resources	May not get immediate opportunity to fly over all nooks of the country due to lack of basic

	infrastructures.
Brand image and differentiation strategy with respect to its other competitors	Unpredictability in operations due to political instability

Opportunities	Threats
Exciting and adventurous destination packages to attract the customers and to gain furthermore market share	Reliance on neighboring countries for driving factors like fuel may impact operations
Expanding their flights to new destinations and rural areas as well	Cut throat market competitors due to red ocean market
Expansion of services by providing helicopter facilities as well	Competitors may come up with better quality of services at similar price range
Adapt to newer technologies to improve customer satisfaction and working efficiency	Nepal's terrains and topography being susceptible to crashes

Porter's 5 Forces:

1. Bargaining Power of Supplier:

The bargaining power of suppliers is high. Nepal is a landlocked country who needs to rely on basic goods for its functioning. An aircraft runs on fuel and Nepal is dependent on India for fuel. It might also need help from other nations to buy new aircrafts as they are expensive and Nepal's economy is in transition.

2. Bargaining Power of Buyers:

The bargaining power of buyers is also high as Buddha Air has other competitive airlines companies too. As buyers search for quality services at best reasonable price, there are chances of switching of customers as well.

3. Industry Rivalry:

Since the market isn't a blue ocean market the competition is also high as its competitors like Yeti Airlines, Shree Airlines, etc come up with similar services at a similar price range.

4. Threat of New Entrants:

The threat of new entrants is moderate as this industry requires high investment but as this era is also watching great technological advancements over the years, a new competitor might also enter the market.

5. Threat of Substitutes:

The threat of substitutes within the airlines industry is high as the industry rivalry is high. But coming to terms of other ways of transport like buses and trains, the threat of substitutes is moderate. Many people do choose to commute by buses and trains as well but many also refer to it as a tedious job.

PESTEL Analysis:

The six factors of analysis are listed as follows:

1. Political factors:

Nepal is a developing country whose economy is in transition. The political stability of the country is very weak and so is the government. With change in governmental rules very often, it intrudes the economy of the nation and also affects the industries that operate under it. The political factor is weak as the government frequently intervenes with changes in plans and policies.

2. Economic factors:

Over the years, the GDP of the country, living standard of people and disposable income of the people have been increasing. Thus, their purchasing power has also increased and can now better afford airline services.

3. Social factors:

Since Nepalese face unemployment problems, a lot of them travel and migrate to different nooks of the country and abroad for better job placements. Since Nepal is a touristic country, thousands of tourists visit the country per year as well.

4. Technological factors:

Since Nepal is not yet technologically advanced, there isn't efficiency assured in tasks such as security checking, airports, etc. Many of the factors lack modern technology.

5. Environmental factors:

There is only one international airport in Nepal and a few more airports are under construction. But all of these airports are located close to the city which can create sound pollution and environmental pollution due to its emissions.

6. Legal factors:

Since there is political instability in the country, the legal policies keep changing as well. For instance, the airlines company has to pay heavy taxes on the import of goods whereas passengers also need to taxes while traveling.

5. Objectives of this Co-operative Studies

The objectives of this study can be enlisted as follows:

1. To understand the gaps of theory knowledge and real market scenario
2. Understand the problems, find their rational solutions and incorporate them to avoid possible hurdles in the near future.
3. To understand the behavior and buying patterns of consumers in the real market
4. To gain experience and knowledge regarding the aviation industry
5. To study the innovative and new in-demand skills of this constantly evolving world

Chapter 2: Co-op Study Activities

1. My Job Descriptions

1. Write web posts
2. Write blog posts
3. Write destination articles
4. Write informative articles
5. Write notices
6. Write announcements for social medias
7. Write letters to corporate houses and agents
8. Write Quora articles

2. My Job Responsibilities and Work Duties

The assignments and responsibilities handed over to me during my internship period at Buddha Air are listed as follows:

1. To study about my niche audience

During my tenure, I created a great variety of contents for a handful of platforms and every platform had a different type of audience. To make sure my article or content will be easily understood by my audience, I had to know them to mold my article accordingly. For instance, the website of Buddha Air is searched up by Nepalese who are both young and old, corporates and individuals, literate and partially literate people. Thus, the language must be simple. Whereas, if I am posting an article on platforms like “Sooper Articles” where the majority people are foreigners and are mostly literate, I may use some sophisticated words as well to give texture to my writing.

2. To research and select appropriate keywords

When it comes to SEO, the selection of write words and placement of these words at the right spot is very important. Moreover, we must choose keywords that are more often sought after and have the most volume so that the readers and customers can find relevance to our articles and can help solve their queries.

3. In-depth research on the related topic

Whichever type of content it be and whichever platform it may be published on, the information shared must be accurate, relevant and informative to the readers. For that, in-depth research on the topic is a must. One should visit various sites to cross-check as well as to gather more information.

4. To create blog posts for the official site of Buddha Air

I have drafted several blog posts for the official website of Buddha Air. While some were related to travel and their tour packages, some of them were informatory blogs written with the aim of assuring travelers and passengers the airlines and their flights to be a safe one. In addition, the airlines bagged the award for “Tripadvisor Travellers’ Choice 2020” for three consecutive years. And I prepared a blog for the same.

5. To create web contents for the official site of Buddha Air

At times, the website demanded a precise and accurate content regarding the matter. While web contents must be short and informative, it becomes important to make sure the essence of the content does not fade away. While building web contents for the site, I was advised to add a cultural touch to them and talk more of the culture of Nepal. Thus, you may find my contents mostly to highlight the cultural beauty and importance of various places.

6. To create articles for various platforms

I created original contents for a number of platforms. Some of them include “medium”, “sooper articles”, “quora”, “tumblr”, “Hubpages”, “Ezine Articles”, etc. Since all of these platforms have their own set of rules and requirements to make sure our content gets published on their platform, we need to adjust accordingly and mold our content in the same manner.

7. Built tour packages for all destinations of the subsidiary company

The company has a subsidiary company of its own called “Buddha Holidays” whose main target is to sell tour packages to people who either seek for pilgrimage, treks, relaxation, etc. I, thus, created contents for all of their packages. Some of the destinations included Annapurna Base Camp, Pashupatinath temple, Pokhara, Varanasi and many more.

8. Drafted articles and blog posts relating to Buddha Air’s operations during the pandemic

The company's flights had come to a halt for seven months because of the covid-19 pandemic. Thus, it was necessary for the airlines to take necessary actions to ensure a safe and non-infectious flight. However, we must adapt to the new normal and revive the economy gradually. So it is the duty of the airlines to communicate with travelers wanting to travel understanding their state of urgency by providing them a safe environment to fly.

9. Create engaging informative articles

I have come up with informative and engaging informative where my audience is a global audience. I have created a blog post on "Top 7 Tips for a Less Painful Travel", an article on "10 Aircraft Facts you Previously Didn't Know" and some other destination articles written with the aim to promote Nepal like "Wonderful Rara", "Revering Muktinath", "The Mighty Terrains of Mustang" and plenty many more.

10. Create lengthy detail oriented web contents

I, first, created a lengthy detail oriented web content for Buddha Air's flight from Kathmandu to Varanasi. Even though there was already an existing content, I reshuffled it, created my own and my content will now replace the existing one. Second, I wrote a web content on 'UNESCO Heritage Sites in Nepal'. Then I drafted articles on "Places to Visit in Kathmandu", "Muktinath", etc.

11. To draft letters to agents and corporate houses

I often drafted letters to agents and various big corporate houses of Nepal. These letters had various purposes behind them. Some of them were to raise awareness regarding the resumption of flights, to assure Buddha Air to be a safe medium to commute by air, to wish them a prosperous Dashain and Deepawali since these two festivals are the biggest festivals of Nepal, to provide them the guidelines to safe travel, to inform agents regarding their ticket commissions and many more.

12. To draft announcements and notices

I drafted announcements and notices for the company and the external parties informing them that Buddha Holidays is a subsidiary company of their own. These were formal announcements and notices made which were inclusive of the new set of rules set for the ticketing procedures while the other regulations stay intact.

13. Translation and scripting

When the economy gradually started to revive, airlines companies too started their operations and thus, the company uploaded a video on YouTube informing people on the precautions they have been taking whilst operating flights. This video was in Nepali language. I, thus, translated it into English by making sure I select the right words and the essence of the video does not fade away.

14. Draft an Anniversary Post for the Airlines Company

In September, the company celebrated its 23rd anniversary. Thus, I made an anniversary post for the company. The corona virus being a burning issue of the year 2020, this post was made with compliance to the methods used by the airlines in every step of one's journey. This one feature was added on top of last year's anniversary post.

15. To explore contents of other alike sites and sites of competitors

Buddha Air is one of the leading privately owned domestic airlines in the country. But it indeed has many other competitors. Thus, I also had to look up to the sites of its competitors for reference and create contents accordingly.

16. To look up to other bloggers and sites for content reference and for writing styles

There were plentiful varieties of contents to be made and each of them demanded different styles of writing, presentation or whatsoever. For that, I regularly looked up to many famous bloggers and sites for reference like "World Nomads", "MakeMyTrip", etc.

17. Uploaded contents in the system on my own

Before, I used to mail my work to my supervisor. He then would upload my contents on various platforms. Gradually, he trusted my work ethics and diligence. He then gave me access to the system which uploads contents on the official website of Buddha Air. I then uploaded my covid-19 blog posts on its official website.

3. Activities in Coordinating with Co-workers

1. Brainstorm ideas, slogans and content for social media posts

Besides building contents, I mutually worked with other colleagues, brainstormed ideas and came up with catchy titles, slogans and contents to raise awareness among the people regarding the resumption of flights and ensuring them a safe atmosphere if they choose to travel via Buddha Air.

2. Study graphs on Google Analytics

Google Analytics is a vast tool which can be used by people of all professions whether they work in the department of content writing, sales, marketing, etc. With regards to my work, out of the four segments namely “Audience”, “Acquisition”, “Behavior” and “Conversion”, the most relevant for me are acquisition and behavior. In acquisition, I could track my audience as from which background, channel and medium do they come from. Whereas, in the behavior segment, I could track which page are my readers reading, how much time they spend reading the material, what is the bounce rate and the exit rate. After getting a brief idea on the analogy, I can then know what type of contents to focus on and know my audience better.

3. Create digital marketing posts

I coordinated with my co-workers and came up with attractive and informative digital marketing posts and advertisements. That time was the peak time of gradual resumption of the economy and it was important to make the people aware of the continuation of airline services.

4. Safety protocols within the company

While we mutually worked towards creating a healthy and safe environment to work in, we also discussed on the guidelines to follow by passengers travelling to have a infectious-free flight and to keep the risk at a minimal rate.

4. My Job Process Diagram

My job process consists of five major steps namely: Analysis, Planning, Execution and Evaluation. Firstly, we would collectively brainstorm ideas and come up with interesting topics to build contents on. Secondly, we would plan on how to execute them with the appropriate placement of keywords, select attractive topics and study and research about the niche market. Thirdly, we would have to execute them and bring the plan into action by creating the content. And lastly, we would have to analyze them by receiving constructive feedbacks, by studying graphs in Google Analytics and by checking the credibility imposed by various platforms under their own specific rules and regulations.

5. Contributions as an Co-op student in the Company

Being a beginner in the field of SEO Content Writing and Content Writing as a whole, I have been successful in making some contributions to the organization which are:

1. I successfully wrote web contents and descriptive contents for all the tour packages and destinations enlisted in their subsidiary company's website "Buddha Holidays".
2. I cooperated with the team to do some strategic and creative thinking to decide good contents for social media posts and catchy slogans. Some of my ideas have been chosen as the best ones as well.
3. I pointed out some mistakes on the website as spelling mistakes and conveyed it to my supervisor so that it could be amended.
4. I helped the official website of Buddha Air to rank up in Google and gain more credibility by successfully publishing my article on the platform "Sooper Articles".
5. I took responsibility on behalf of the company and helped them prepare anniversary post cards, letters and contracts.
6. Five of my informative blogs got published on Buddha Air's official website which has gained an average of 10,000 views. It was related to Buddha Air's "Safe PAAS to Travel" where PAAS is the acronym for Passenger-Airport-Aircraft-Passenger.
7. Since I could come up with engaging articles, many of my contents have been also used for composing posts on Quora.

Chapter 3: Learning Process

1. Problems/ Issues of the Company and During Work

Since this field is totally new to me and the internship program was carried out amidst the corona virus pandemic, there were a lot of challenges that I faced throughout my internship tenure at Buddha Air. Some of them are enlisted below:

1. Firstly, I started my internship from the mid of August 2020; the peak of the global pandemic. Throughout the internship tenure, Nepal had to undergo two lockdowns and when the cabinets further decided to ease the lockdown, the odd and even system were introduced for vehicles where on even days only even plated vehicles could commute and so forth. If anyone was found violating the rules, strict actions would be taken. Since my workplace was not at a walking distance from my home, I always had to manage a means to commute to reach my office on even days as my vehicle was odd plated.
2. Top-down approach of communication which makes it difficult to have immediate and effective communication.
3. Great hierarchical structure in the organization which may create obstacles in the transmission of correct information and appropriate suggestions from a lower subordinate to the higher committee and vice versa.
4. Denial of work from home after the lockdown was lifted even though the operations could be easily conducted amid the unprecedented environment.
5. Lack of knowledge on the basics such as difference between web content and a blog post.
6. To research and collect data is a time consuming task.
7. It takes a lot of time i.e. an average of 2.5 hours to build one normal article. Furthermore, it needs to be thoroughly read through again to ensure no mistakes are made which consumes extra time.
8. The placement of keywords plays a major role in content writing and according to the content, the right placement will help Google rank the content at the top as possible. To understand the techniques of placing the keywords is crucial as excessive unnecessary use of keywords might also tag the content as “fraud content”.

9. Sometimes, to find alike contents on the internet for reference and facts becomes a difficult task. In addition, while writing on a new topic which isn't widely talked about, the scarcity of appropriate information can be a challenge.
10. The article publishing platforms keep changing their requirements from time-to-time. Thus to prevent the articles from being rejected, I must frequently visit their website and be updated with its rules and follow them precisely.
11. The need to brainstorm ideas to build engaging and enriching contents to bring in more traffic in our content.
12. Have to modify my contents according to my audience, according to the type of content I am writing and the rules set by the platform where I want my article to be published.

2. How to Solve the Problems

I gradually came up with some solutions and insights. I was able to gain them from practice, guidance from my supervisor, discussing with my co-workers and even by doing some self-study at home. Here are some brief points indicating to how I successfully participated in the project ensuring mutual growth to both parties and could come up with solutions to overcome the challenges.

1. I did a lot of self-study and explored the various tips to write an excellent content.
2. I followed some of the best bloggers and best websites for reference and started reading their articles to strengthen my own writing skills.
3. Discovered a keyword tool of Neil Patel named "Ubersuggest" and used it for my work since it is free as most of the keyword tools, like the one used in office, has to be paid.
4. Ask my job supervisor for help whenever needed and whenever any confusion arose. I paid attention to whatever he taught me and implemented the same while further carrying on with my responsibilities and tasks.
5. I used to suggest my supervisor and co-workers my insights which were based on previous practices and theory learning to overcome hurdles that people face often.
6. I came across two more sites named "alsoasked.com" and "answerthepublic" and started using these platforms as they narrow down the title or phrase which is often sought after

by the audience. They provide a variety of questions that were previously searched by people relating to the given title we are opting to write content about.

7. I use a platform called “Google Analytics” which is a tool used for tracking and data collection. The “acquisition” and “behavior” sections helped me tap into the customer behavior, study in which part do customers engage the most, etc. This is an important tool in the field of SEO to better understand the consumer behavior and perceptions in order to mold the articles in the same way and to make sure those contents land at the right place.
8. Brainstorm ideas and design attractive posts with my supervisor and other colleagues.
9. I often asked him my supervisor for constructive feedback in order to improve.
10. I helped to create a friendly atmosphere, respected others opinions and showed an inquisitive attitude which enabled my colleagues to open up and led to fruitful discussions.

3. Recommendations to the Company

My tenure at Buddha Air has helped me to build a foundation for some of the most in-demand skills of today’s date. However, there are a few recommendations I would like to give the company:

1. There would be further ease in daily operations of the company if it adapted to newer technologies in its day-to-day activities.
2. Since the communication and orders are given by a top-to-down approach, there are chances of the right information not being circulated at the needed time. Thus, a better approach may be incorporated since the company is big and immediate actions should be taken to seize every opportunity.
3. The input of every employee must be effectively heard by the higher authorities as they are the ones who deal with customers, do research, etc. Thus they can provide real time problems and the solutions can be discussed over for better efficiency of the company and maintenance of their brand image.

4. What I have learned during the Co-op Studies

While this internship has provided me with an opportunity to understand how theories can be practically implied in this business world, there are an ample of things that I have learnt throughout the process. Some of them can be enlisted as follows:

1. Communication:

In any organization, communication is key. If there is no clarity while communicating, misunderstandings may arise leading to piling up of problems. Communication means understanding what the speaker is saying or trying to explain, understanding the roots of the problem, transparency as well as putting our opinions and our say clearly on the table. Effective communication not only builds trust, but also enables the work to get completed faster. Due to clarity in communication, we could easily solve our problems, enhance efficiency and productivity during work, ask each other for help and also build a stronger foundation.

2. SEO Content Writing:

I learned a new skill and got introduced to many article publishing platforms. I also learnt how to tap into my niche audience and to find the correct keywords and their right placement so as to create content according to what people search for the most. With this skill, I now have the confidence to write an article on my own in upcoming days as well.

3. Google Analytics:

I was formerly unknown to Google Analytics as I never had to carry out activities on the basis of this tool. Since it is a vast tool that can be used by people belonging to different professions, during my tenure I got to learn a portion of it that is required for the smooth functioning of my work.

4. Esprit de Corps:

This refers to the common spirit existing in the members of the group and inspiring enthusiasm, devotion and strong regard for the honor of the group. Due to the friendly and optimistic working environment, I efficiently performed my assigned tasks and took responsibility of roles assigned to me. I also developed good public relations with my teammates and colleagues from other departments.

5. How I Applied the Knowledge from Coursework to the Real Working Situation

I had neither any former knowledge nor experience regarding search engine optimization and digital marketing since I am a Finance major. But since I wanted to explore a side of what is immensely taking up the market right now, my presentation skills and cooperative nature was definitely a bonus point for me to learn new things. It enabled me to easily share my views and be transparent during discussions which were the basis of an ever-going learning process.

However, related to the work, some subjects like Principles of Marketing, English Usage for Profession and Organization and Management were of great relevance. Being a finance major student, for subjects like marketing, my knowledge was limited only to ensuring the product to be sellable to the right customers at the right time to ensure growth. But I never got the opportunity to implement my theoretical knowledge on practical grounds. However, this internship opportunity gave me the platform for studying the behavior of consumers, analyzing the market needs and then creating a product of my own to sell them at the right time. And it was a great success as some of my writings were read by an average of ten thousand people. Content writing is like a form of art playing with words. And without good English, you cannot succeed. My job responsibilities also included drafting letters to corporate houses, making contracts, etc and I had prior knowledge regarding their formats and writing styles which was a plus point to compose a precise and good document. My coursework knowledge also made it easy for me to understand organizational culture, behavior and ethics.

6. Special Skills and Knowledge learnt from the Co-op Studies

There are a handful of skills and knowledge I have been able to learn from the Co-op studies and my internship. Some of them are listed below.

1. Search Engine Optimization
2. Content Writing
3. Niche Consumer Research
4. Google Analytics
5. Keyword Tools

7. Achievements and Links to my Writings

During my tenure, I was able to bag some achievements that have helped me build self-confidence and develop a better work ethic than before. Some of them are as follows:

1. Although my articles get published under the name of my supervisor on platforms like Sooper Articles, getting my articles published on these platforms was a great source of motivation for me. This is because these platforms relentlessly check for credibility, plagiarism and bans the account uploading the duplicate content.
2. Buddha Air being one of the leading airlines company of the country, people from all nooks of the country irrespective to their age, profession, and walks of life look up to the website of the company to book their deals. Thus, my writings being published here is a big deal and a great source of self-confidence for a beginner like me.
3. Since the company has major projects coming up in the future, I got an offer to further work with the company in upcoming days.
4. I was appreciated and my efforts were applauded by my supervisor as he was impressed with the work I delivered him with.

Here are a handful of links to my writings that have been published on platforms like Sooper Articles and the official website of Buddha Air.

- <https://www.sooperarticles.com/travel-articles/holy-pilgrimages-articles/top-5-temples-visit-nepal-1788223.html>
- <https://www.sooperarticles.com/travel-articles/travel-leisure-articles/things-do-pokhara-1788442.html>
- <https://www.buddhaair.com/blog/how-can-passengers-fly-safely-during-pandemic>
- <https://www.buddhaair.com/blog/coronavirus-safety-majors-at-the-airport>
- <https://www.buddhaair.com/blog/aircraft-disinfection-how-do-we-do>
- <https://www.buddhaair.com/blog/staff-protocols-introduced-for-your-travel-safety>

Chapter 4: Conclusion

1. Summary of Highlights of my Co-op Studies in this Company

I started my internship during the peak of the corona virus pandemic. Even though it was a difficult task finding jobs, I was fortunate enough to have my placement in one of the most reputed domestic airlines company of the country, Buddha Air. I interned in the company for duration of 16 weeks as a Research and SEO Content Writer under the Marketing and Communications Department. I performed a variety of activities such as creating blog posts, destination articles, web contents, informative articles, notices and many more. Although I am not a marketing major student, this internship helped me bridge the gap between theoretical knowledge of marketing and its practical grounds by exposing me to the real market. During this tenure, I got the opportunity to learn ample of things regarding the airlines industry and even enhanced my writing skills. I learned a major in-demand skill of today's market i.e. SEO Content Writing and got exposed to a significant tool named Google Analytics which is used to study the market trends and market behavior. I got first-hand knowledge from my experienced colleagues and also built a healthy mutual relation with them.

2. My Evaluation of the Work Experience

Placing an internship at one of the most reputed airlines company of the country Buddha Air amidst the peak times of the global pandemic was a great deal for me where in a situation employees were getting laid off, running out of jobs and the economy was nose dipping towards recession. I was, thus, committed to make the most out of this internship opportunity by having a positive attitude to learn and grow ensuring mutual growth to both the parties. As I started marching towards the end of my internship program, I felt like I did justice to my commitments and have come out as a better person with new skills. Moreover, I have gained more confidence as my writings gradually appeared on various credible platforms. I got first-hand knowledge from many professionals who had great in-depth knowledge of the related and inter-related fields. To successfully gain knowledge on SEO content writing, it will further be a major plus point for me for my career development and professional work. This internship program has helped to bridge my pervious gap of the theoretical knowledge and practical world. After being a part of this program, I have come to realize that internships are a vital part of anyone's career life

in order to expose into the real world, to know about various industries and thus, to narrow down our path in which we have the most interest in to reach our end goal.

Working during a pandemic was not really an easy ride but the pros definitely outweigh the cons and I am very grateful for this internship opportunity for widening my horizon of knowledge and wisdom. I am also very grateful towards my internship company for giving me ample of opportunities to learn and grow. I will make sure to incorporate all these learnings and experience whilst I move forward in my life.

3. Limitation of my Co-op Studies

Some of the limitations of this co-op study is listed as follows:

1. A majority of the information provided in the report is based on first-hand experience of the intern and is also derived from secondary sources upon having discussions with the co-workers of the specific department. Thus, views are subjective and may vary from person-to-person.
2. The viewpoints and experience are a small sample related to a specific department of the organization. It may not be applicable to rest of the population and departments within the organization.
3. This report has been made using primary data and secondary data. Thus, the report may not include all the elements needed for a researcher using this report as a reference. In that case, kindly revise the specific methods for collecting the necessary data.
4. Since I am new to this segment of “Digital Marketing and SEO Content Writing”, there is no prior experience and study conducted in this related field.
5. As there was a time constraint in the conduction of the internship program (i.e. 16 weeks), it might not have been able to grasp the clearer picture of the organization.
6. Limitation of data as there was limited access of respondents while surveying people and much information is not disclosed due to company policies.

4. Recommendations for the Company

My internship was an energy-packed program but there are a few constructive feedbacks I would like to give the company to ensure its growth in future days.

1. The company should be flexible and have enough resources to be able to adapt to the changing needs of the environment as we are living in risky and unprecedented times. For instance, being open to facilities for working from home.
2. Ample opportunities of additional growth could be assured in many sectors if the communication pattern in the company is not just a top-down approach.
3. Growth prospects for the employees and the airlines as a whole if they can adapt to newer technologies in their basic and day-to-day operations.
4. The company should now majorly focus on conducting operations through digital mediums like branding, advertising as there is great scope in digital marketing as well as due to the reasons of covid.

Future Plans after Co-op

By the end of this coop period, I have been able to gain knowledge on digital marketing and on how the marketing world works which is a great asset for a Finance student like me. It has enabled me to get a holistic approach of the world. However, after the coop period ends, I look forward to taking a gap year of one to two years before I enroll for my Master's program, abroad. Until then, I will work on honing my interpersonal and intrapersonal skills. I am looking forward to a full-time job and will be focusing on exceling some of the in-demand skills like Microsoft Excel, ERP and Python. I also look forward to studying GMAT/GRE and widening my horizon of knowledge and wisdom through books, job experiences, interactions, networking and by taking courses from online platforms.



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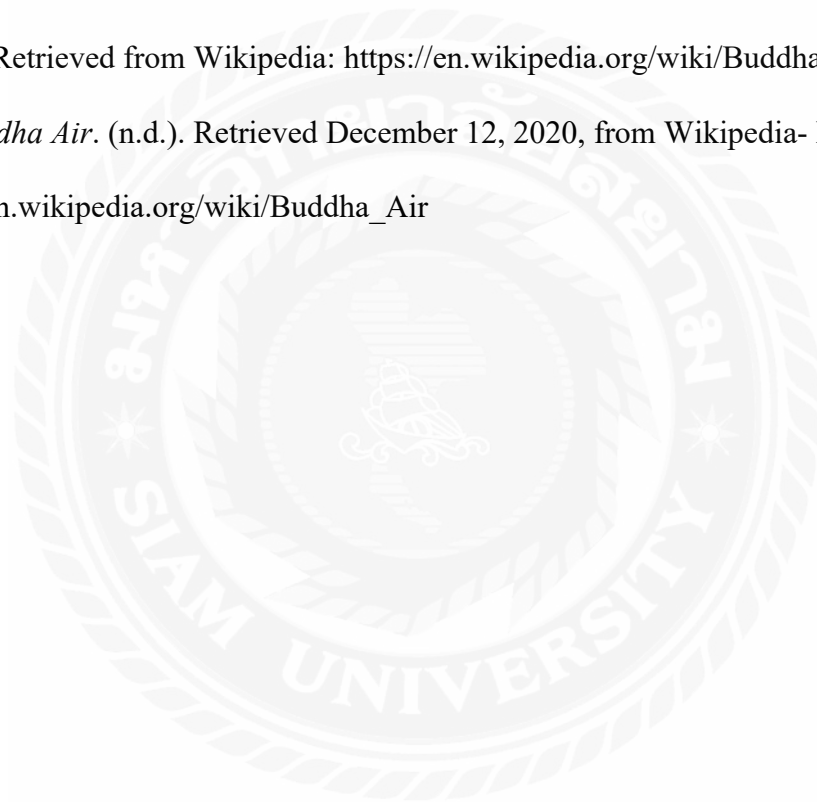
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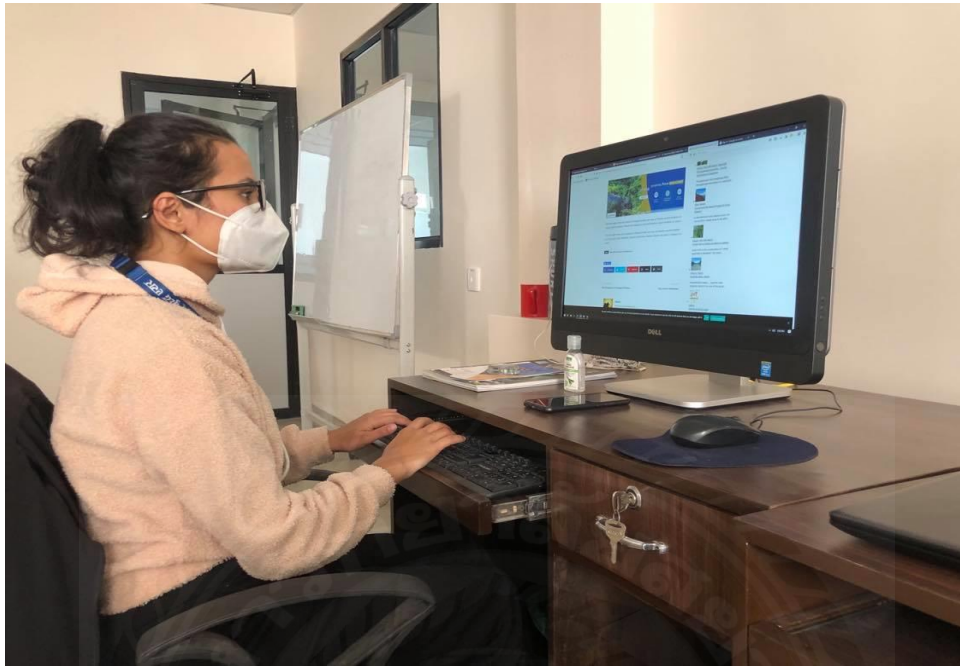
Annex

Figure 2. *Me at my workplace*



Figure 3. *My job supervisor, Mr. Kiran Bista, working at his desk*



Figure 4. *My job supervisor teaching me about the Google Analytics Graph*



Figure 5. *Me and my job supervisor after brainstorming ideas*



Figure 6. *Internship Certificate from Buddha Air*

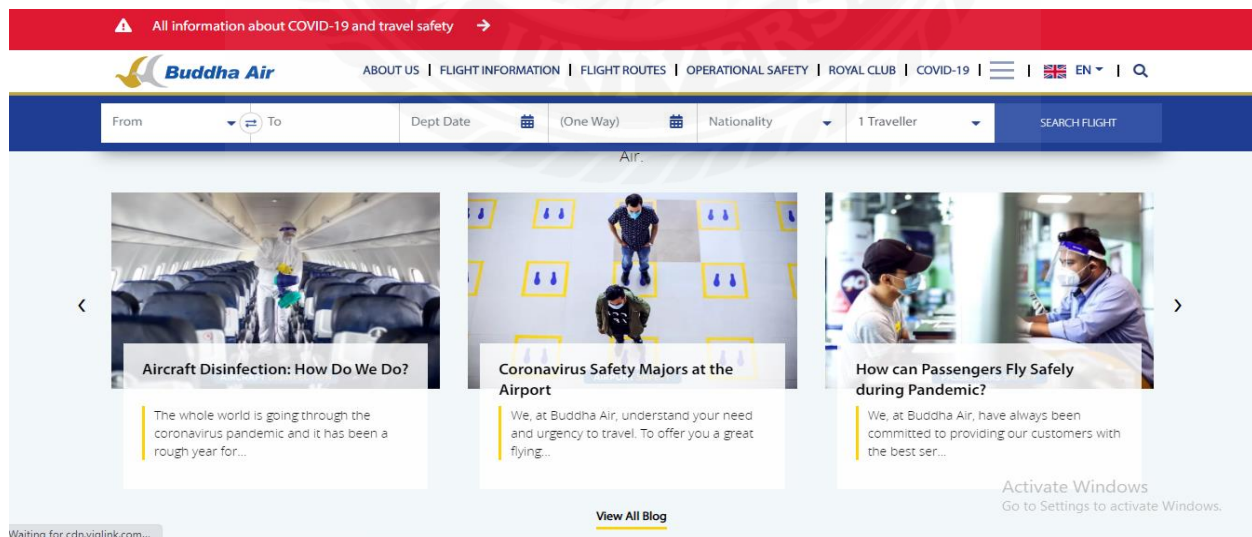


Figure 7. *A display of my blogs published on the official website of Buddha Air*

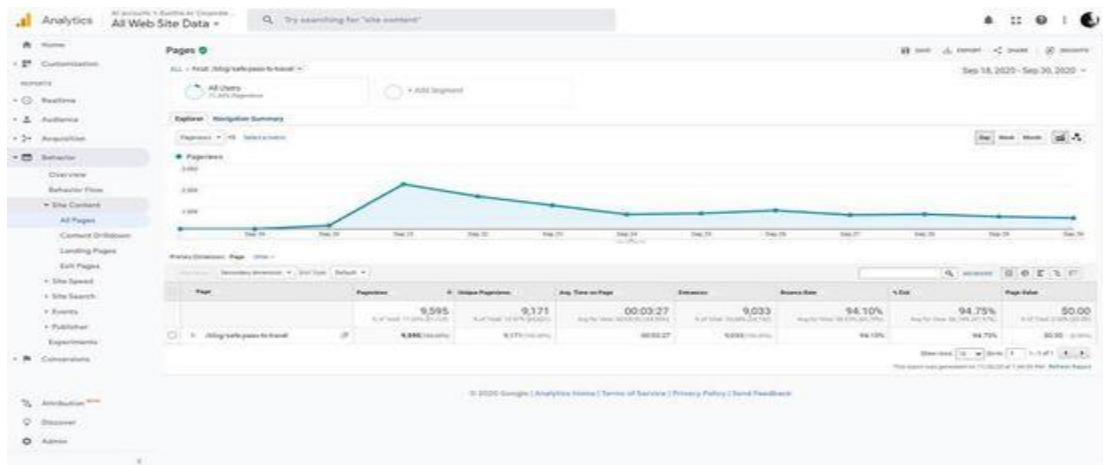


Figure 8. Google Analytics' Graph showing around 10,000 views on my blog

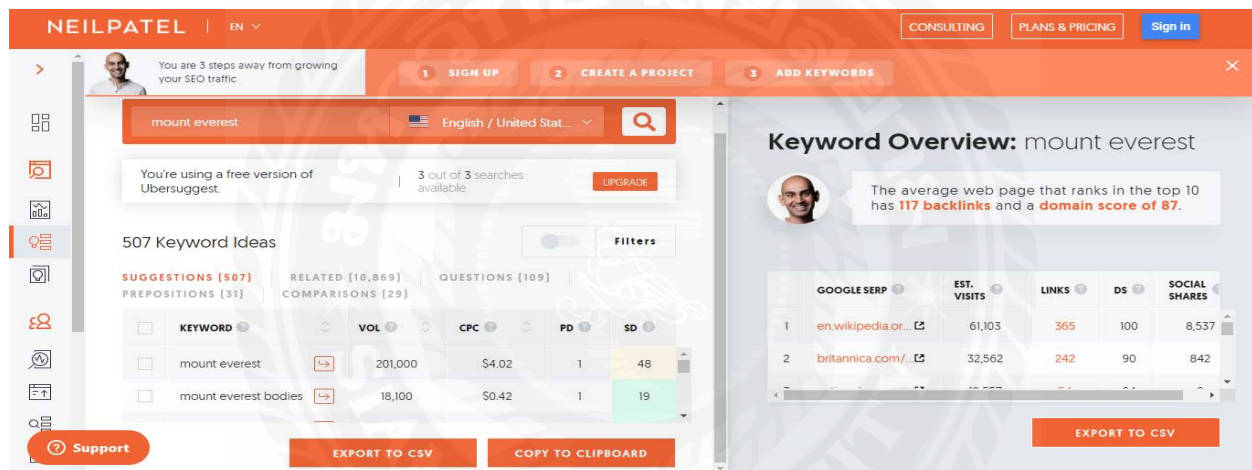


Figure 9. Ubersuggest presenting 507 keyword ideas on "Mount Everest"

The figure shows the Buddha Air Content Uploading Site interface. The 'Add Blog' form is displayed, with fields for Title, Video URL, Cover Image, and Blog For. The form is titled 'Add Blog' and includes a 'GENERAL INFORMATION' section.

Add Blog

GENERAL INFORMATION

Title * Video URL (<https://www.youtube.com/watch?v=yKNaeF4KMsY>)

Cover Image * No file chosen

please use the image of format .jpg, .png, .gif, .svg and dimension greater than or equal to 1200*800 px, and size less than 10MB

Blog For * [Activate Windows](#)
Go to Settings to activate Windows

Figure 10. Buddha Air's Content Uploading Site

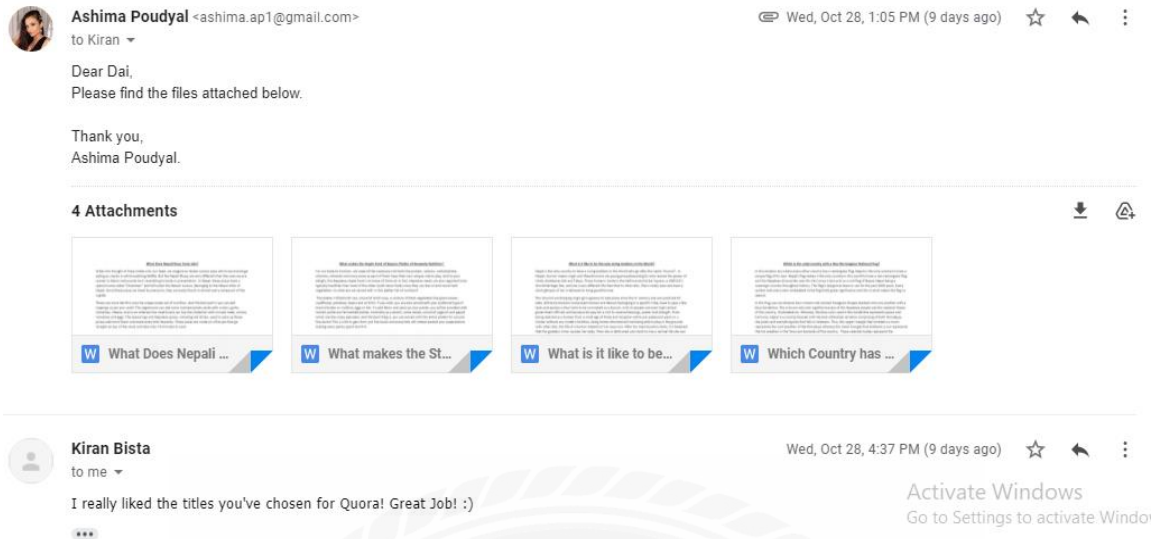


Figure 11. *My job supervisor commending my work*



Figure 12. *The building of Buddha Air where I did my internship*



Figure 13. *Certificate of Excellence presented to Buddha Air by Tripadvisor*

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