

INTERNSHIP REPORT
ON
CONTENT WRITING & CONTENT DEVELOPMENT

Submitted to
DEPARTMENT OF ENGLISH
BHOPAL SCHOOL OF SOCIAL SCIENCES

Guided by:

Dr Supriya Mandloi
Associate Professor
Department of English
BSSS

Submitted By:

Ankita Rani Francis
MA English Literature
IV Semester
BSSS



BHOPAL SCHOOL OF SOCIAL SCIENCES

(Autonomous Institute, Affiliated to Barkatullah University, Bhopal)

DECLARATION BY THE STUDENT

I, Ankita Rani Francis, student of MA Final English literature (IV Semester) hereby declare that the project work entitled 'CONTENT WRITING & CONTENT DEVELOPMENT', submitted to The Bhopal School of Social Sciences is a record of original work done by me under the guidance of Associate Professor Dr Supriya Mandloi of Department of English, BSSS. This project work is submitted in partial fulfilment of the requirements for the award of the degree of Masters in English Literature. The results embodied in this thesis have not been submitted to any other University or Institute for the award of any degree or diploma.

Signature

Date

Name and Signature
of Student

CERTIFICATE

Based on the declaration submitted by Ankita Rani Francis, student of MA Final English Literature (IV Semester), I hereby certify that the project titled 'CONTENT WRITING & CONTENT DEVELOPMENT', which is submitted to Bhopal School Of Social Sciences, Bhopal, in partial fulfilment of the requirement for the award of the degree of Masters in English Literature is an original contribution with existing knowledge and faithful record of work carried out by her under my guidance and supervision.

To the best of my knowledge this work has not been submitted in part or full for any degree or diploma to another University or elsewhere.

Date

(Name and signature of Guide)

Department Of English

Bhopal School Of Social Sciences, Bhopal

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ACKNOWLEDGEMENT

This project holds a very high position in my career. My determination and perseverance have helped me to put my best into this project. My goal was to give in to appreciating an outstanding performance. This project has made me work and adjust with people around and surroundings.

Completing a task is never a one-man effort. It is the invaluable contributions of several individuals directly or indirectly that helps in making a success. I take this opportunity to express my deep sense of gratitude and heartfelt thanks to my guide, **Assistant Professor- Dr Supriya Mandloi**, for their valuable guidance and interest throughout the work.

Introduction:

Internship and Writing

Experience is the mother of all learning and an Internship program suggests experience learning, which indeed is the best kind of learning. An Internship is a period of work that is offered by an institute or office, for industrial learning, to students. On the other hand, students too can put the institute or industry on benefit while taking exposure to the work environment, relating to their specific field of study.

The importance of an internship experience cannot be overstated. Today, employers favour prospective employees who have done not only one internship but multiple internships. An internship makes the classroom's abstract theories and learned examples concrete by placing the student in a real-life work situation with real live co-workers performing actual professional tasks, which the job encompasses. internship is that you will gain invaluable professional experience. Internships can be done for a short period. i.e. one or two months or for a longer period like a year or more. Internships can be stipend or voluntary.

An internship tends to develop one's soft skills like personal effectiveness, presentation skills, communication skills, influencing skills and creative problem-solving. Internship is a great opportunity to talk directly to people and

experience the role one aspires to be and understand what it's all about and how the progress in that particular field can be achieved. It also shows the true realities of the job. Internship provides itself as a 'try before you buy option and embark on why you want to pursue a particular profession.

One needs to have an interactive approach in an internship. In its simplest form, it's the 'movement Learning based on the first-hand experience'. My internship program was based on 'Content Writing & Content Development.

The working period of my Content Writing internship was divided into 30 days, for two hours each day. The working period of the Content Development Internship was divided into 45 days, for 6 hours each day.

Before we proceed further, some key findings:

- Research and Writing Skills.
- Thirst for knowledge.
- Mastery of different writing styles.
- Diligence and patience
- Be Ready for Criticism.
- Collaborate with internal and/or external resources to update existing content.
- Manage multiple projects concurrently and meet deliverable deadlines.
- Willingness to learn
- Great Communication Skills

ABOUT THE COMPANY

TheQnA.Org



TheQna.Org is an information portal that came with the objective to bridge the gap between information and its seeker. It covers each and every piece of information regarding the Latest Technology, Gadgets, mobile phones, laptops, and many more. We all know these are the things which make our life convenient and how important is to know about them so that we can use them for several purposes for which they are designed to serve. There is no limit to gathering information and that so is fulfilled by this information portal as every information we think and even not thought of is available here. It is easy to collect information but it is very difficult to have a genuine one. This is the motive of this organization to provide authentic information that can be used further undoubtedly.

Website: <https://theqna.org>

Industry: Information Technology & Services

Company size: 0-1 employees 12 on LinkedIn (Includes members with current employer listed as TheQna.Org, including part-times roles)

Headquarters: New Delhi, Delhi

Type: Self-Employed

Specialities: Technology, Gadgets, Smartphone Reviews, Travel, Mobile Phones, Application Reviews, and Tech News.

TheQnA.Org

Dear **Ankita Rani Francis**,

Greeting!

Congratulations! You earned your position in our team. Your internship starts from **06 Oct 2020**. This Internship is for 30 days. You have been officially hired by **Theqna.org**. Thank you for showcasing your interest in working with our company.

Note: Read the following points carefully. If you agree then only say yes. No backouts in between will be entertained.

Here is a brief about your internship, followed by the terms and conditions: -

- **You have to complete all tasks in a given time. If you will not complete these task you will not get anything.**
- **As an intern, you are not the employee of the company. You will get certificate after internship.**

All the best for your new start, we hope you stay with us for a longer time! Revert as soon as possible. If any doubts, please feel free to come forward.

Regards

Theqna.org
intern@theqna.org

Offer Letter by the QnA.org



Feel the #Touch of Goodness with Mamaearth

📅 January 7, 2021 👤 Ankita Francis 💬 1 Comment
📋 Marketing

Mamaearth is an Indian brand started by Ghazal

[Interface of my articles](#)

TheQnA.Org

CERTIFICATE OF COMPLETION

This certificate is certified to

Ms. Ankita Francis

in recognition of her hard work and dedication in completing the
[CONTENT WRITING INTERNSHIP]

from **06 Oct 2020** to **06 Nov 2020**.

She worked well as part of the team during her tenure on our virtual Internship.
We take this opportunity to thank her and wish her all the best for her future.

Awarded on **07 Nov 2020**.



Surbhi Rajpoot
Editor & Digital Marketing Head
intern@theqna.org

Certificate No: 2020070770

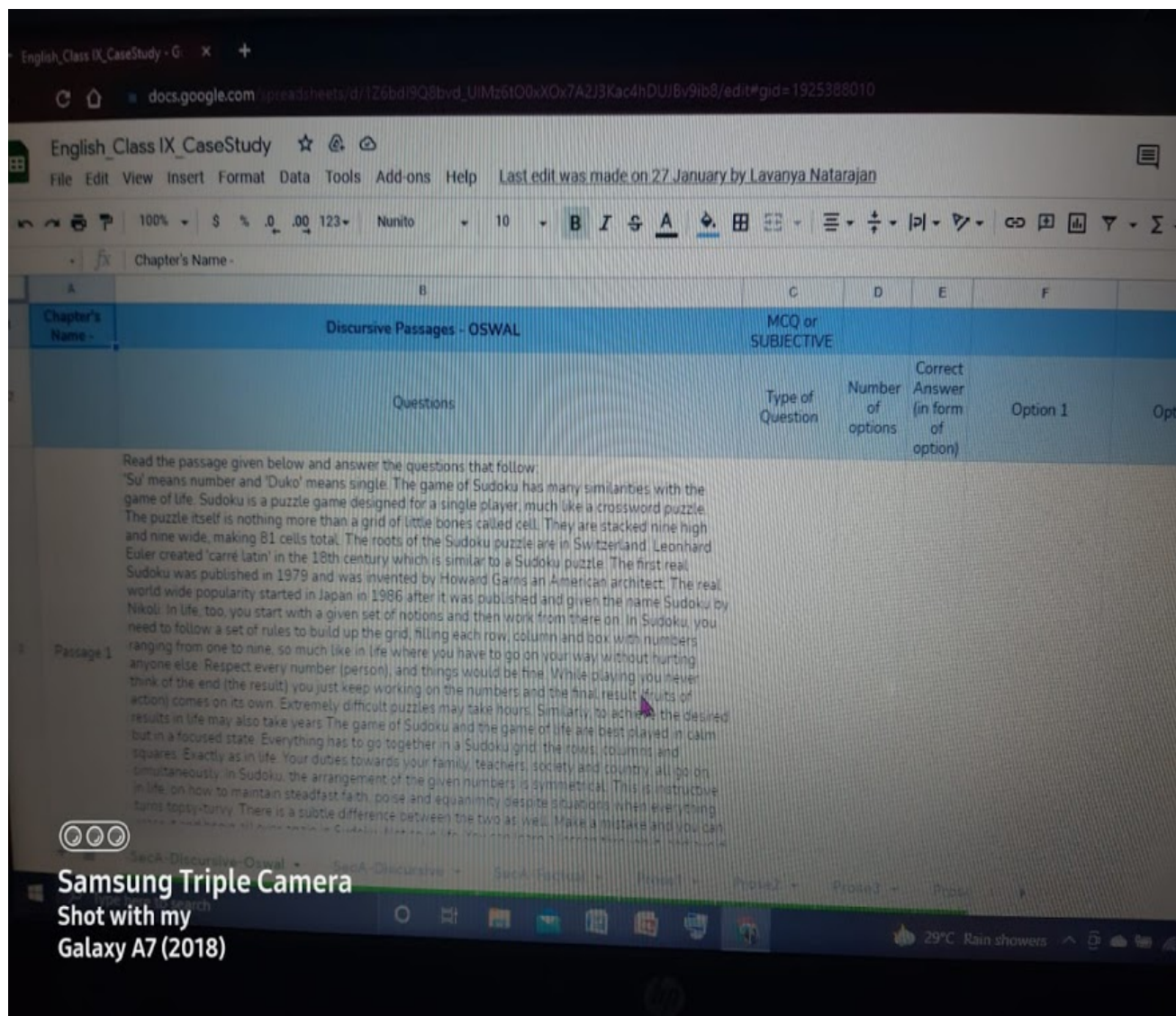
Certificate from QnA.org

CONTENT DEVELOPMENT

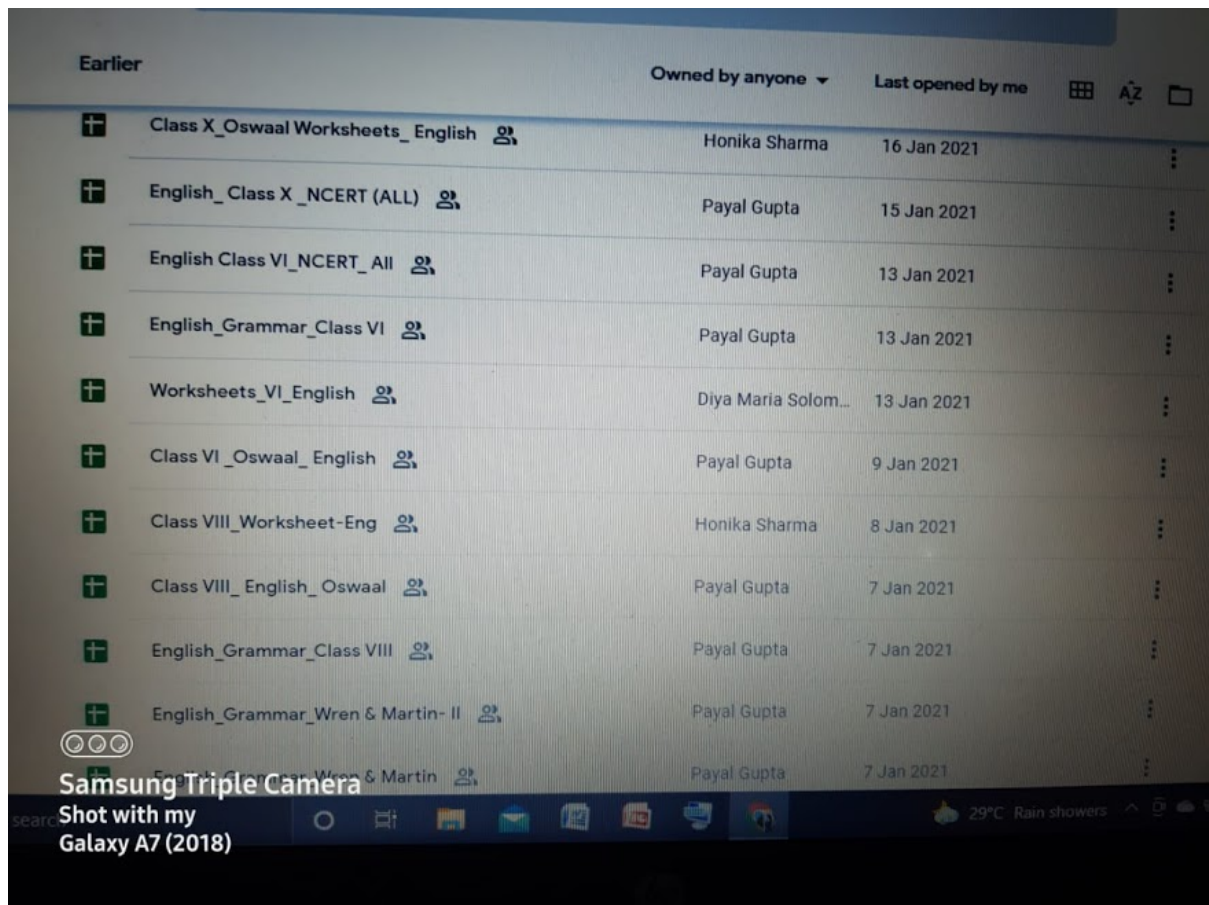
InfyBytes AI Labs (Octo) is an ed-tech company started by IIT Bombay alumni. The company wants to build, new-age learning systems (intuitive learning systems/non-formal learning) to make learning efficient, contextual, and on the go. We believe the world has changed and so have the tools and the need to learn in a certain way and at a certain time. The future of learning will be mainly on the go as per need basis. It will be more and more vocational as the requirements are changing so fast that traditional institutes cannot cope with these dynamics.

Infybytes Ai Labs Private Limited is a Private Company incorporated on 12 October 2018. It is classified as a Non-govt company and is registered at Registrar of Companies, Bangalore. It is involved in other computer-related activities [for example maintenance of websites of other firms/ creation of multimedia presentations for other firms etc. Directors of Infybytes Ai Labs Private Limited are Harshvardhan Mandad and Amrose Birani. The current status of Infybytes Ai Labs Private Limited is - Active.

Infybytes Ai Labs Private Limited has also developed a homework app that helps students with their homework. Specially designed for students of class 6th to 10th. It includes features like Questions from all NCERT & best reference textbooks like RD Sharma, RS Agarwal, Oswaal, S Chand, Xam Idea are pre-populated (pre-typed) in the homework app, Create homework/revision/quiz in just 2 minutes, Auto-grade your homework etc.



Interface in which Content was Developed



Books Completed during Internship



InfyBytes AI Labs Pvt. Ltd.

Room No 4, BHIVE coworking Spaces
No 22, 15th Cross Road
Sector 4, HSR Layout
Bengaluru, Karnataka 560102
hr@octoapp.ai

November 18th, 2020

Dear Ankita,

We are pleased to offer you a **Content creation & Doubt solving Internship** at InfyBytes AI Labs Private Limited with a start date of **19th November 2020**. We believe your skills and experience are an excellent match for our company.

In this role, you will be required to take responsibility for:

1. Solving doubts of the students over the app (in chat or mail)
2. Giving constant feedback on the learning material for its improvement
3. Maintaining the accuracy of the solutions
4. Documenting question-solutions for future use

The duration of this internship would be 1.5 months.

The monthly compensation for this position is INR 5,000 per month + incentives.
15 days of notice period

Please confirm your acceptance of this offer by signing and returning this letter by **19th November 2020**

We are excited to have you join our team! If you have any questions, please feel free to reach out at any time.

Sincerely,

Harshvardhan Mandad
CEO

Ankita Francis



Offer Letter by InfyBytes AI Labs



InfyBytes AI Labs Pvt. Ltd.

Room No 4, BHIVE coworking Spaces
No 22, 15th Cross Road
Sector 4, HSR Layout
Bengaluru, Karnataka 560102
hr@octoapp.ai

21st January 2021

Internship Certificate

This is to certify that **Ankita Rani Francis** had undergone her internship with **InfyBytes AI Labs** from **November 19th, 2020 to January 21st, 2021**.

During her internship, she worked as a **Content Development & Doubt Solving Intern (English)** showing a very good performance.

We wish **Ankita Rani Francis** the very best for her future career endeavors.

Best regards,

Payal Gupta
(Lead Curriculum Design)



Certificate from InfyBytes AI Labs

REVIEW OF LITERATURE

A look Into the History

Content Writing over past these years

Content writing services (also known as online content writing services and content marketing services) is a category of work that first surfaced in the early 1990s, due to an exponential rise in online activities. Content writing services are firms, companies or groups of writers that provide services such as blog writing for websites, web content writing, marketing material content, white papers, research articles, proofreading services, infographic content, social media content, press releases, product descriptions, copywriting services, and many more.

Content writing services generally charge a fixed per word rate which is popularly known as PPW (pay per word or price per word). However, many content writing firms also have pricing plans that offer a fixed amount of content against subscription plans.

The adoption of the World Wide Web spread across the globe during the early 1990s. With it came the ability for businesses to represent themselves through a website, enabling visitors to obtain relevant information and engage with their favourite brands. Later came search engines like Yahoo, Google, and Bing. Their goal was to categorize information found on the internet and present it to those who were searching for it. This information, known as web content, became intrinsic to the modern Web in years to come.

The demand made by search engines for credible and well-organized information led to the development of commercial content writing services. Content writers aim to write the company's desired text in a manner that completely aligns with the brand's values, ethos and style.

CONTENT WRITING IN 21st CENTURY

The 21st century distinguishes content writing services into multiple segments. Such categorization comes from a diversified approach to presenting information in the World Wide Web Consortium. Today, in addition to its utilization for commercial descriptive purposes, individuals have taken up writing as a means to communicate with their global audience. The main subdivisions of content writing services today include.

Article - A descriptive piece of text used by companies and organizations to enlighten users on a particular topic. It is highly informative and detailed.

Blog - A personal journal that is maintained by an individual or an organization and needs to be uploaded as and when required. Blogs indulge in an interactive tone with their readers.

Press Release – A brief news story from an organization's PR manager outlining recent facts, sales figures, profit margins, new services, product releases, etc. as laid down by the officials.

Web Content – Visually descriptive & interactive content present on the web pages of every website that highlights the services and amenities provided by a venture.

SEO Content – Search Engine Optimized Content so that it can rank in Search engine result pages on some particular queries.

Research and Report Writing – This type of content needs strong research and an analytical bent of mind to write.

Copywriting – Copywriting is the act of writing the text for advertising or other forms of marketing. The product, called copy, is written content that aims to increase brand awareness and ultimately persuade a person or group to take a particular action.

Social Media Content – This type of content has to be the most compelling, engaging and viral. Used for Social media Optimization and Social Media Marketing.

Business Writing – It includes Sales proposals, memos, official emails, manual writing and another form of writing which is used by organizations in B2B or B2C communication.

Landing Page - The pages on which Ads of your search engine like Google and Bing lands. Ads of social media platforms like Facebook, Instagram, Linked In and so on also lands on the landing page. Landing Page content writing plays an important role in generating leads. Through the landing page, show the audience the benefits of getting the service from you.

Direct Marketing Copy - These are pieces that speak directly to a business' audience. For example, newsletters, emails, and marketing funnels.

TRADITIONAL WRITING VS MODERN(SEO)

WRITING

Many people who consider themselves good writers are a bit intimidated by the idea of writing content for the Internet. English majors or Creative Writing majors who graduate with honours may feel as if they could write in any style, for any type of publication, with any target audience; only to discover that they get turned down for website copywriter positions time after time. So what is this secret to SEO writing, and what makes Internet writing so different from traditional writing styles?

TRADITIONAL WRITING METHODS

In traditional writing, the emphasis is on expressing ideas and relaying information, usually with a unique flair that is enjoyable for the reader. This desire for a rich style runs throughout many different traditional writing mediums—from daily newspapers to literary novels. Writers search for just the right word that will get their point across, paying close attention to varying their word choices and sentence structures. Long, complex sentences and obscure vocabulary become a measure of the writer's knowledge and proficiency, perhaps as a result of years of academic training.

While there is a place for traditional writing styles, it is tough to make an argument that they belong in the website content. Instead, a skilled content writer will turn to the proven method of SEO writing.

MODERN(SEO) WRITING METHODS

In a nutshell, SEO writing is a condensed, targeted offshoot of traditional writing forms. There are several characteristics of SEO writing that are notable:

- **Keywords:** Keywords are the words or phrases that Internet users search for as they cruise around the web. Good SEO writing incorporates these keywords, using a moderate percentage of between 2% and 7%. Too much keyword usage results in a lower ranking for search engines, which is exactly the opposite of what is desired. The skill comes with being able to smoothly incorporate these keywords into SEO writing without the reader even noticing them.
- **Condensed:** Internet readers want to get to the point—and quickly! Long, drawn-out sentences and paragraphs that cause the reader to scroll repeatedly will turn most of your website visitors off. SEO writing is usually much more concise and crisp than other forms of traditional writing, and often uses more bullets and numbered lists. You want the reader to be able to find the information they want quickly and easily.
- **Link Building:** When you are writing you have to learn how to leave links to other writings on your website. These links are internal page links and help google understand what key phrases you are trying to show up for on Google. You should also get other websites to link to your content using the same keyword phrases if possible. There are text links and graphic links and in SEO writing, you should understand the two.

OBJECTIVES

PRIMARY OBJECTIVES

The major objective of my whole internship was to create content that is useful and valuable. The goal was to create something that helps someone, answers a question, teaches them(audience/customer) a skill, entertains them and informs them.

The second major objective was to build an audience online, to get people on the website, convince them to stay back on the website etc.

Another major objective of my internship was Writing Style Objectivity to maintain a style that is according to the standard and norms.

To satisfy the needs of the readers/audience- Professionally written articles that help the website gain more potential customers but also enhance the writer's credibility.

SECONDARY OBJECTIVES

- To attract Backlinks in the content.
- To generate traffic.
- To Answer Frequently Asked Customer Questions.
- To Create Lead Magnets.
- To Create Content That's Shareable on Social.
- To Create Content That Supports Other Content.

METHODOLOGY USED IN WRITING CONTENT

Although there is no single way of writing content nor is there a single methodology. There is no secret formula for writing high-quality content, but I will like to give the methodology which I followed while writing content and developing it.

Writing a Catchy Headline: The headline determines whether audiences will read the rest of your work. If the headline doesn't spark interest, stir an emotion or make the reader want to learn more about the topic, you simply won't achieve the desired results with your content. Walker Sands' professional copywriting services take the guesswork out of generating effective headlines by using proven techniques and traffic-driving strategies.

Creating a Hook That Grabs Reader's Attention: Three seconds are very important for a content writer to keep readers hooked after the headline. The first sentence also plays a role in determining whether they read the rest of your content. As a result, it should capture the reader's attention and smoothly lead them into your first point.

Doing Research: One must have extensive knowledge of the topic they are writing about, especially in the B2B market(a kind of content marketing strategy). Including valid facts, information statistics, data and metrics to establish credibility and support claims.

Focussing on a single purpose: One should identify at least one key message they'd like to convey before creating content. While writing, tying content back to the main point as much as possible is very necessary.

Writing in a Unique Voice: The content published is the voice of the company so it should be unique to the company's personality. It's important to align the tone of writing to the target audience, business goals and brand persona.

Optimize Digital Content: It consists of short paragraphs, short sentences and bulleted lists. Digital content should be optimized for search using SEO best practices and the latest SEO content strategies.

Editing Work: After the first draft is created, go back and consider how it might be polished to the rough edges of writing.

KEY OBSERVATIONS OF THE REPORT

- The Internship-report has been made on both experiential and research bases to sync the experience and observations with the prevailing norms, methods and ethics, for an explanation.
- The report includes a brief about the institution I have worked with, how it works and who (persons) runs it.
- Review of Literature' mainly deals with the historical context of the experience work done and changes that occurred over time.
- Research data has been created and added in the report that supplements the work done, for a better understanding of the readers.

Other observations:-

- The love for writing creatively keeps the content writers going and motivated.
- Dealing with the market trends and strategies.
- As a content writer, it is a challenge to keep yourself updated with changing trends of the relevant topic.

Conclusion

As a Content Writer and a developer, I have learnt that content writing skills give you the ability to write clear, consistent and relevant content that delivers an engaging experience for your company's target audience. The use of effective content writing directs them to visit your company's website for more information.

Some of the skills which play an important role for content writers:

- Adaptability
- Research
- Originality
- Search engine optimization (SEO)
- Time management
- Communication
- Editing
- Knowledge of social media
- Technical

Valuable content writing demonstrates a writer's ability to communicate a message clearly and effectively. Whether the aim is to increase sales or spread awareness, there are certain ways through we can improve as a content writer:

- Practice writing regularly.
- Reading books and online articles.
- Writing with a partner.
- Taking a writing class or attending a workshop.

THANK YOU