



COOPERTATIVE EDUCATION REPORT

‘Perks of SEO Writing in SaaS Products’

WRITTEN BY

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This report is submitted in partial fulfillment of the Requirements for Cooperative Education

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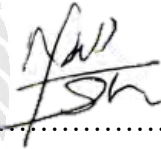
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We have approved this Cooperative Report as a partial fulfillment of the Cooperative Education Program, Semester 3/2023

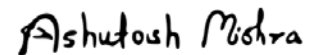
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Abstract

This co-op report documents my experience as an SEO Content Writer at KrispCall, which is a brand under Codavatar Tech Pvt. Ltd., a software company focused on innovative technology solutions.

The importance of Search Engine Optimization (SEO) can be extremely leveraged with a lot of upsides on potential customers coming and very little downside in Software as a Service (SaaS) products. With the right strategy from keyword research, current trends, and understanding user intent, a lot of consumers can discover any company in their search engines.

This report also reflects the responsibilities to complete the tasks, including researching, writing, and editing SEO-optimized blog content for KrispCall, a cloud-based telephony platform.

It also aims to show the overall importance of the gained valuable insights into content strategy, SEO techniques, and effective communication within a team. Finally, this report clarifies that SEO content marketing strategies and efforts really do improve a website's visibility and engagement. The internship was a hands-on opportunity to infuse theoretical knowledge from my coursework into a real corporate job.

Keywords: Search Engine Optimization, Software as a service, Keyword research, Cloud-based telephony platform

Acknowledgment

First and foremost, I would like to thank Kathmandu College of Management and Siam University for introducing us to the Cooperative education program.

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Despite being a starter, I am grateful to Codavatar Tech Pvt. Ltd. for letting me join their team and contribute to my assigned field. Also, my job supervisors, Ms. Alisha Limbu and Ms. Nabina Shrestha, for their invaluable guidance around the clock throughout my internship at Codavatar Tech Pvt. Ltd., which helped me grow professionally. My colleagues around my desk have been very helpful in these past months; I really couldn't get used to the new environment if it weren't for them.

Last but not least, I would like to thank my parents and my sister for endlessly supporting me. Without them, I wouldn't be here today.

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Srijan Shrestha

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Chapter 1: Introduction

This chapter has detailed and prescribed information about Codavatar Tech Pvt. Ltd. From its humble beginnings, their mission on what it stands for, and its vision on what they look for in the long term. It also includes some of the core strategies the company has been following since its inception, the organizational structure, my job description and motivation to choose this particular company. Likewise, a strategic analysis of the company itself and some of my objectives of this cooperative study.

1. Company Profile



Figure 1: Codavatar Tech Pvt. Ltd. logo

Codavatar Tech Pvt. Ltd. was established in 2020 with a passionate and dedicated team of skilled professionals, driven to desire exceptional technology services. They're basically focused on business intelligence solutions revolving around three factors:

- **Innovation:** Consistently pushing through the 'tech' to set new standards.
- **Quality and Excellence:** Always deliver the best whatever we create.
- **Collaboration & Partnerships:** Making it easier for users to save and share findings while boosting collaboration and efficiency.



Innovation

We are committed to continuously improving and expanding our technology to provide the best possible experience for our users.



Quality and Excellence

Delivering unparalleled quality and excellence in service to exceed customer expectations.



Collaboration and Partnerships

We believe in information sharing to enhance productivity and teamwork, simplifying saving and sharing of findings for users.

Figure 2: Codavatar's core values

Codavatar's primary goal is to create prototypes of **Proof of Concept (POC)** and then work further to launch basic versions of a **Minimal Viable Product (MVP)** with the aim of setting new standards in the related industry (Codavatar, 2022).

Under Codavatar, there are several companies established with the aim of delivering software based solutions in industry gaps.

1.1.1. KrispCall



Figure 3: KrispCall logo

KrispCall uses VoIP technology for its primary functions; however, it is essentially a cloud-based telephony platform that offers several ways for businesses to connect with their customers. Companies can get local, mobile, and toll-free numbers from over 100 countries and 31+ third party integrations (*About KrispCall | Find More about Virtual Cloud Phone System, 2024*). KrispCall offers solutions tailored to various industries, including small businesses, healthcare, e-commerce, and more, addressing their unique communication requirements.

1.1.2. Dialaxy



Figure 4: Dialaxy logo

Dialaxy is a cloud-based telephony service provider that offers virtual phone lines in more than 100 countries. Dialaxy provides over 100 tools that help businesses improve communication and streamline procedures (Dialaxy, 2024). The company highlights its commitment to providing dependable and high-quality communication solutions, allowing businesses to communicate with their customers with ease and effectiveness.

1.1.3. timeTracko



Figure 5: timeTracko logo

Timetracko is a worker analytics and productivity software company. It enables businesses to track employee work hours, monitor activity levels, and analyze productivity. The software includes real-time tracking options such as screenshots and video recordings to monitor employee job progress (*About | timeTracko*, 2022). Timetracko also provides productivity labeling, which classifies websites and applications as productive, unproductive, or neutral, providing insight into employee work patterns.

1.1.4. fenced.ai



Figure 6: fenced.ai logo

Fenced.ai is a monitoring and control software system that prioritizes online safety for children, students, and employees. The software lets parents, schools, and organizations monitor digital activity on devices where it is installed. Fenced.ai is promoted to parents as a tool to monitor their children's internet activity and safeguard them from online threats such as cyberbullying. It places a heavy emphasis on the ethical and legal usage of its software, requiring clients to understand and follow local monitoring software legislation (*About Us | Fenced.Ai*, 2023)

1.1.5. OutInvoice



Figure 7: OutInvoice logo

OutInvoice offers invoice solutions to small enterprises, freelancers, and self-employed individuals. The platform seeks to streamline and automate the invoicing process by allowing users to produce and send professional bills, maintain customer information, track payments, and receive financial insights (*About Us | OutInvoice*, 2023). The platform interfaces with payment channels like as Stripe and PayPal, allowing customers to pay online right from their invoices. The company

highlights its capacity to boost cash flow, minimize administrative workload, and deliver useful financial data for informed decision-making.

1.1.6. CCLHUB



Figure 8: CCL HUB logo

CCLHUB offers test preparation services for the NAATI CCL and PTE Exam. They prepare people for these exams by providing courses, practice materials, mock tests, and expert comments. CCLHUB further states that their expert NAATI CCL and PTE tutors are committed to ensuring that their students pass the tests the first time. To make it easier for students to use their services, CCLHUB allows them to select their NAATI CCL and PTE courses based on their choices and learn from anywhere at their own pace. The company also offers free resources like NAATI CCL test samples, vocabulary lists, and a free trial session with experienced NAATI CCL instructors (*Get to Know Us: Exploring CCLHUB's Vision, Values, and Journey | CCLHUB, 2023*).

1.2 Mission of the Company

We aim to build the future of technology through custom software development.

1.3 Vision of the Company

We are dedicated to continuous innovation, delivering top-tier quality and excellence, fostering collaboration, empowering our employees, upholding integrity, prioritizing security and confidentiality, and ensuring the health and safety of our workforce.

1.4 About Parent Company



Figure 9: Mayahold Group logo

Mayahold Group was established in 2022, although it was in operation from 2015. After launching many software solutions, it emerged as a business conglomerate with interests in diverse sectors. They have various portfolios sectioned in multiple sectors, shown below:

1.4.1 Business Process Outsourcing

Mayahold Group has a BPO for conducting engineering design based projects in various domains. And that's where **Entegra Sources** was established (*Business Process Outsourcing (BPO)- MAYAHOLD Group, 2023*)



Figure 10: Entegra logo

The activity framework of the company is more directed towards the preparation of engineering documentation after successive modeling procedures. They provide services like:

- **Engineering Design Service:** Get high-quality engineering design services from our experienced engineering team.
- **Engineering Documentation:** All types of engineering documentation services are provided by professionals.
- **Technical Writing Services:** Get the best quality technical writing services by our professional technical writing consultants.

1.4.2 Software Development

Mayahold Group also offers a development partnership service that can help clients collaborate. You can design a proof of concept for your product idea and turn it into a functional MVP (*Development Partnership - MAYAHOLD Group, 2023*).



Figure 11: Codavatar logo

Codavatar Tech Pvt. Ltd. has decently filled that gap by providing the following services:

- **POC Development:** Proof of Concept is a great way to initiate ideas when you have a vision or wish list for a product or service.
- **MVP Development:** MVP Development is the best way to explore and get an insight into the potential of your vision at the optimum cost and time.
- **Visual Design:** Expert for visual design services like Wireframes, Mockups, Branding, Logo designs, and many more.

1.4.3 Startup Incubation

Mayahold Group has established a Startup incubator with a vision for long-term impact. Its goal is to nurture the right talent into a fully grown venture of next-generation innovation.

The logo for OMBRYO features the word "OMBRYO" in a bold, sans-serif font. The letters "OM" are colored green, while "BRYO" is in black.

Figure 12: OMBRYO logo

Ombryo Lab Pvt. Ltd. was launched with the aim of changing Nepal's IT landscape by adopting Silicon Valley culture. Founded and supported by serial entrepreneurs, it combines in-depth knowledge of the business with the newest technological developments to provide tailored solutions that support the development of ambitious tech entrepreneurs in Nepal. This enables the creation of products that precisely suit the demands and preferences of consumers around the world.

1.4.4 Real Estate

Mayahold Group has also diversified itself in the real estate market by offering convenience platforms where buyers and sellers can exchange information about real estate efficiently (*Real Estate Market Place - MAYAHOLD Group, 2023*).

The logo for 99aana features the word "99aana" in a bold, purple, sans-serif font.

Figure 13: 99aana logo

99aana is an online platform that allows real estate developers, brokers, and property owners to list their properties for sale, buy, or rent. The platform provides clients with advertising options

such as banners, home page links, and project pages to improve market visibility and brand recognition.



Figure 14: 99Developers logo

99 Developers purchases, improves, and manages various properties, including residential, commercial, and industrial. Our company's responsibilities include discovering potential properties, conducting market research, securing finance, acquiring permits, managing design and construction, marketing, and selling finished properties. Our skilled staff receives the necessary approvals from government authorities and oversees the project's design and construction, including the appointment of architects, engineers, and contractors. Here's a detailed timeline of how this group of companies were started (*Property & Real Estate Development - MAYAHOLD Group, 2023*).



Figure 15: Timeline of Mayahold group of companies

1.5 Strategies of the Company

At Codavatar, here are its core values that stand out as a stable strategy.

- **Innovation and R&D:** Codavatar always prioritizes research and development to improve its products further. From user experience to a totally new idea, each employee has the motivation to work while staying ahead of industry trends.

- **Customer-Centric Approach:** The customer is always the top priority, and the company pushes itself to create solutions to meet their needs. Through good customer support and service, the company builds long-lasting relationships.
- **Strategic Partnerships:** Codavatar forms strategic partnerships with related companies to leverage strengths mutually and expand its market reach. A notable example is its partnership with one of its products, KrispCall, where they teamed up through third-party integrations.
- **Talent Acquisition and Development:** The company actively recruits candidates to drive growth for their assigned job. They invest in rigorous employee training and development programs to build a more skilled workforce.
- **Scalability and Growth:** Codavatar works on implementing scalable infrastructure to support its future growth and increasing demand. They have adapted through various growth strategies, including market expansion, strategic acquisitions, product diversification, and more.
- **Financial Management:** constantly strives to maintain its financial position through better cost control, budgeting, and efficient resource allocation.

2. Organizational Structure

Codavatar has a functional organizational structure where employees are grouped together according to their roles and the projects they are working on.

It's rather a mix of both functional and matrix structures. So, from the figure provided, here are some of its characteristics.

- **Matrix structure:** Since Codavatar handles projects on each product, the matrix structure is a plain project-based structure overlaid on the functional structure. As you can see from the Project Manager roles and the specific teams, the staff should report to the project managers, team leaders, and project leaders, too.
- **Hierarchical structure:** Every matrix department works on various tasks, such as SEO, digital marketing, and UI/UX, which creates specialization and expertise in each field.

This type of structure is beneficial for companies that need to improve efficiency and control over their tasks. However, cross-collaboration between teams might be needed occasionally, which might be a little hindering for teams to get on with the combined project.

2.1 Diagram of the organizational structure

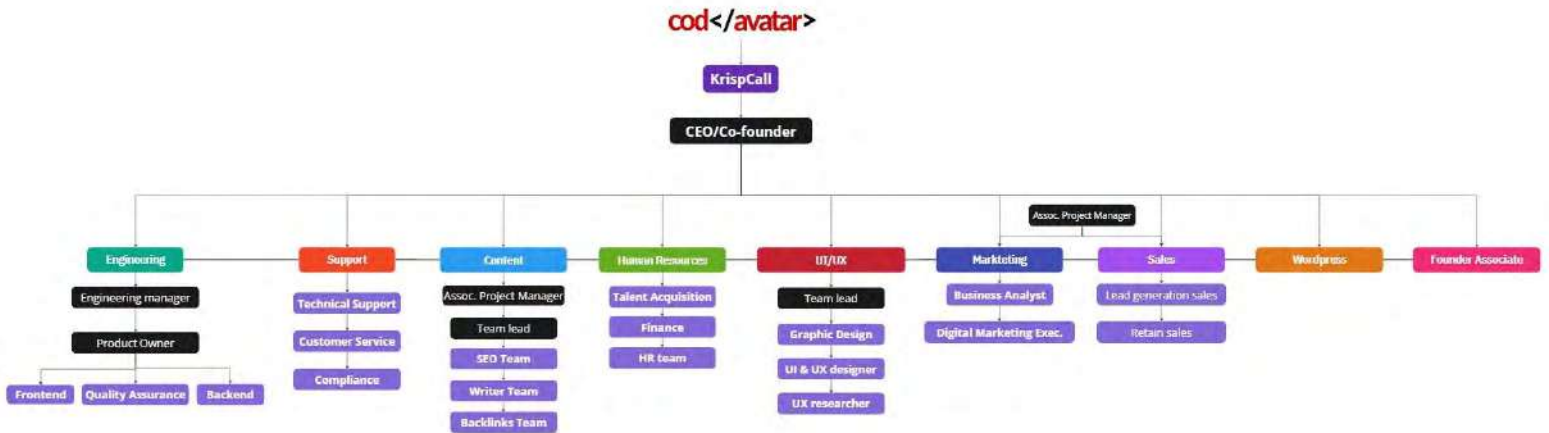


Figure 16: Organizational chart of Codavatar

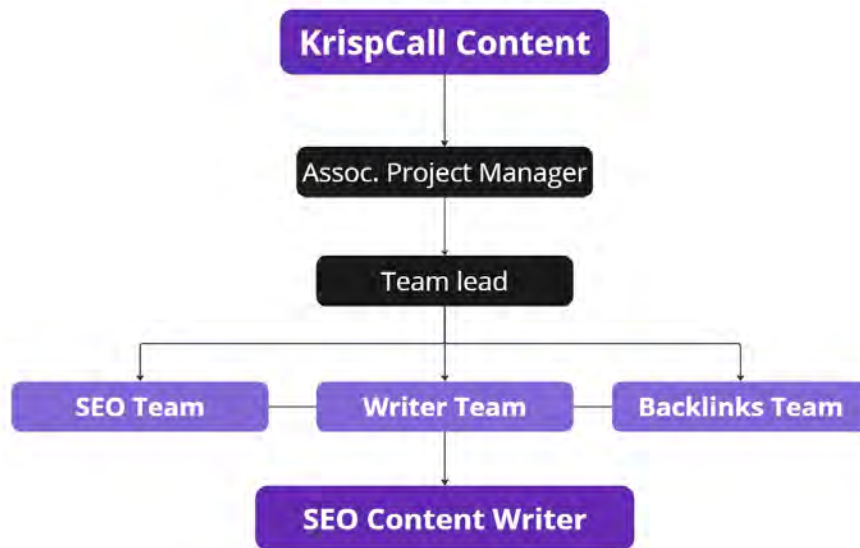


Figure 17: Organizational chart of KrispCall SEO team

2.2 My job position

Since our Cooperative education course started, I was searching for a position as an intern in the marketing department. And I was almost a month late but couldn't find any preferred positions. Finally, at the end of July, I thought of applying for an internship at Codavatar. Since they had a viable job position for an SEO Content Writer, I applied for the position. My role was to write SEO-optimized blogs for a different company under them called **KrispCall**.

2.3 My job position in the company's organizational structure

Since I am working at KrispCall under Codavatar, my job position in the company's organizational structure was on the KrispCall SEO team. So, I'm responsible for writing content for the SEO optimized blog outlines. I am in the SEO content writing team along with other 5 of my colleagues. And I used to report to one of the team leaders of content teams assigned to me.

3. My motivation to choose this company for co-op studies

When I think of joining the company I chose, there are a few points that clarify my motivations.

1. I wanted to work for a software company that handled multiple projects, and Codavatar did that by focusing on innovative projects that aligned with my interests.
2. To have an experienced mentorship that helps in developing both my soft and technical skills.
3. I was really interested in working in a collaborative culture that allowed me to work with diverse teams.
4. Wished to interact with different industry personnel that could help me build relationships.
5. Lastly, I just wanted to explore myself with this new position and challenge myself with the other company positions I've taken so far.

4. Strategic Analysis of the Company

VRIO analysis can be used by companies to segment internal resources based on choosing their traits (*6 Real-World VRIO Analysis Examples + Free Guide and Template*, 2022). These chosen traits can be outlined in the framework itself.



Figure 18: Description of VRIO Analysis

There are basically four factors to understand in this analysis (*VRIO Framework Overview*, 2022).

- **Valuable:** A company can achieve this factor if it has a valuable resource giving benefit.
- **Rare:** This signifies an attribute of the company that's uncommon in the industry, both valuable and rare, giving a competitive advantage.
- **Inimitable:** This factor is considered to provide a competitive edge when it's valuable, rare, and hard to imitate.
- **Organized:** Only when a company can manage its resources with the right process, structure, and culture can it be considered to have a competitive edge.

In layman's terms, **this analysis lets companies identify their resources and their potential letting you figure out whether it gives a competitive advantage or not** (Cogar, 2024).

Here are some of the attributes that I've chosen to do a VRIO analysis on them

KrispCall Attributes	Value	Rare	Inimitable	Organized	Competitive Advantage
Brand reputation	Yes	Potentially	Yes	Yes	Mid-level
Features	Yes	Potentially	Potentially	Yes	Mid-level
User Interface	Yes	Potentially	Potentially	Yes	Mid-level
Customer Support	Yes	Potentially	Potentially	Yes	Mid-level
Data Security & Privacy	Yes	Yes	Yes	Yes	Strong

Table 1: VRIO Analysis Table

According to the analysis from the table, here's a short interpretation of each of the attributes.

A. Value – Does it help KrispCall's users?

Yes, it potentially makes communication easier for businesses with the virtual phone numbers they provide, which can manage calls, texts, and voicemails from any device anywhere in the world.

B. Rare - Is it unique in the market?

It's not completely rare as there are similar services like Twilio, Google Voice etc. But KrispCall stands out by offering a good user experience, high-quality international calling, and a great customer support for businesses looking to scale internationally.

C. Inimitable – Is it hard to copy?

It's not impossible for competitors to copy the idea, as many others in the industry have. But with its assurance of a cool user experience, reliable performance, and high-quality customer support, it would be quite harder for others to imitate on the service side.

D. Organization – Is KrispCall set up to take advantage of its potential?

Yes, KrispCall is organized to some degree, given its current position in the market. It has a strong developer, marketing, and recruitment team, as well as good customer support that stands out to help businesses and provide them with the best price they pay.

So, on the basis of analysis, the judgment on the competitive advantages are as follows;

1. KrispCall has a valuable product that fills in the gap of communication for modern businesses on a global scale.
2. It is somewhat rare because it targets starting businesses and remote teams with their desired features. So, despite similar competitors, it has a market space where it can flourish.
3. The brand's whole concept is easy to imitate. But its third-party integrations, smooth user interface, and great customer support can't be imitated, which makes it really stand out.
4. KrispCall is organized and has unlocked potential in the market today. It's constantly working on providing better customer service, better integration options, and a better infrastructure.

5. Objectives of the co-operative study

Here are my objectives for the coursework I've done this past semester.

1. Learn how to start and run a company.
2. Know how a software company works and how different departments work.
3. Understand the challenges and opportunities in building a virtual phone number industry.

4. Gain knowledge of industry-specific challenges in telecommunications and the resources needed to improve them.
5. Learn to create trends in blogs I write to gain more traffic.
6. Connect with experienced professionals to receive guidance and mentorship.
7. Be wary of converting my blog readers into customers and customers into brand loyalists.



Chapter 2: Co-op Study Activities

In the second chapter, I will discuss my co-op work experience for the past 16 weeks.

1. My job description

I am an SEO Content Writer at KrispCall under Codavatar Tech Pvt. Ltd. As per my position in the company; my key responsibility is to publish engaging, high-quality, optimized written content that increases the website's visibility on search engines like Google.

I would also be in charge of writing creative, informative, and persuasive styles, which are also appropriately optimized for use in the best SEO practices in the outline created.

2. My job duties in the workplace

To clarify, I had one key job, which was to write. Following up on that, I need to comply with other duties in order to work in a team.

1. I had to get assigned the tasks created by the SEO Analysts from a Kanban board website. This is where all of the analyst's outlines were posted with a specified task number.

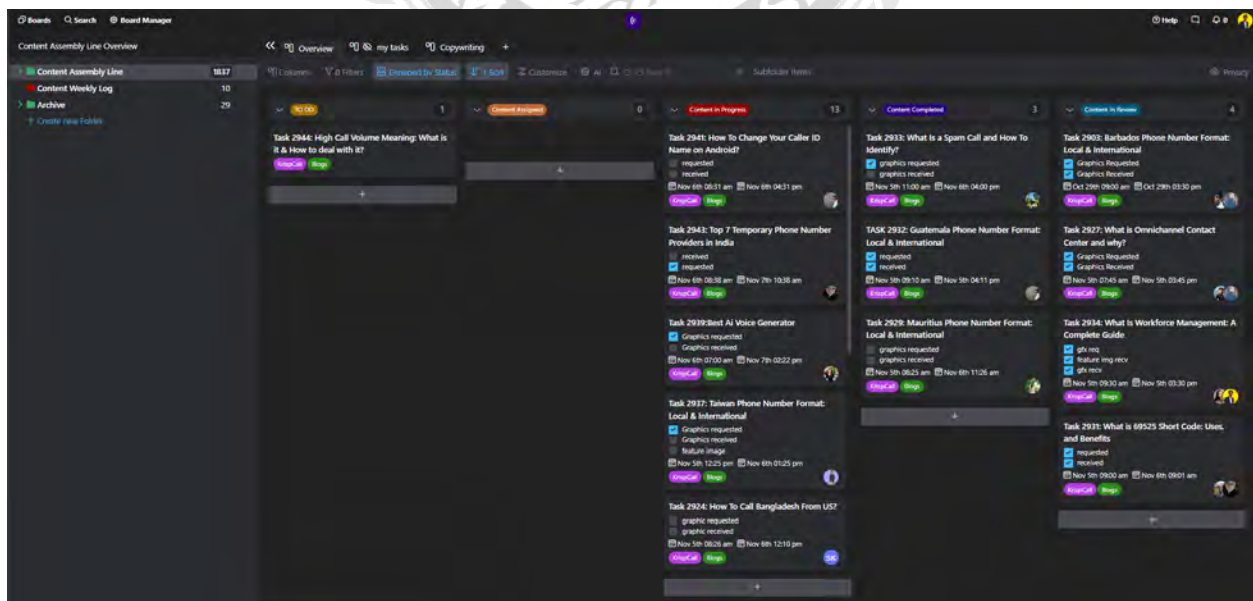


Figure 19: KrispCall's Content Kanban board

2. After I'm assigned a task in the 'Content Assigned' section of the Kanban board, I had to include
 - I. Start and expected task end date and time
 - II. Add attributes such as 'Blog graphics requested/received.'

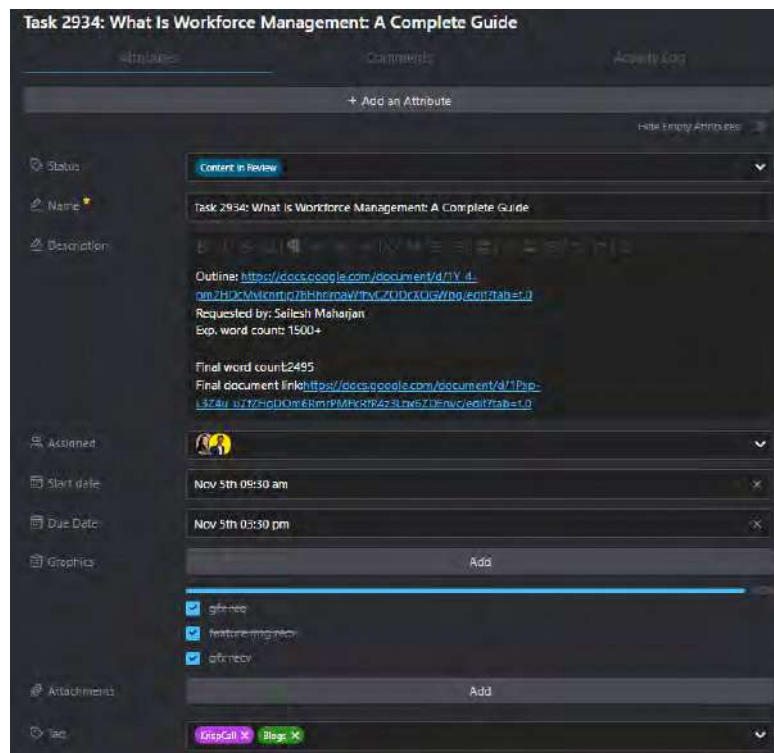


Figure 20: KrispCall's Kanban task card

3. And drop the task card to the 'Content in Progress' label.
4. Create a specific drive file with the task number specified.

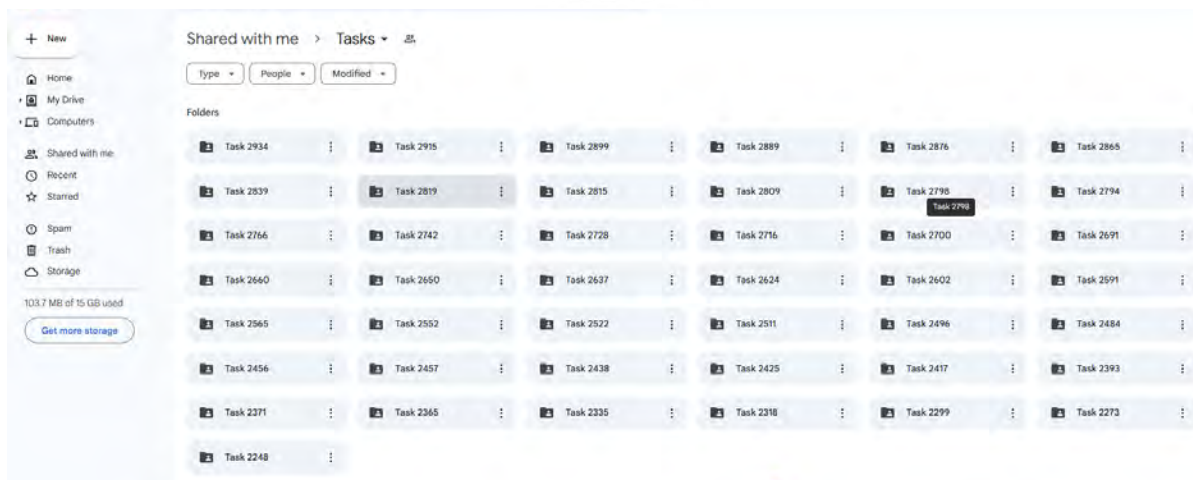


Figure 21: KrispCall's Task drive folder

6. Create a duplicate of the outline and request the graphics to the designer team.

The screenshot shows a Google Form titled "Graphics Request Form". At the top, it displays the user's email "srijan.shrestha@codavatar.tech" with a "Switch account" link and a "Not shared" status. A red asterisk indicates a required question. The form contains two text input fields: "Task ID *" and "Title", both with "Your answer" placeholder text.

Figure 22: Graphics request Google forms

7. Check the outline from the SEO analysts about the search user intent, keywords to include and any other requirements.

The image shows a document titled "What Is Workforce Management: A Complete Guide". It includes metadata such as "Prepared By: Sailesh", "Prepared On: 5 Nov. 2024", and "Website for: krispcall.com". A table provides details on competitor references, keywords, and word count.

Competitor Reference	<ul style="list-style-type: none"> • https://www.adp.com/resources/articles-and-insights/articles/w/what-is-workforce-management.aspx • https://www.forbes.com/advisor/business/what-is-workforce-management/ • https://www.oracle.com/human-capital-management/workforce-management/what-is-wfm/
Primary Keyword/ Secondary Keyword	<ul style="list-style-type: none"> • Workforce management • wfm • What is Workforce management • wfm meaning • workforce management definition • management workforce • workforce management solutions • Work force management • wfm full form • workforce management examples
Word Count	1500+

Feature Image - [ref](#)

**** Add stats, internal links, and images to the content****

Figure 23: SEO blog outline description

8. I will start researching the topic using the references provided, extra references, AI tools, and others at my convenience.
9. Write and complete the task within the given period.
10. Attach the received images from the designer's team.

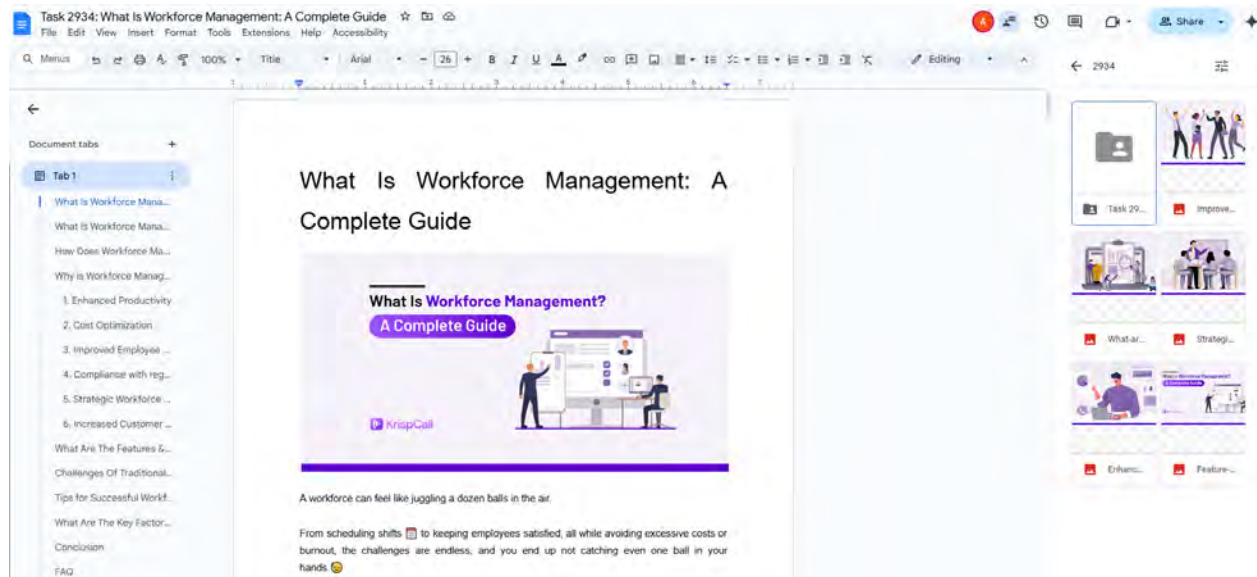


Figure 24: Graphics inserted into KrispCall's blog draft

11. Update the task card with the final word count and doc link and drop it to the 'Content Complete' label.
12. If any comment arises in the doc while the team leader is reviewing it, then correct per their instructions.
13. Update my regular task status in the daily check-in doc file and also update my completed tasks sheet.

The screenshot shows a Google Docs document titled "Content Team Daily Stan...". The document contains a table with the following data:

Name	Done	To Do	Impediments
Alisha Limbu	Reviewed and submitted 7 tasks	Review 4 contents and submit them	
Yunesh Karki	No Task, Assisted Task 2656 What Is Current Period Roaming? Everything You Need To Know	New Task	
Omsang Gale	Task 2651: How To Switch From SMS to MMS on Android?, Task 2658: How To Fix No Service on iPhone: 10 Ways (submitted)	Task 2662: Best Call Routing Software completion by 5pm	
Pratikhya Karwal	Started Task 2659: What Is VoIP Jitter and How to Fix It?	Task 2659: What Is VoIP Jitter and How to Fix It?	
Pratiksha Subedi	Completed Task 2656 What Is Current Period Roaming? Everything You Need To Know	Take a new task	
Srijan Shrestha	Task 2650: 01291 Area Code - Chesham, UK Local Phone Number	Task 2660: How To Get Free Non Voip Number For SMS Verification?	

Figure 25: KrispCall's daily check-in doc file

The screenshot shows a Google Sheet titled "Daily Task Content Assembly Line". The sheet contains a table with the following data:

	A	B	C	D	E	F	G	H
	Date	Day	Task Number	Title	Product	Content Type	Task 1 Status	Words
35	Aug 24	Saturday						
36	Aug 25	Sunday						
37	Aug 26	Monday	2389	How To Get Phone Numbers For Cold Calling	KrispCall	Blog	In Progress	2490
38	Aug 27	Tuesday	2393	Ultimate Guide to Internet Business Phone?	KrispCall	Blog	In Progress	695
39	Aug 28	Wednesday	2393	Ultimate Guide to Internet Business Phone?	KrispCall	Blog	Submitted	2000
40	Aug 29	Thursday	2417	How to Get CDR Report Online	KrispCall	Blog	Submitted	1762
41	Aug 30	Friday	2425	Domestic toll-free numbers vs International toll-free numbers	KrispCall	Blog	Submitted	2411
42	Aug 31	Saturday						
43	Sep 1	Sunday						
44	Sep 2	Monday	-	No new task				
45	Sep 3	Tuesday	2436	Italy Phone Number Format: A Complete Guide	KrispCall	Blog	Submitted	1000
46	Sep 4	Wednesday	2457	What Is Call Abandonment Rate: How to Calculate It	KrispCall	Blog	Submitted	1808
47	Sep 5	Thursday	2456	Comprehensive Guide to the Pay-As-You-Go Model in Business	KrispCall	Blog	Submitted	1902
48	Sep 6	Friday	2477	What Is Auto Attendant & How Does It Work?	KrispCall	Blog	Submitted	1654
49	Sep 7	Saturday						
50	Sep 8	Sunday						
51	Sep 9	Monday	2484	How the integration of KrispCall and Microsoft teams helps Custo	KrispCall	Blog	Submitted	888
52	Sep 10	Tuesday	2496	What Does Extended Network Mean: A Complete Guide	KrispCall	Blog	Submitted	1444
53	Sep 11	Wednesday	2511	13+ VoIP Advantages and Disadvantages: An In-Depth Guide	VoipTap	Blog	Submitted	2118
54	Sep 12	Thursday	2522	100+ Essential VoIP Features You Need to Know About in 2024	VoipTap	Blog	In Progress	2000
55	Sep 13	Friday	2522	100+ Essential VoIP Features You Need to Know About in 2024	VoipTap	Blog	Submitted	7805
56	Sep 14	Saturday						
57	Sep 15	Sunday						
58	Sep 16	Monday	-	Sick leave				
59	Sep 17	Tuesday	2552	What Does Message Blocking Is Active Mean: How To Fix It?	KrispCall	Blog	Submitted	1653
60	Sep 18	Wednesday	2565	Why Do Random Numbers Call Me: Reasons & Solutions	KrispCall	Blog	Submitted	2826
61	Sep 19	Thursday	2577	What Is Conversational Messaging: A Complete Guide	KrispCall	Blog	Submitted	2751
62	Sep 20	Friday	2591	Enterprise Communication: Features, Benefits & Best Practices	KrispCall	Blog	Submitted	2009
63	Sep 21	Saturday						
64	Sep 22	Sunday						
65	Sep 23	Monday	2602	Top Phone Call Challenges Tourists Face When Traveling Abroad	KrispCall	Blog	Submitted	2625
66	Sep 24	Tuesday	2624	10 Best Pakistan Virtual Phone Number Providers in 2024	KrispCall	Blog	Submitted	1621

Figure 26: KrispCall's daily task content assembly line

3. Activities in coordinating with co-workers

For coordination with the office hours, I had a few people work with me collaboratively.

Co-workers	Coordination
Team Leader	Give updates about tasks, work on completing the weekly/monthly target, and communicate on corrections to be made to the drafts.
SEO Analysts	Question if there's any confusion, objection, or suggestion in the blog outline. Communicate in corrections suggested by them in the drafts.
Graphic designers	Request them image references. Direct them to create similar required illustrations per the titles. Collaborate and advise them again if any mistakes still occur.

Table 2: Collaboration with co-workers

3. Job process diagram

Here's step by step by step job process diagram of daily duties.

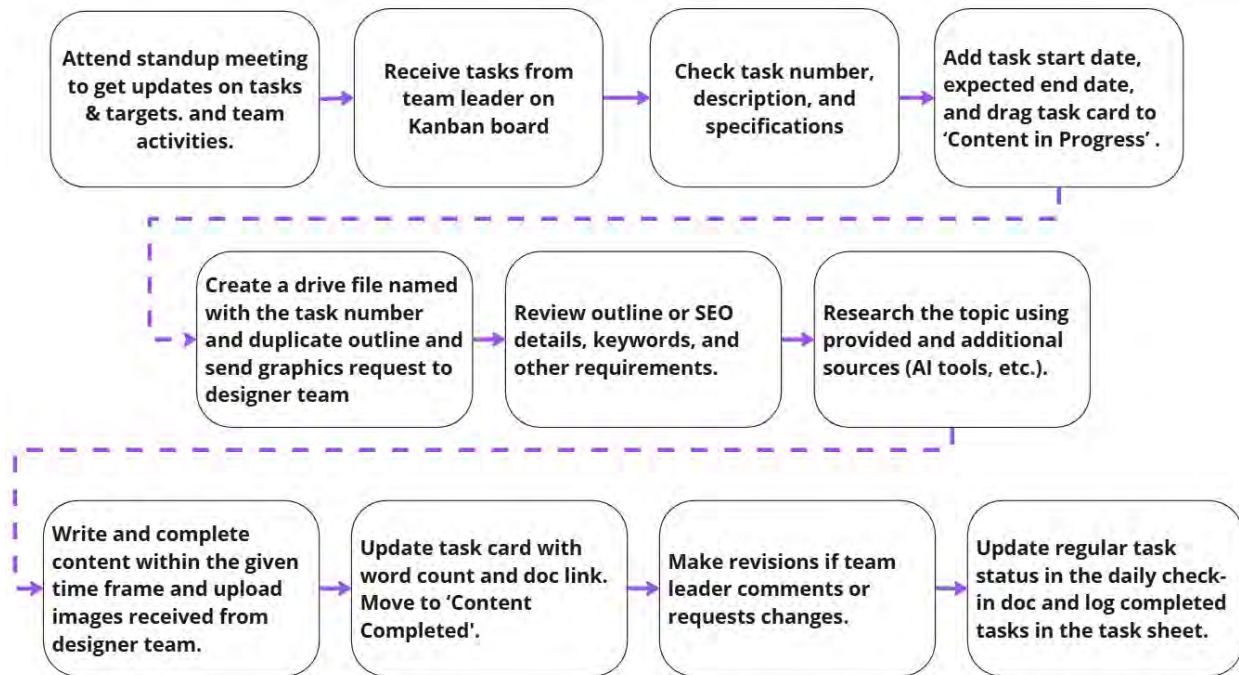


Figure 27: Daily job process diagram

5. My contributions as a Co-op student in the company

My contributions per my work hours in the company are:

1. **Writing & Research:** I contributed by researching assigned topics within SEO guidelines, tackling user search intent, and writing blog posts, copywriting, and other content pieces.
2. **Documentation:** I maintained documentation daily by creating specific drive folders for each task assigned so that all relevant files and updates were easily accessible.
3. **Efficiency & Time Management:** I completed my tasks mostly on time, working efficiently to meet deadlines.
4. **Handling Feedback:** When comments or revisions were required on drafts, I quickly responded to the team leader's feedback by first making those necessary adjustments.

5. **Team Collaboration:** I regularly participated in stand-up meetings and SEO team meetings regarding discussions or plans being made for a specific issue or an idea.
6. **Cross-Team Communication:** I regularly communicated with the design team about the blog graphics that were needed and placed them in the right places on the blogs.
7. **Regular Task Updates:** I regularly updated the daily check-in doc and logged completed tasks in the task tracker to ensure that my work was always visible and organized to team members and leaders.
8. **Skill Development:** I constantly try to implement tools and techniques related to SEO, content creation, and project management and share those ideas to further enhance the quality of work.



Chapter 3: Learning Process

In this chapter, I'll discuss the gaps that really were affecting the team's workflow and some of the ways to solve those issues. I will also share some skills and learnings that I was able to absorb and a few recommendations I hope the company can implement in the future.

1. Problems/issues of the Company

During my tenure as an SEO Content Writer for KrispCall at Codavatar, I experienced a few issues that I, as an individual, and my team faced collectively.

1. I witnessed some delays and misunderstandings between the SEO and content team regarding the blog outline, timeline, and graphic requests.
2. Sometimes, due to the target pressure and time, I was really struggling to manage the workload.
3. Miscommunication regarding re-to-do drafts hindered the monitoring process of the tasks.
4. There were times when the SEO guidelines, such as keywords, user intent, etc., were not clear enough in the outline.
5. The feedback loops did exist where writers were not given proper instructions to improve timely further.
6. Some days, work is halted while waiting for seniors' approval to receive graphic assets, which delays the workflow.
7. At times, I was also confused about the goals, SEO strategies to apply, which writing style to choose, and the strict Standard Operating Procedure (SOP) to follow.

2. How to solve those problems and recommendations to the company

Along with some of the issues that I faced personally, as well as those that I faced with the whole team members, here are possible solutions that I, as well as my colleagues, thought of.

1. Communication protocols and frequent check-ins between teams can help ensure that every team member is on the same page.
2. Creating prioritization strategies and average time pressure that can improve task management.
3. Provide the same structured SEO guidelines for everything, including templates, to help the writing team understand the expected standards and requirements.
4. Implement a structured feedback procedure with better set expectations and a standardized review format.
5. Extend deadlines per the task title that can reduce last minute stress and improve the quality part of the draft.
6. Writers should be included in the outline creation process once a week to gain extra insights about the new trends, except for the daily keyword research.

3. My learnings during the Co-Op Studies

During this long 16-week co-op study, I have learned a lot, especially about SEO and Content Marketing, and a few lessons about project management. So, here are some key learnings.

1. **Real world applications of SEO strategies:** I wasn't really familiar with practicing SEO for a business with long-term visions and strategic plans. All I had was an online course certificate of Introduction to SEO I/II from HubSpot about fundamental theories and a few best practices. But during my tenure in the company, I got hands on experience with Wordtune, Google Analytics, ahrefs, answerthepublic, Grammarly, and others to optimize content, analyze website traffic, and understand keyword trends.
2. **Collaboration across teams:** I'm also really grateful for getting to work with a lot of people. Collaborating with three departments, getting your idea through another person, and practicing better project management were really useful. Working with professionals from various backgrounds and perspectives made me appreciate the importance of collaboration.
3. **Time management:** Waking up early at 5, getting to the office at 7, and finishing a draft every day before 4 really improved my time management skills. I understood how to break projects, outlines, and drafts to make sure the deadlines are met.

4. **Adapting to changes:** Staying current with trends is essential, I have learned to be flexible and adjust when priorities shift. I am able to handle sudden changes in project scope, make urgent draft edits, and dive into new tasks immediately. I believe I've remained calm under pressure and always make sure to take breaks, as they are crucial for maintaining productivity.
5. **Critical Thinking and Problem Solving:** Multiple revisions are often necessary in crucial roles, such as identifying gaps in content drafts and outlines. I've learned to creatively merge ideas, which led to innovative approaches that could enhance our overall strategy. This skill was developed through numerous office hours, constructive feedback from colleagues and team leads, and insights from data analysis.

3. Applying my coursework knowledge to reality

To look back on my coursework, honestly, not much hard skills came in handy, but soft skills and theories on content strategy were really useful.

I guess writing answers for the case studies we got in brand management classes, HBR case studies and random stuff I used to read was really useful for me. With better knowledge of Google Suite applications like Docs, Sheets, and Slides, I was able to make my work tracking a bit more convenient for me to track my progress and monthly target.

The classes on entrepreneurship and direct marketing, along with the theoretical and practical projects we were assigned, were useful in some aspects. The content marketing strategies that we tried in a practical project at the 6th sem helped me integrate those into content writing. Events I participated in in various marketing roles, writing and designing, clicked in finding gaps in the content outlines.

4. Special skills I learned during this study

Now, some of the special skills that I got to learn during my co-op study are:

1. **Advanced SEO skills:** Beyond core knowledge of the best practices of SEO, I learned advanced technical skills about on-page SEO, ascertaining if a website is responsive on mobile or not. I also learned how to use WordPress to insert the blogs, edit the elements if I like, and publish them.
2. **Content Marketing and Strategy:** I learned to create content strategies and outlines that align with the business goals, target audience needs, and SEO objectives. This includes content writing tones, conducting audience research, and creating buyer personas to make the blog properly targeted and relevant to the target audience.
3. **Graphic Design Collaboration:** I also learned how to provide and receive constructive feedback on graphics so that they would be optimized both for performance on the web and engagement. It has taught me to use the simplest tools, like Canva, to create simple graphics, and that has been helpful in supplementing the creation of content.
4. **Effective Communication and Feedback:** I've been quite clear on understanding how to express my thoughts, ask for clarification, and give feedback. I learned teamwork and interdepartmental relations, and such interaction helped smooth all work in due time and proper order.
5. **Productivity Tools:** I've become proficient in using tools like Slack, Start Infinity, and Google Calendar to manage tasks and set priorities. I've also learned how to divide big projects into smaller tasks and set realistic deadlines.
6. **Attention to Detail:** Lastly, I've come to realize more about the art of paying attention to the small stuff, such as content rereading, for accuracy in SEO, clarity, and quality. Proofreading and double-checking that content is very vital so that it meets editorial and SEO criteria before being submitted.

Chapter 4: Conclusion

1. Summary of highlights of Co-Op studies in my company

Throughout this co-op experience at Codavatar, working under KrispCall, this report is focused on the role of an SEO Content Writer in Kathmandu, Nepal.

Solely, this report also talks about the world of Search Engine Optimization (SEO) and content marketing. And about my responsibility to write, edit, and re-edit my blog posts that finally got accepted by the team lead editors as well as a few of my daily contributions to KrispCall as a brand in content writing.

Along the way, there were a few issues that I was facing or that we as a whole team had to face in these 16 weeks. I've also mentioned solutions and some recommendations on how to solve those issues.

I also mention some of the learnings that I'll never be able to forget while applying coursework to the job that I was assigned to and some of the special skills that I acquired in this world of SEO.

2. Self-evaluation of the work experience

As I reflect on this work experience, I see several of the strengths I brought to the table, as well as areas where I could have improved.

- **Strengths**

From day one, I was really eager to learn about the job I was getting into. And as I did with the opportunity to ask questions, seek feedback, and look for new challenges.

I feel like I've given my best throughout this tenure, whether it's learning tools, understanding workflows, or correcting my mistakes. I can effectively communicate my needs and objections and present myself to other people or departments.

Also, I was good at keeping track of the status of my tasks submitted on time. The time management part also really improved with this experience, I used to prioritize tasks based on importance with attention to detail.

- **Areas of Improvement**

There were times when I could've been more proactive with the research approach in writing the blogs. I'll make sure to express my ideas even more during meetings and discussions regarding the subject of my interests.

I will be more open to my colleagues to build good relationships. I hope to explore my versatility even more to improve my writing style and techniques further.

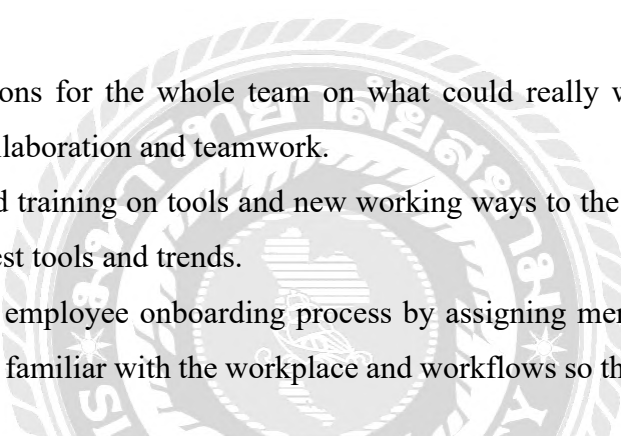
3. Limitations & Recommendations for Co-Op Studies

Due to the time limit of the Co-Operative Study, though rich in learning, I worked on several strategies. But the nature of SEO's results required a longer period, so I won't be able to see those long-term efforts. The confidentiality of the company must be maintained. I may also have limited my access to every aspect of the company, so this does not include all the information.

The current structure students are following is extensive, with multiple explanations of the same issue. Also, the Pre-Co-Op Class for creating the report should be shorter and broken into numerous classes. All advisers and students must stick to a standardized approach with a single deadline for all tasks. I am grateful to the University for allowing me to participate in this enriching program and gain experience through the internship.

5. Recommendations to the Company

Apart from the solutions listed above, which were directed to the present issues that I encountered, here are a few recommendations for the brand. These are seen through the long-term sustainable gains for the prosperity of the brand reputation and sales.

1. To attract more potential customers, look beyond traffic and ranking data while fostering original data-driven content creation from existing customers with deep behavioral insights.
 2. Shift towards incorporating more interactive multimedia content to vitalize content fatigue.
 3. Create a content personalization strategy to capture individual user behaviors and interests. This can improve blog engagements and, ultimately, conversion rates.
 4. Build a more structured feedback process to make sure individual employee gets constructive feedback and recognition for content creation.
 5. Implement A/B testing to experiment with various formats and methods to check what really works with the target group.
 6. Make sure content is integrated at all stages of the customer journey, not just at the awareness stage.
 7. Arrange mini competitions for the whole team on what could really work as a team to solve problems to improve collaboration and teamwork.
 8. Provide more underrated training on tools and new working ways to the whole team so that they are updated with the latest tools and trends.
 9. Develop a more formal employee onboarding process by assigning mentors for internships and recruits to help them get familiar with the workplace and workflows so that we can contribute and learn faster.
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Appendices

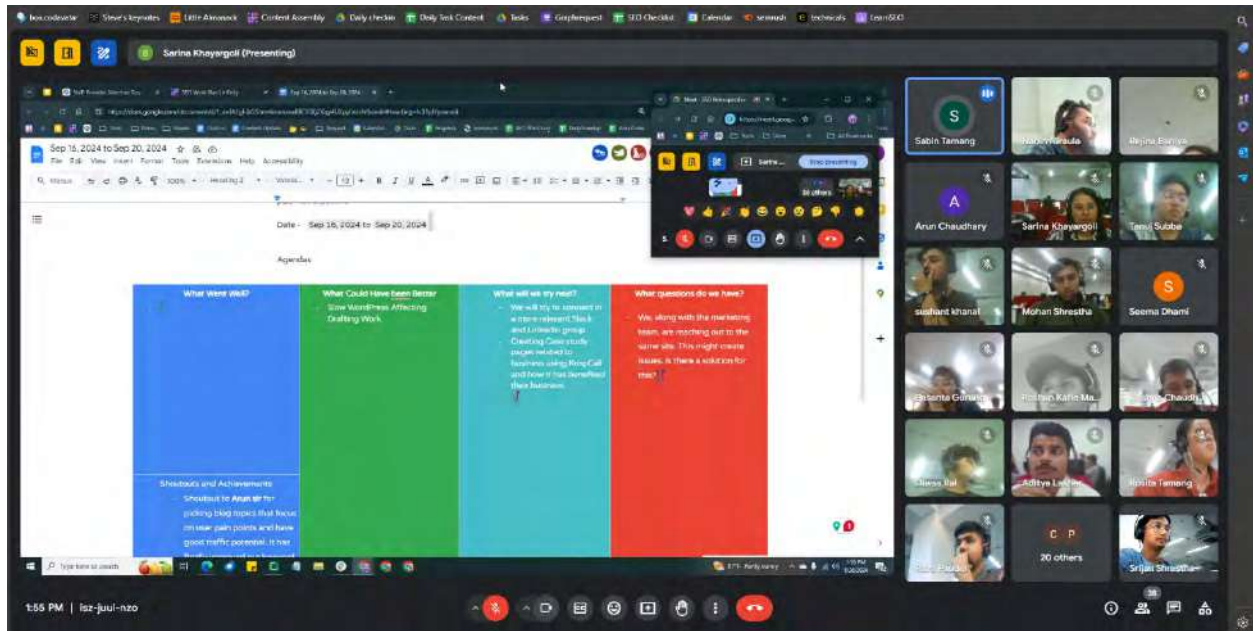


Figure 28: Weekly SEO Retrospective meeting



Figure 29: Monthly all-hands meeting

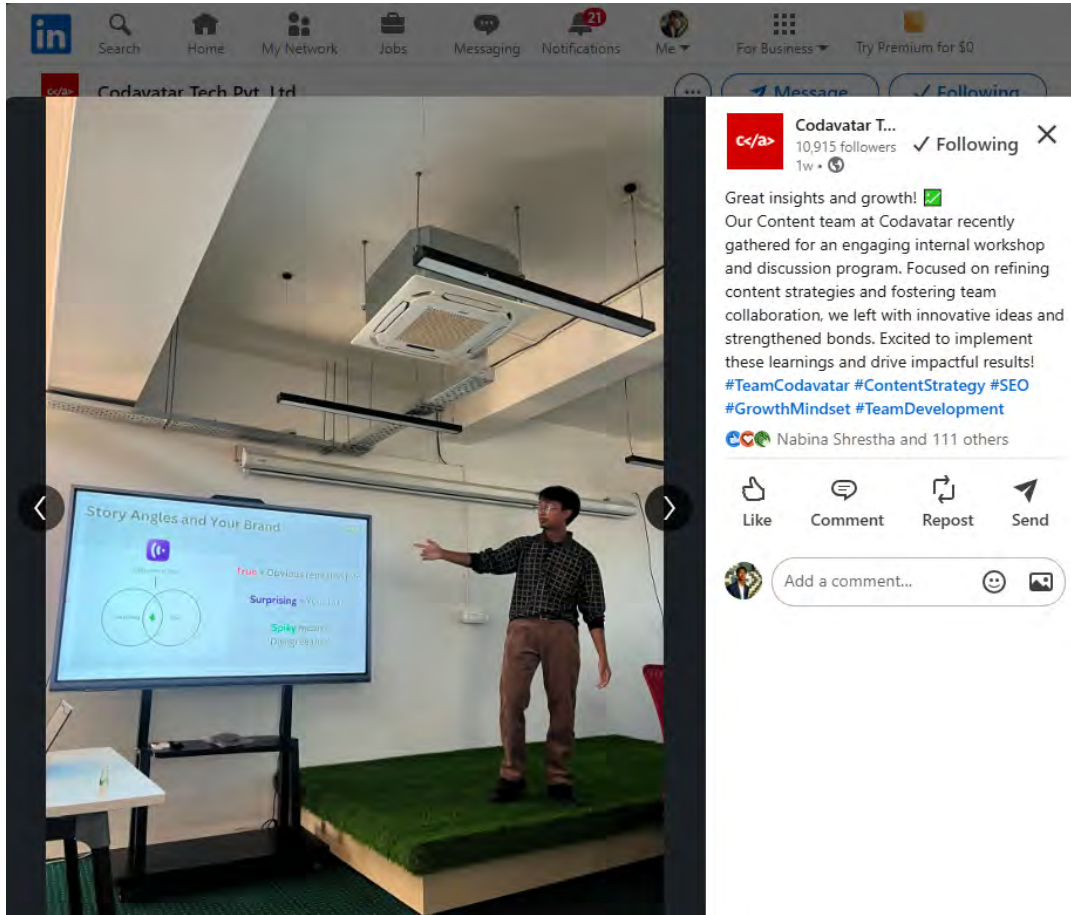


Figure 30: Glimpses of weekly content team presentation





Figure 31: Glimpses of weekly presentation on 'Unique Content Angle'

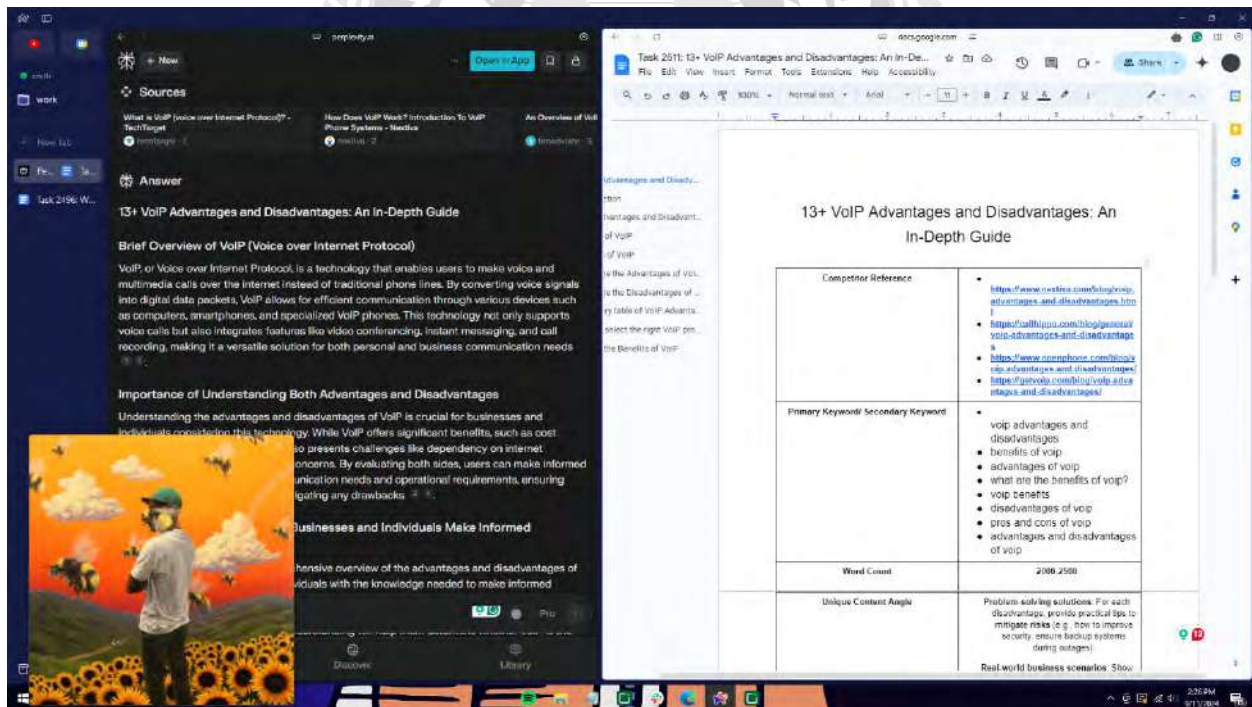


Figure 32: A typical day at the office