

Impact of Limited Investment in Off-Page SEO: A Study on Codezen Technologies Limited, Dhaka

Codezen Technologies Limited

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Internship/Project Report Approval Form

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INTERNSHIP/PROJECT INFORMATION

Internship

Organization: Codezen Technologies Limited
Internship /Project Report Topic: Impact of limited Investment
in Off-Page SEO: A study on Codezen
Technologies Limited, Dhaka
Term (Tick one): ☐ Spring 2024 ☐ Summer 2024 ☒ Fall 2024

SUPERVISOR APPROVAL

(Tick One)

☒ Approved ☐ Not Approved ☐ Partial Re-write ☐ Full Re-write

Remarks (For Not Approved): _____

Signature: [Signature]

Date: _____

Name: _____

E-mail: _____

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3. I understand that my research must be accurately referenced.
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Signature: 

Date: 29/12/2024

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Report (Part-A)

Report Chapter 1: Internship Preparation

1.1: Motivation to do internship

Internships are a critical part of someone starting out in a career from the ground up. It's an opportunity to get an experience in a professional context, learning from and contributing to building skills that will prove invaluable in the future. But I took that four-month internship as an opportunity to successfully build a strong foundation for my career.

During this experience, I learned practical, real world insights into corporate life more than I could in a classroom. I experienced the realities of being in professional setup from understanding workplace culture to normal interactions within an organization. Although the volunteer roles I had done during university had been rewarding, this internship gave me an idea of what the scope and expectation was of being in a structured corporate environment. I always preferred to learn rather than earn. I knew, if I could fit four months' worth of fresh knowledge and industry relevant skills, it would be an investment into my future. This also made me think about the value I was providing, and the value that I was receiving out of my role. I was interested in this experience to be a real exchange, to grow professionally and apply my learning to real live situations. Secondly, I was further driven by the opportunity to get into the company full time if I performed well. Permanent roles are looked at as high-performing interns and I set out to make a difference. This was a role that I excelled in, not just because it aligned with my personal goals, but also because it furthered my odds at having a position where I could determine the dynamics of my career from here on out.

1.2 Internship Search Process

Online and offline, there are many ways to get an internship. These days, the majority of people attempt to search here in digital channels, using social media, job boards and professional networks like LinkedIn. Interning at a good company means it's an intentional job search, as highly sought after companies post at certain places that can be overlooked. It can go slow so be patient and persistent.

I began by scouring several platforms such as my university's career services who helped by forwarding my resume to different organizations which helped me locate opportunities. I also dived into job listing and networked on specific LinkedIn groups and pages to cast a wide net. I sent out applications to a number of companies across these channels, and once, together, I managed to get 15 interview invitations. During

interviews with a few companies, I was offered a 5 pretty decent job offers, and chose to go with the one that best fit what I wanted to do in my career. I chose Codezen Technologies Limited because as the world is advancing in technologies and digitalization, a career in Information and Technology would grant me a promising future in the long term. Also, career growth opportunities are quite prevalent in this sector of Information and technology.

1.3 Interview Experience

As a chance to interview for the Digital Marketing Intern position at Codezen Technologies limited, I saw this as an opportunity to learn more about the digital marketing world that I knew so little about. From the first, the interview process was structured but interesting — starting with a first round that focused on my knowledge of basic marketing mix, digital channels, and industry trends. The interviewer wanted to know how I used social media platforms or analyzed consumer behavior in ways that were taking advantage of rapidly changing digital environments. In this round, they also benchmarked my knowledge of other digital marketing tools such as Google Analytics, SEMrush and social media management platforms which are key to knowing how a campaign is performing and optimizing. Afterward, I had a case study given to me, where I had to analyze a hypothetical company's digital presence, and come up with some strategies for increasing its reach and engagement. This was a task that required me to be creative, think critically about a problem and identify key performance metrics which I could suggest cost effective tactics to. In the final round we talked about some of my previous experience with content management, my mindset about SEO, and how I could help Codezen with their marketing goals. My interviewer was supportive, prompting me to say things out loud and explain how I came to potential conclusions – and it was painful as well as rewarding. However, on the whole, this was an overall picture of what to expect from someone who was to fill such job position, and I was given opportunities to understand the kind of commitment, creativity and analytical skills needed to be successful in a digital marketing job at a startup like Codezen Technologies Limited.

1.4 Brief about internship organization

Codezen Technologies Limited is a well-known technology company based in Dhaka, Bangladesh that is skilled in making people perceive and interact through digital experiences. While the company works with clients of all digital transformation needs, it provides a variety of services such as IT consulting, marketing automation, data analysis and visualization, software development, app development, and corporate training. Codezen provides IT consulting services that leverage long term planning, systems integration and full security assessments to provide operational efficiency and enterprise alignment as organizations traverse complicated technological landscapes. With their marketing automation solutions such as workflow automation, lead

nurture, customer engagement personalization, and data driven insights, their marketing automation solutions helps businesses improve their marketing ROI and scalability. Codezen then applies data analysis and visualization to help organizations identify patterns, optimize strategies and make use of real time data insights, in order to make data driven decisions and achieve competitive advantage. With a combination of their software and app development teams creating scalable, user-friendly solutions, custom applications to mobile friendly platforms and everything in between, their clients are empowered to adapt and take new steps. In addition to its extensive internship programs, Codezen offers corporate training programs to further boost digital training of corporate teams with expert led hands on learning in areas such as digital marketing, software & data analysis to prepare the teams with the changing industry standards, and increase productivity. Codezen has completed over 500 projects; a clientele that is on a global level of 200 and is devoted to converting conceptual plans into efficient digital strategies like the Mamapet Bangladesh's biggest pet store, Majhi, e-commerce platform, Robodoc, a name in robotics, and electronics. Codezen Technologies' commitment to delivering strategic, pioneering and smartly agile solutions has firmly made it a leader in bringing businesses to their feet in the digital space.

Report Chapter 2: About the internship

2.1 Job position and responsibilities

I am currently working as a Digital Marketing Intern at Codezen Technologies Limited, where I am deep rooted in the digital marketing world and engaged in the rapid growth of digital marketing and how this is aimed at improving our online presence and also gaining great rankings on Google. My office is located at Ka-218/3, in the north side of Jamuna future Park, where you will find a colorful yet a professional learn and growth. The workspace is collaboration-friendly with open areas to have those team discussions, and dedicated desks to work on individual tasks. It's a modern, supportive environment, embracing creativity and productivity and I work with a great team to do so. A team that's never hesitates to offer guidance or share insights with me.

My main task is to optimize digital content to be able to be found by search engines, including on page SEO in the WordPress backend. This includes ensuring that our content properly structured with relevant Meta tags, image alt texts, external and internal links to our pages in order to increase relevance and be a more visible page. Conducting keyword research is one of my main duties — identifying the search terms our target audience is likely to use. I take advantage of some different SEO tools like SEMrush, ahrefs, SEO-Surfer, seoquake and MozBar to measure what keywords have the most potential to drive traffic, based on metrics such as search volume, competition and user intent.

Another of my key roles is Competitor analysis where I assess how other companies in the same industry have approached SEO. It involves going through competitor websites and analyzing their keyword usage, content quality, backlink profile, among other SEO tactics to see what's been doing good for them. I help develop the strategies to place Codezen higher up in the search rankings by learning from their successes and areas for improvement. Additionally, part of my job involves tracking and recording over time the performance of our keywords and SEO efforts. I keep detailed reports of our present ranking and progress on search engines. It is important to be able to track the effectiveness of our strategies in these reports, and identify opportunities for further optimizing in these areas.

I also am working on global SEO activities to increase our coverage to markets beyond the local, which means I need to broaden the scope of keyword research and strategy. In addition to this role, it's also given me the chance to develop skills as a professional blogger, where I create content that's search engine optimized by doing an in-depth research. Secondly, I do copywriting tasks for marketing part of our software products and

learning material where the message has to be accurate, while being alluring in its language to grasp on to the audience.

2.2 Skill Takeaway

In any professional environment, one needs a balance with the organization. Value for the organization should be provided by the employees, and they should learn something in return. It is a mutual exchange of growth and productivity, between both sides. Similar to how an organization would terminate an employee if they are unfulfilled and don't get the dedication and effort from the employee. In the same way an employee would also feel unfulfilled if they don't get anything in return of their hard work, dedication and time. This two way interaction of the relationship between the employee and the organization is the basis of a successful workplace relationship where the employee as well as the organization help in each other's progress.

Being a Digital Marketing Intern at Codezen Technologies Limited, I have acquired several valuable skills, learnt new knowledge and actively contributed towards the company's objective. I've been able to use and expand what I know about digital marketing in this role, while being introduced to a whole bunch of new tools and techniques. It's nice to say that the learning experience was very rewarding because I have handled so many projects regarding how to optimize the company's online presence and improve the search engine ranking.

After I learned on page SEO Optimization, which has since become one of my main tasks, one of the first things was this. I worked in the WordPress backend gaining hands on experience with structuring content to optimize SEO performance. And this entails creating perfect meta titles and descriptions, adding pertinent tags, optimizing images alt text, and controlling the internal links. On top of that, I learned SEO tools like Google Analytics, SEMrush, and Ahrefs, for instance that let us monitor where we rank on keywords, see where the traffic comes from, and study competitors' strategies. Using these tools daily they have educated me about what goes into being technical and with search engine optimization, and how to best evaluate a website afterwards.

I also sharpened up my skills in keyword research and analysis on top of doing my SEO. I was able to help Codezen and its clients increase visibility across search engines by identifying high traffic keywords associated with our target audience. And this needed some understanding of metrics like search volume, keyword difficulty, and user intent. Competitor analysis was then implemented, whereby I looked at the keywords and content approaches employed by industry peers. Looking at competitors, particularly the effective SEO strategies they've used, has been a great way for me to analyze and then use that to our own projects.

Global SEO strategy was the biggest thing I had learned as a skill. Global SEO, unlike local SEO requires a more comprehensive approach, drawing on different keywords researches, localization strategies and

optimization techniques to achieve international audiences. Work on global SEO projects taught me to find and prioritize keywords in variety of markets and to adapt to target customers around the world. This experience made me broaden my understanding of digital marketing and seeing from a new perspective of how to approach different markets.

As a part of my responsibilities, I also perfected the art of skilled professional blog writing and copy writing, which later became an important part of my job. To make those blog posts SEO optimized, I had to research and structure the content carefully to make our articles engaging to readers but also to optimize them so they ranked high on search engines. Finally, software copywriting taught me how to explain technical info clearly and persuasively. These writing tasks helped me fine tune my ability to write to audience whether a product description or a blog.

I am also responsible for tracking and reporting SEO performance throughout my internship. Next, I detailed reports explaining current keyword rankings and changes over time. The task required us to use a data driven method to measure the SEO strategies effectiveness, identify areas of improvement, and adjusting the SEO strategy accordingly. Keeping in sync with the company's SEO existing, I'd kept the accurate records and read the pattern and this helped the company to keep up its SEO success and learned the analytical skills.

2.3 Education learnings applied to internship

Throughout my time as Digital Marketing Intern at Codezen Technologies Limited, I noticed how many skills I daily use as I apply them were developed due to my academic background. As a BBA student with majoring in Marketing and minor in Media Studies at ULAB, I have learned theoretical knowledge and practical skills in a corporate environment mostly related to marketing and digital media. Having these types of foundation has helped greatly with my internship role, as I am now able to understand, analyze and be able to contribute in an informed state to my workplace.

My academic studies, especially in the fields of marketing courses taught me a lot about consumer behavior, brand positioning and digital marketing basics. During my internship these concepts were really helpful in grasping what SEO, digital advertising and content marketing can do. With Codezen, I've been introduced to the basics of SEO, keyword research and competitor analysis, and they're all things I use on a daily basis. An example of this would be I work with WordPress to optimize on page SEO for the company's website; something that involves technically and also some understanding of basic marketing skills to increase search visibility. The classes I took for digital and strategic marketing here have been invaluable to laying this foundation.

Conducting keyword research is one of the main tasks I am responsible for in the internship. In this task, my exposure to market research, targeting and segmentation that I had through my academic also comes in handy.

When I am doing research on keywords, I use what I learn from my marketing courses to find the words our target audience is using all the time. Being aware of what potential customers are looking for helps me create content strategies to go along with what they are actually searching for. My education has taught me how to dissect trends and preferences across various demographic groups and as a result comes to a conclusion based on which keywords could be applied and what content could connect with an impressive audience base.

Another field where my marketing education comes in handy is the competitor analysis I do as part of my internship duties. One thing that I learned from my marketing courses is that studying the strategies of your competitors will help develop a good marketing tactic. Through analysis of competitors' SEO and content strategies I found what allows us to attract and engage with our target audience. It's consistent with what I've learned about how to differentiate and position yourself in terms of competition and what gaps we can fill with Codezen's offerings.

Another area where my education and my work have crossed is in data analysis, which is required in order to monitor and keep track of SEO performance for the purpose of decision decision making. I learned to read data and draw actionable insights in marketing classes, and I use these skills to analyze Codezen's SEO reports. An analytical mindset I have developed through the projects and assignments I did at ULAB helps me keep track of Google rankings, study how traffic grows on the website and check out the results of the keywords' performance. Assessing the SEO metrics allows me to see if our strategies are effective and make recommendations about changes needed for our company's growth.

In my academic projects in marketing and media studies as well, it was emphasized the need for global views and adapting strategies to different audiences. This has proven to be an asset in my work on global SEO strategies at Codezen, where we want to audiences that live in markets outside our own. The case studies and theories that I was exposed to in international marketing gave me insights into cultural sensitivity and localization strategy, which are very important when designing your SEO and content strategy for a global audience.

Another big takeaway from my education is that it gave me the skill to work independently and in collaboration, and this ability has come in handy for my internship. I remember handling my course projects as a group, presentations, and discussions in them, I spent a lot of time solving the tasks, and developing my skills in communication to people, managing time, and dealing with multiple responsibilities that I carry out in my internship. At ULAB, I have practiced teamwork skills that have made the work with my colleagues at Codezen, in developing and refining marketing strategies, smoother.

Report Chapter 3: Self Reflection

3.1 Likes and dislikes of the organization

My internship at Codezen Technologies Limited was a very enriching experience that helped me get hands on the feel of digital marketing, SEO and content creation and how theoretical knowledge learned from studies can be implemented practically into a corporate environment. Though, as with any internship, it had its high points and low. Taking some time to reflect on both of those things has helped me to learn about what exactly I like and what I do not like, and I think this will influence how I choose to make use of myself in future.

The hands on experience with SEO that I had all through my internship was one of the most positive things that has come out of it. With Codezen, I gained enough responsibility to take on on page SEO, keyword research and competitor analysis. The work that I did was all aligned directly to my academic knowledge, which gave me a clearer perspective of the actual way that the digital marketing strategies are applied in real life. For example, doing on page search engine optimization through WordPress I needed to have technical knowledge and a strategic mindset as I needed to tap into how each part like meta tags and headlines had an impact on search engine rankings. Tasking myself with these tasks regularly helped me develop a subtle grasp on exactly how SEO tactics improve search engine visibility and performance on Google.

I enjoyed another aspect like the Codezen workplace environment. Collaboration and open culture were the driving forces in the organization. I had wonderful colleagues that were approachable and willing to share their insights, so when I had questions, everybody was nice enough to coach me or support me. The team encouraged me throughout my internship which helped me learn from professionals with experienced who contributed to building my confidence in my abilities. For working on group projects and analyzing competitor's SEO strategies, this collaborative spirit was really helpful since I could exchange ideas, ideas and work together with others. Part of Codezen's culture of teamwork and openness felt comfortable, it felt motivating to do my absolute best in every task knowing that I had a team of supportive people around me.

I also liked the autonomy Codezen afforded to their interns. From the very beginning I was coached to take ownership of the projects that I was working on. Although there was guidance always on offer, I was able to trust in myself to do my job as best I could independently which was at once motivating and empowering. For instance, I was to track and then report on keyword rankings, which involved data management and trend analysis without relying on anyone. Putting this on my plate forced me to be critical, and come up with smart strategies to increase rankings, which taught me that problem solving needed to be proactive. Along with that

autonomy, my confidence grew and my skills in project management grew also because I learned how to set priorities, how to manage my time efficiently, and how to achieve results.

As with any role there were parts of it that were difficult. Workload was certainly one of the most challenging parts of my internship. A digital marketing intern at Codezen means keeping up with a number of responsibilities, like conducting keyword research, creating SEO strategies, writing professional blogs, and checking the performance of SEO all at deadlines. During peak times the workload became overwhelming even when multiple projects needed attention at the same time. With digital marketing, there was a mix of creative tasks and analytical tasks, so that learning how to balance these two tasks effectively was something that I had to learn. I did eventually get the hang of time management but there were those times when the deadlines were tight, and they really put pressure on me.

I also had to deal with some of the instructions for a project being unclear sometime. The team was supportive and ready to help, however there were times when I thought that a task was not very well defined, regarding the expectations or even the scope of it. Often times I would have to seek clarification multiple times and slow down some of my workflow. An instance of this would be that competence analysis reports need to be understood in the beginning, but their guidelines were vague. I liked the liberty to experiment but I would have appreciated a little more structured direction for how different forms or certain metrics I should ask for. While these little moments of ambiguity were sometimes a little frustrating, I'm glad I learned an important lesson about asking precise questions and double checking requirements, skills that will no doubt come in very handy on down the line.

3.2 My work betterment and organizations best use of me

When I look back on my internship at Codezen Technologies Limited, I can definitely say there were times that I could have done a better job and there were times that the organization could utilize my skills much better. It's essential for personal growth of the other person and in any professional relationship, ensuring mutual benefit.

In my view, there was one thing that needed improvement with time management. I managed to meet deadlines but at times it was overwhelming to keep up with multiple tasks like on page SEO, keyword research, word count for professional blog. If I had prioritized better, and broken larger tasks down into smaller doable steps, it would have increased my efficiency. Also, I managed to use SEO tools, competitor analyses, but could have really immersed myself into the technical SEO aspects like advanced analytics, coding for website optimization, etc. I wasted so much less time learning these technical skills that could have been used to benefit the organization more if I spent more time with it.

I could have improved with communication in another area. Though I did ask for clarification if I needed it, there were times where I was hesitant to bring my ideas or suggestions forward proactively. For example, during content strategy brainstorming sessions I could have let these thoughts out into the world, only to find they could have been beneficial to the discussion, but at the time I held back. If I were to be more confident voicing my opinions more assertively and be more active in collaborating with others, I would have more importantly had a better impact with the team.

Codezen could have also worked on me better by bringing me into more varied projects aligned with my interests. After digital marketing and SEO were my core area of focus, I would have particularly enjoyed the possibility of working on Pay-per-click (PPC) or social media marketing since they were topics that matched marketing studies. I could have broadened my responsibilities so that I could explore different elements of digital marketing and put what I learn into new and innovative ways. And that would have helped me align my efforts better with organizational goals.

3.3 Ways to improve the internship program

To enhance the internship program, Codezen Technologies Limited and ULAB can use the following strategies:

- **Structured onboarding process:** Codezen could provide an onboarding program that can make sense of workflows, organization expectations, and project objectives for Interns. By the end of the first weeks, a clear roadmap gives time for interns to adapt quickly and get on track to make an impact.
- **Exposure to Cross-Functional Projects:** Codezen can offer opportunities to interns to work across other departments, which helps them get a holistic view of the organization's workings and allows them to learn versatile skills.
- **Dedicated Mentorship Program:** Interns can be assigned experienced mentors, and supplied with personalized assistance, frequent feedback, and industry insights by Codezen. It helps their internship grow and aligns it with a professional development goal.
- **Skills Development Workshops:** Codezen can collaborate with ULAB to offer workshops on digital marketing tools, SEO strategies, analytics, and more. These sessions will integrate academic learning with industry practices, ensuring students are equipped for the job market.
- **Performance monitoring and academic alignment:** ULAB can work with Codezen to help interns keep up with their progress, if necessary. A feedback session is another way that the academic advisors can participate so that the internship meets both professional and academic standards, and for that, the program is of greater value to the students.

Chapter 4: Personal Development Plan

4.1 Future planning for development

Based on my theoretical knowledge in marketing and media studies as well as practical asset in Codezen Technologies Limited internship experience, I put together a clear personal growth and career advancement roadmap. In short, my objective is to create technical expertise, industry exposure, and professional skillset in order to be successful in digital marketing.

The short term focus is to strengthen my knowledge in core digital marketing value propositions such as SEO, content marketing and performance analytics. For this, I intend to take advance courses and certifications like Google Analytics, HubSpot Inbound Marketing and SEO focused courses. These will assist me to stay informed on industry trends assisting me to apply outstanding strategies. In addition to that, I will also try to use tools such as SEMrush and Ahrefs to perfect competition analysis, and keyword optimization.

Over the long term, I would like to see myself as a digital marketer consultant or a marketing strategist. Ultimately, I want to help businesses be better at being online and grow. Ultimately, I hope to start my own thing with a marketing consultancy that uses new methods to suit client needs. As the development plan for this position, I will continuously learn, will adapt and will contribute in meaningful ways in the industry, which is a passion of mine in creating digital impact.

4.2 Skills development plan

I'm aiming for meaningful employment and want to learn what goes beyond my technical skills and be able to excel as a professional as I develop both the technical and interpersonal skills that will help me. On the technical side, I want to further improve my knowledge regarding the digital marketing tools and strategy, with an emphasis on search engine optimization (SEO), and marketing analytics. Learning new platforms such as Google Analytics, SEMrush, and Ahrefs, I have become better at conducting extensive keyword research, competitor strategies and campaign performance evaluations. Additionally I'm looking to pick up more experience with marketing automation tools like HubSpot and Mailchimp to enable on streamlining workflows, and improving campaign efficiency.

Secondly, I would also want to learn on new technologies like artificial intelligence and how it will be useful in the field of digital marketing to build predictive analytics and engage with personalized customers to create a

competitive advantage. Moreover, I will further improve my design skills through Adobe Creative Suite and Canva, to be able to create very attractive, highly shareable content.

I also prioritize developing leadership qualities, to inspire and lead others as I take on more responsibility in the future roles. It's also important to have emotional intelligence as you'd know how to handle emotions so as to bring about positive interaction and also solve conflicts rightly. Building these technical and interpersonal skills will help me conform to any professional challenge, make a difference in an organization, and ultimately create a successful and rewarding career.

Executive Summary

The objective of this study is to explore the consequences of lack of investment in off page search engine optimization (SEO) on the online visibility and performance of Codezen Technologies Limited, an IT consulting firm, based in Dhaka. Off page SEO including link building, social media marketing, and online reputation management forms a very important part of raising search engine ranks and attract natural traffic. This study looks at the challenges that Codezen Technologies suffers because of the scarce resources it can afford for activities for off page SEO. In particular, it studies why the company has not been able to gain higher search engine rankings and broaden its digital footprint due to the lack of efforts around link campaigns, lacking collaboration with influencers or industry experts. Research is conducted using a mixed methods approach of qualitative interviews with company stakeholders and quantitative analysis of key SEO performance indicators (KPIs) to identify key gaps in the current off page SEO strategy. In addition, it shows the potential ROI of improving these efforts, including a greater opportunity to get more visible on the web, greater domain authority, and a better competitive position in the technology field. Research is conducted using a mixed methods approach of qualitative interviews with company stakeholders and quantitative analysis of key SEO performance indicators (KPIs) to identify key gaps in the current off page SEO strategy. In addition, it shows the potential ROI of improving these efforts, including a greater opportunity to get more visible on the web, greater domain authority, and a better competitive position in the technology field. The results indicate that off-page SEO resources should become the top priority. Spending money on off-page SEO activities will hugely expand the company's online presence and attract a larger mix of customers to it. As the study shows, it's also necessary to plan the off-page SEO together with a holistic digital marketing strategy (whole). In fact, one of the recommendations is to implement robust backlink campaigns, partner with other content providers to create collaborations, and take advantage of social media environments to encourage engagement and to create exposure for their brand. By attending to these places, Codezen Technologies will be able to improve its digital performance, better position it in the market, and support lasting growth in an increasingly aggressive digital domain. This research acts as a guide for other organizations in their own situations and key note the transformative nature of investing in off page SEO.

Research Part B

Research Chapter 1: Introduction

1.1 Title

Impact of Limited Investment in Off-Page SEO: A Study on Codezen Technologies Limited, Dhaka

1.2 Research objective

This research focuses on the impact of spending limited funds on off page search engine optimization (SEO) on digital performance and market competitiveness of Codezen Technologies Limited, Dhaka as the primary objective. By focusing on off-page SEO strategies such as backlink building, social media engagement, and online reputation management, the study seeks to:

1. **Identify Challenges:** Codezen Technologies faces challenges associated with the lack of investments in off the page SEO activities and how these challenges affect the company's capacity to visuare SEO activities in the company and raise its search engine rankings and online visibility.
2. **Evaluate Performance Gaps:** Evaluate on page SEO practices which are currently being used by the company, analyze their effectiveness, and evaluate company's performance metrics against industry standards and competitors.
3. **Explore Potential ROI:** Determine the potential ROI (Return On Investment) of extra resources spent on increasing off-page SEO to more traffic, better brand authority and a higher capture of new clients.
4. **Provide Strategic Recommendations:** Address the top questions when it comes to Codezen Technologies' off page SEO optimization, visibility, enhanced digital visibility, and its position within the competitive technology market.

This research is intended to emphasize the significance of off page SEO on defining an organization's digital personality and provide actionable thoughts that Codezen Technologies can consider while allocating resources to SEO initiatives. In the end, the study tries to help the company grow by showing that a sound off page SEO strategy can take the business to sustainable success and market leadership.

1.3 Research context

Nowadays, search engine optimization (SEO) is an indispensable part of any company's marketing strategy, it helps businesses get themselves higher up online and attract customers. SEO is generally categorized into two key areas: on page and off page optimization. On-page SEO takes care of how your website is optimized, whereas off-page SEO refers to external factors such as building up backlinks, engaging with your social media, and making sure your domain authority is on point, all of which play an important factor in raising your website's domain authority and giving it a better search engine rank.

Operating in an increasingly competitive digital landscape, Codezen Technologies Limited, Dhaka technology based firm providing IT consulting, software development and marketing services is a genuine player in Bangladesh's start-up sector. Although the company has a great reputation for delivering innovative solutions, the level of investment in off page SEO activities is limited. It has consequently limited its chances to compete against rivals that harness more comprehensive SEO programs to land even higher visibility and broader market presence.

The purpose of this study is to explore the effects of this limited investment in off the page optimization for Codezen Technologies for instance, on how it influences the performance of the company in the digital space, its competitiveness and how the company is positioned in the business and its growth in the long run. This research aims to provide Codezen a roadmap for optimizing its off page SEO effort, strengthening the online presence to secure a stronger presence in the global technology market by identifying the gaps in the current strategy and providing actionable insights.

1.4 Research question

A good way to identify core challenges and actionable solutions is with the "What, Why, and How" framework. In this case for example, a question such as 'What costs are there if Codezen Technologies decided not to invest in off page SEO?', 'Why is Codezen Technologies limiting its off-page SEO investment?', and 'How can Codezen Technologies raise its off-page SEO to get more visibility?' helps in structurally studying the entire process.

There are constant problems of weak online visibility, reduced organic traffic, and diminished market position due to limited off page SEO efforts undertaken by Codezen Technologies. With this framework we have clarity, actionable insight, and focus on how digital marketing heavily relies on off-page SEO. Such questions answered by Codezen Technologies will help them refine their digital strategy and bring their market presence to a next level.

Research Chapter 2: Methodology

2.1 Type of research

The research, "Impact of Limited Investment in Off-Page SEO: A Study on Codezen Technologies Limited, Dhaka" adopts descriptive research methodology. This method makes it a good approach for understanding the delicate relationship between limited off page SEO investments and the online performance and visibility of the company, as it delivers valuable qualitative insight as well as quantitative analysis.

This research aims to be descriptive in order to understand the barriers Codezen Technologies has due to its limited off-page SEO focus. The main part includes conducting interviewing with digital marketers and company staff to find out what was missing in the company's now SEO strategies. These qualitative findings help us to further understand what has hindered other critical off-page SEO elements like backlink building, social media engagement, and online reputation management.

The descriptive component supplements the component with measurable outcomes. I collect quantitative data to analyze website performance metrics like search engine rank, the percent of organic traffic, and domain authority. The study not only looks at the causes and perceptions behind the issue, but it also gathers an evidence-based analysis of how it impacts.

The advantage of this descriptive research comes from its ability to produce a holistic understanding about how limited off page SEO investment impacts the capability of Codezen Technologies to compete in the digital market place. The key findings are hoped to provide actionable insights and strategic recommendations that can help the company improve their off page SEO efforts, which in turn will improve the company online presence, brand credibility and the competitive edge in the industry. This comprehensive methodology provides us with a sound approach for research problem review and implementation of practical outcomes.

2.2 Research design

The research, "Impact of Limited Investment in Off-Page SEO: A Study on Codezen Technologies Limited, Dhaka" uses a mix method research design to provide better understanding of the issue. The design of this project combines the qualitative and quantitative approach together into one to explore and analyze the problem in an accurate way.

This qualitative part searches for insights from stakeholders, including digital marketers and company personnel using interviews and case studies. This component facilitates the identification of challenges, perceptions and underlying causes of why the investment for off page SEO is limited. Through this it gives a more clear perspective on how not giving enough emphasis on the strategies like backlink building, brand mention as well as social media engagement hamper the company's overall digital performance. The findings provide qualitative and contextual and subjective insights that quantitative approaches may not capture.

The quantitative side is all about collecting and analyzing measurable data such as performance metrics of a website like, website performance metrics, search engine rankings, organic traffic, domain authority. To identify patterns, trends, correlations of off page SEO activities to key performance indicators (KPIs), statistical tools are used. To illustrate, this study demonstrates the effect of increased backlinks or social signals on rankings and organic traffic, providing an objective evidence of the results of off page SEO tactics.

The use of this mixed method approach allows for a balance and holistic perspective to the problem. The qualitative findings offer context and depth and the quantitative analysis provide empirical validity of the research conclusions. The study combines these methodologies in order to uncover actionable insights and data driven recommendations for improving Codezen Technology's off page SEO strategies and overall digital performance.

2.3 Appropriate method for sampling, data collection and analysis

To thoroughly investigate the "Impact of Limited Investment in Off-Page SEO: A Study on Codezen Technologies Limited, Dhaka" an appropriate sampling, data collection and analysis methodology is necessary. This approach guarantees that the research is solid, creative and viable while managing the nuances of Off-Page SEO and especially how it affects the website execution and business development.

Sampling Approach:

For the study, a purposive sampling method will be used to focus on people that have expertise and experience on digital marketing and especially on Off-Page SEO. The sample will consist of 20 respondents which consist of Codezen employees, Codezen clients and external actors in the digital marketing field. Furthermore, retailers, business partners, and SEO analysts will provide additional insights to expand the range of insights. This diversity makes sure that the study touches both the internal and external sides of off page SEO. The participants will be drawn through professional networks (LinkedIn), as well as Codezen's stakeholders, in order to create a sample that is relevant and data rich.

Data Collection Methods:

To achieve a balanced understanding of the topic, both primary and secondary data collection methods will be employed:

- **Primary Data:** The predominant sources of primary data will be surveys and structured interviews. With this, surveys will be designed to have a combination of the quantitative and the qualitative questions, thus asking about the participants' experiences, challenges and insights with Off page SEO. Deeper exploration of issues such as perceived ROI from SEO activities and barriers to implementing SEO effectively can be accomplished through structured interviews. Anecdotal evidence and case studies will supplement the findings of these interviews as well.
- **Secondary Data:** For example, the historical data from these tools will be reviewed in order to identify the key performance metrics, including impressions, clicks, CTR, etc. and average ranking of the website over the last 3 months. To benchmark Codezen's performance against industry standards, industry reports, SEO whitepapers and case studies will also be reviewed. Context and validation of the findings of the primary research will be done using this secondary data.

Data Analysis Techniques:

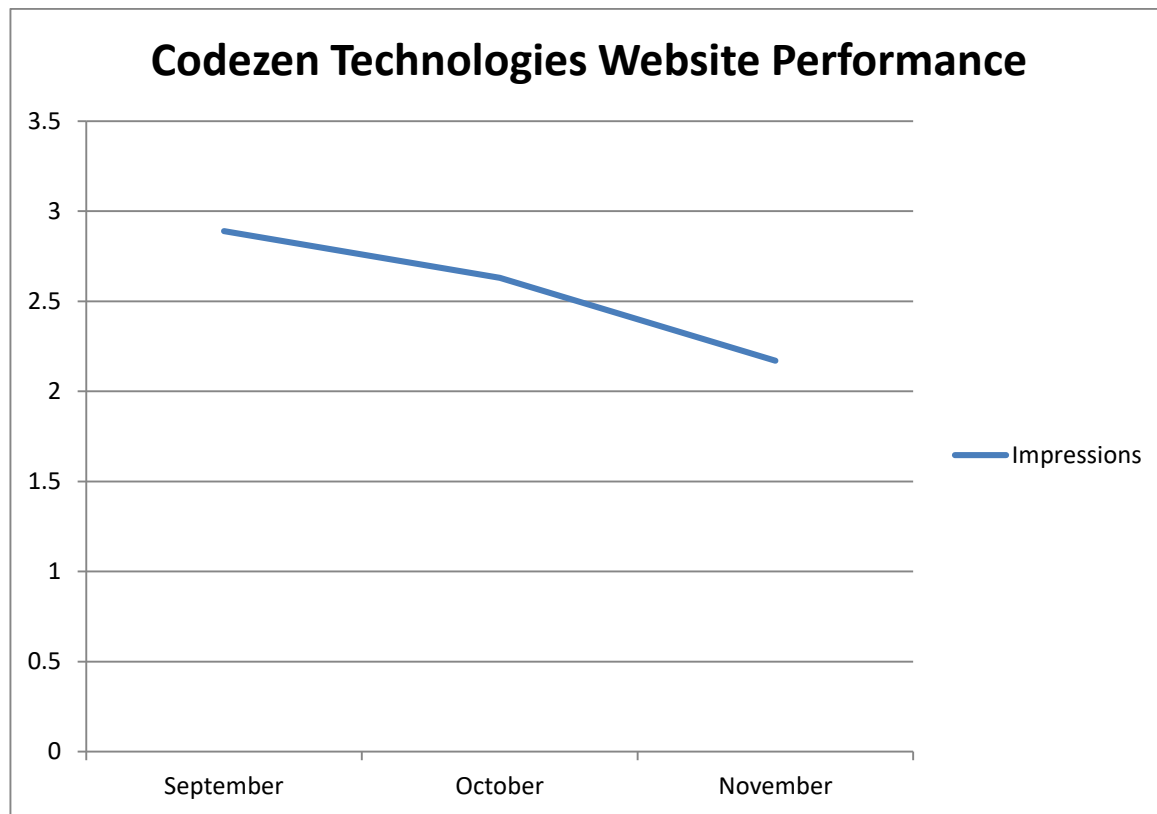
A combination of quantitative and qualitative analysis methods will be employed to ensure a comprehensive understanding of the research problem:

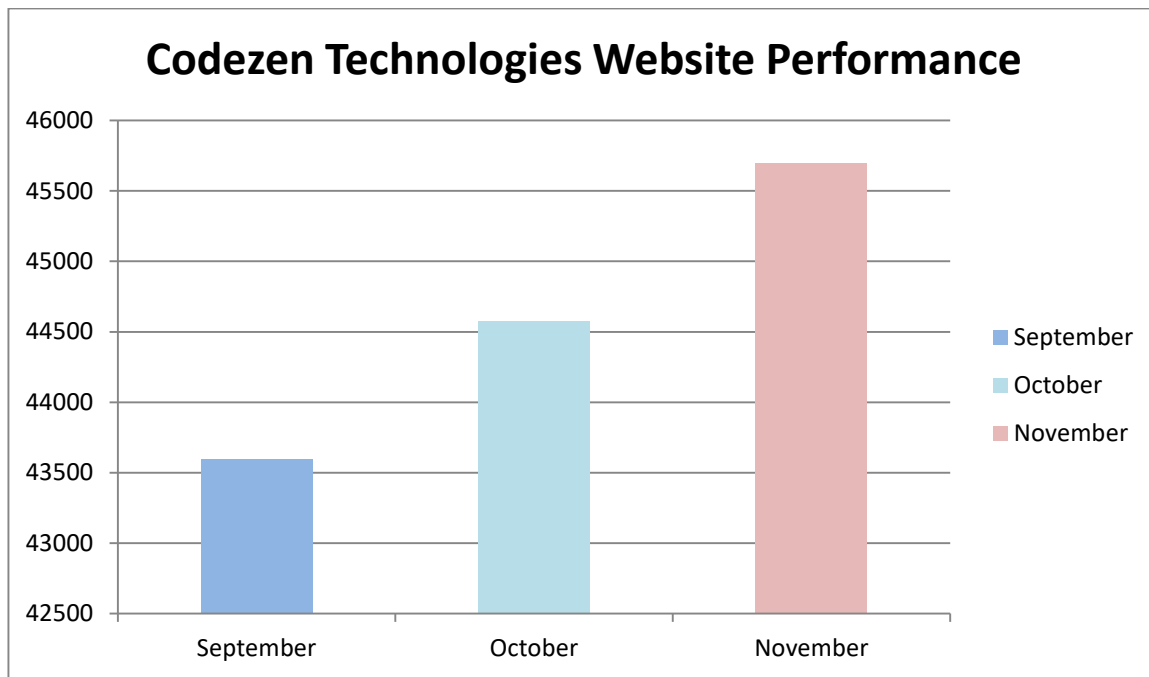
1. **Quantitative Analysis:** The surveys will provide data which will be analyzed using descriptive and inferential statistics. The impact of limited Off Page SEO investment can be quantified in terms of average change in impressions, CTR and ranking position. It will be done with correlation analysis to find out the relationship between Off Page SEO activities and performance metrics of the website. One example that will be examined is the relationship between quantity and quality of backlinks and search engine ranking.
2. **Qualitative Analysis:** Interview and open ended survey responses will be interpreted by thematic analysis. Using this approach will reveal such patterns as common challenges caused because of low Off-Page SEO investment or strategies that helped participants achieve something. Link building efforts, brand mentions, and the syndication of content will be how we tackle key themes.

Research Chapter 3: Findings and Discussions

The study titled Impact of Limited Investment in Off-Page SEO: A Study on Codezen Technologies Limited, Dhaka examines the impact of the ways this Company is using off page SEO Strategies, the benefits and drawbacks of this strategies, whether the investment is enough or not and the overall digital marketing performance of the company using these strategies. This chapter elaborates on the findings by using and analyzing data from analytics, surveys and structured interviews.

Website Performance Analytics





The numbers from the analytics graph tell us that Codezen Technologies got 2.17 million impressions over the past three months and only 45,700 clicks, with the average CTR at 2.1%. This means on average, the website has a position of 15.5 – meaning the website is positioned on the second or third page of search engine results. Off page strategies become these metrics pointers on the opportunities to improve visibility and traffic by means of optimization.

- Poor backlinking strategy or poor quality of backlink can cause little engagement and that's why impressions are more than clicks.
- Our competitor benchmarking revealed that rival companies get as high as 3.5% to 5% CTR which made us realize that Codezen's CTRs are not good enough compared to the rest.

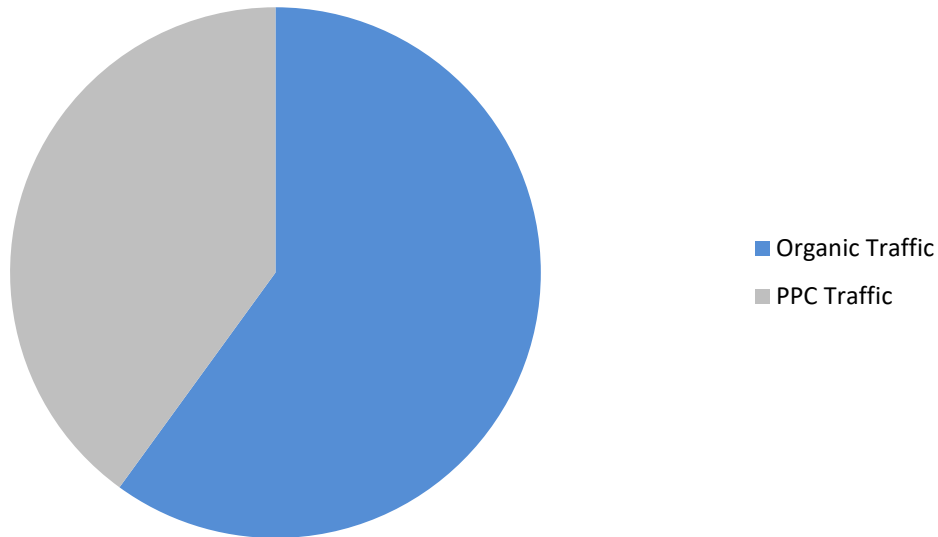
Backlink Quality and Quantity

Analysis of the company's backlink profile revealed that most of the backlinks were either low-quality or from non-relevant domains. In Codezen's case, they have 120 backlinks in the past 3 months with 30% high quality backlink portfolio. They are mainly from low domain authority webpages which is relatively ineffective in increasing your domain authority and increasing your search engine rankings.

Over the same period, the industry competitors also secured 500+ high quality backlinks, much stronger link building strategies.

Impact on Organic Traffic

Codezen Technologies Traffic



60 percent of the company's total traffic comes from organic traffic. Nevertheless, interviews of digital marketing team indicated that off page SEO efforts, for example, guest blogging, influencer outreach and social bookmarking were not utilized as much as possible because of the lack of the budget. Due to this, organic traffic keeps growing at a slower rate than before and there's hardly any year on year growth.

Outreach and social signals

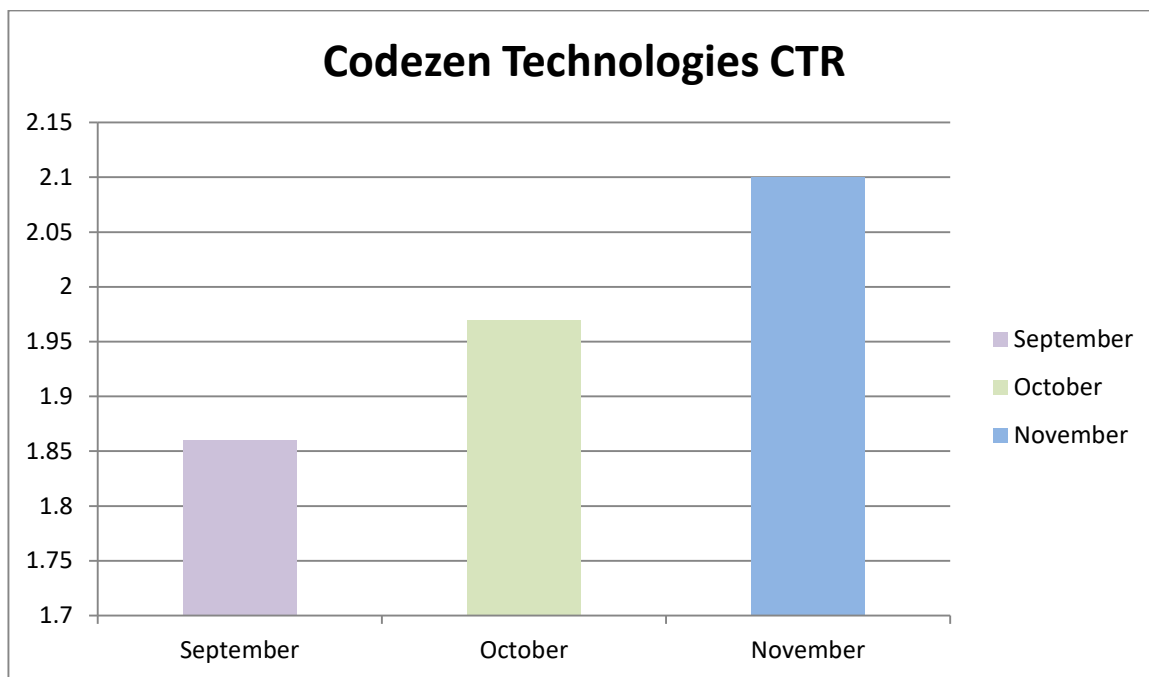
Currently, the company does very little social media outreach, often barely engaging with their outlets on platforms like LinkedIn or Twitter. Whenever some of these opportunities for social signals are being underutilized, it diminishes the potential for generating social signals used for improving the SEO performance.

Digital Marketers on LinkedIn connection surveys showed that Codezen's services were not discoverable well online. More than 40 per cent of respondents have found difficulty finding relevant content online.

Resource Allocation

There was a significant obstacle that worked to prevent scaling SEO initiatives and that is financial constraints. Off page SEO is only allotted 15% of the budget allocated considering the competitor companies that had been, following the marketing team allocation, 30%-40% of the total budget.

CTR and Engagement Challenges



2.1% CTR reveals inefficiency in converting impressions into website visits. It's from poor Meta descriptions, headlines, bad backlink quality. The data shows that if these strategies are developed and implemented, competitors achieving a CTR of 3.5% or higher are likely showing the potential for great improvement. This gap can be bridged by investing in high quality backlinks and improving your meta content.

Backlink Quality as the Bottleneck

It turns out that Codezen's backlink profile was underperforming. Improving domain authority is possible through high quality backlinks, but because of backlinks' scarcity they prevent the website from becoming visible on SERPs. With the help of authoritative websites, do more link building such as HARO (Help a Reporter Out) and guest blogging can do wonders to the backlink profile.

Organic Traffic Growth Stagnation

Website visits represent a major portion of the organic traffic but Codezen's growth is minimal. That is a missed opportunity to get the max ROI from an SEO strategy. Capturing a broader audience can be done by closing the gap in outreach activities, for example, influencer marketing and content partnerships.

Social Media and Outreach Underutilization

Codezen is poor at spreading content across social media platforms that limit the reach and the probability of getting backlinks. The platforms like LinkedIn and Twitter are used and taken advantage of by the competitors for promotion of the content to give the brands a better visibility and also help them with a better SEO. Social media management can be improved through dedicated resources to the role.

Economic implications on budget constraints

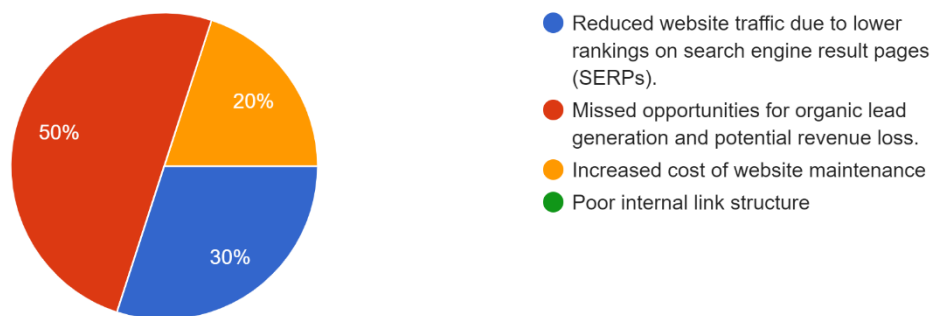
The limitation here is that off-page SEO tasks are underfunded. According to research, for every dollar spent on SEO, the opportunity is as high as \$5 dollars in revenue in the form of additional organic traffic and increased conversions. They could boost Codezen’s SEO budget to a level that would truly generate a high return on investment.

These discussions and findings comprise the need for strategic investment and shifting priorities to enhance Codezen Technologies’ off page SEO. The company will be able to increase its digital presence, its search engine ranking and increase sustainable growth with a stronger focus on link building, social media outreach, and more resource allocation.

Insights from industry experts on off-page SEO strategies for Codezen

What costs are there if Codezen Technologies decided not to invest in off-page SEO?

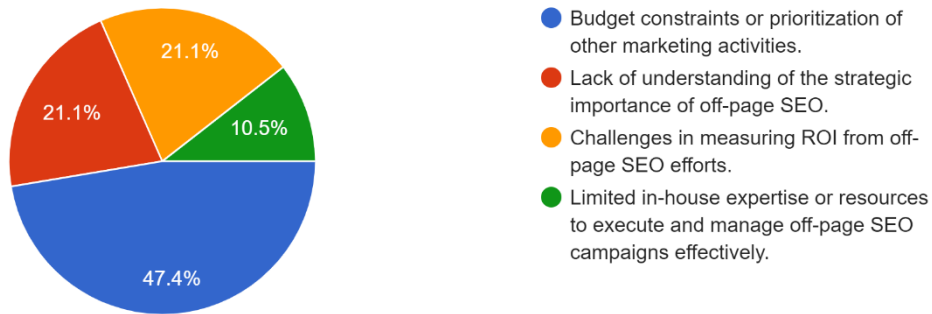
20 responses



The chart demonstrates that 50% of the respondents describe reduced website traffic as the biggest cost if Codezen Technologies does not spend money on off-page SEO. Next is missed organic lead generation and potential revenue loss (30%), website maintenance cost increase (20%), poor internal link structure (0%).

Why is Codezen Technologies limiting its off-page SEO investment?

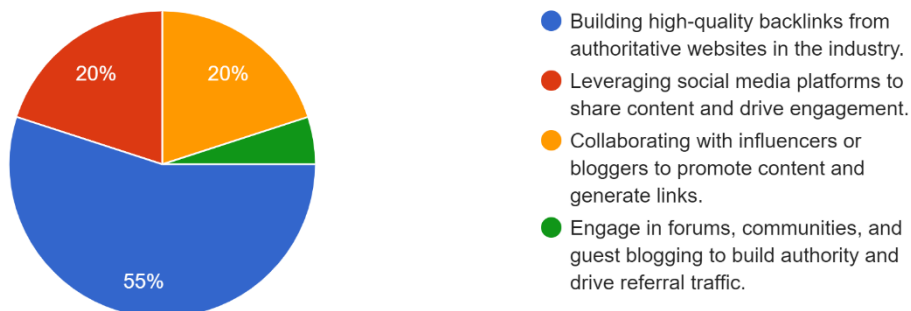
19 responses



According to the chart 47.4% of respondents believe that budget constraints or prioritization of other marketing activities is the main reason why Codezen Technologies is limiting its off-page SEO investment. The next most challenges are lack of understanding of strategic importance of off page SEO (21.1%), challenges in measuring ROI from off page SEO efforts (21.1%) and lack of in-house expertise or resources to run and manage the off-page SEO project (10.5%).

How can Codezen Technologies raise its off-page SEO to get more visibility?

20 responses



As shown by the chart, 55% of respondents think that the most effective strategy for Codezen Technologies to earn more visibility and improve off page SEO is to build high quality backlinks from authoritative websites in the industry. Next is leveraging social media platforms to share content and driving engagement (20%), collaborating with influencers and bloggers to publish content and gaining links (20%) and taking part in forums, communities, and guest blog to attain authority and referrals (5%).

Research Chapter 4: Recommendations

On the basis of the findings and discussion, the following recommendations address the problems that the Codezen Technologies faces in improving its off page SEO and digital performance in general. Ways in which the company implements these measures will help it to increase its online presence, increase engagement and drive sustainable growth.

Increase budget allocation for off page SEO

- Spending 30%-40% of the marketing budget just on off-page SEO activities like link building, paid links, content outreach, social media amplification and so forth. This is in line with industry best practices and should be enough to effectively scale initiative.
- Prioritize high impact activities like securing quality backlinks and improving metadata to focus on return on investment (ROI), increasing measurable gains by more clicks, impressions and rankings.

Enhance backlink acquisition strategy

- Partner with such authoritative industry websites to earn numerous high quality backlinks that boost domain authority and rank higher in search engine rankings.
- Implement advanced link-building techniques, including:
 1. Guest blogging: Publish valuable content with the embedded backlinks, collaborate with relevant blogs and websites.
 2. HARO (Help a Reporter Out): Earning backlinks of respected publications through their responses to journalist queries with expert insights.
 3. Broken link-building: Find broken links on high authority sites and offer suggested replacements on one of these sites.

Optimize metadata and on-page elements

- Modify title tags, meta descriptions, and header structures to boost CTR (click-through rate). Make sure they're short, exciting, and mention the key words.
- Make sure to run regular A/B testing on meta descriptions and headlines so you can pinpoint the best combinations that encourage clicks and impressions.

Invest in content outreach and partnership

- Use collaborations with influencers, bloggers and industry thought leaders to amplify content reach, and capture backlinks. Firstly, influencers can create social proof that is great for search rankings.
- Look to collaborate with complementary business's for co content creation and cross marketing across multiple platforms. One such example will be developing joint whitepaper, case studies, or webinars with their websites, which might eventually become backlinks.

Strengthen social media engagement

- Create a detailed social media strategy including LinkedIn, Twitter and Facebook platforms for sharing the content regularly, engaging with the audience and having traffic.
- To earn social signals and backlinks, use social media to bring the traffic to blog posts, case studies, and other content on the website.
- To expand reach and visibility amongst potential partners and clients consider using paid promotions on LinkedIn.

Monitor and analyze SEO performance

- Run SEO audit using Google Search Console, Ahrefs, or SEMrush to track important points like the quantity of inbound links, where that number of traffic is originating from as well as the figures like impressions as well as click-through rate (CTR).
- It's vital to take information from data insights, and identify patterns and trends and then to determine strategies to carry forward accordingly to remain ahead of competition.
- Provide detailed reports to stakeholders aligned and transparent in terms of progress and ROI.

Create a knowledge driven culture

- Teach internal marketing teams ways to master the art of SEO and link building. Certifications on platforms such as HubSpot, Google Analytics, and SEMrush would be the other encouragement.
- Bring marketing and content teams together to work on a strategy that unifies their efforts to achieve off page SEO.

If these recommendations are adopted, Codezen Technologies will be able to fill in these gaps and become a major agency in the field of digital marketing. By taking a strong investment in robust off page SEO strategies, creating connections and harnessing social media, the company can reinforce its online presence, stimulate user interactivity and make long term experiences.

Research Chapter 5

The research of Codezen Technologies Limited has allowed for a thorough analysis of its current off page SEO practices both strong and weak. When examining metrics like impressions, click through rate (CTR) and average position, it's clear that although the company has made great strides in getting its online visibility, there's a lot of room for improvement and to grow.

According to the findings, Codezen has established a base with a count of 2.17 million impressions and 45.7 thousand clicks during the period analyzed. Yet a CTR of 2.1% indicates that its metadata, content strategy and audience targeting could run more strongly. However, the position average of 15.5 in search engine results provides a respectable starting point but indicates that strategic efforts are needed to rank higher and to grab competitive market segments.

An off-page SEO is a rather dynamic and multifaceted process that requires a broad approach, which includes building high-quality backlinks, taking advantage of social media, spending budget on strategic partnerships, and never stop monitoring the performance metrics. This research demonstrates that while Codezen has some gesturing in the right direction, its actions are not consistent and creative enough to drive a truly transformative impact. For instance, the company's backlink profile is underdeveloped and there is an untapped potential to increase the company's domain authority and search rankings. Meanwhile, while social media engagement does exist, it can be massively amplified to actually drive traffic and a higher visibility for the brand.

To address these challenges, the proposed recommendations have suggested a structured backlink building, collaboration with authoritative sites and refining content strategy. They also take advantage of advanced analytics for actionable insights and optimize outreach networks to engage with the audience better meaning that better the company is able to utilize its digital power. Overcoming the limitations identified in the research will depend on Codezen's ability to diversify its efforts and keep refining its strategies.

In addition to this, the study emphasizes that Codezen must dedicate efforts to long term strategies which promote quality over quantity in their backlink and content efforts. At such pace, it's no surprise that SEO trends will inevitably change and that a company will need to be proactive in monitoring and adapting to these changes. In addition, Codezen will be able to take advantage of sustainable growth and maintain the industry's reputation through aligning these strategies with clear business objectives.

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Appendix I

INTERNSHIP PROPOSAL FORM

Name:	Naimur Rashid Palak
ID:	203011011
Department:	BBA
Supervisor's Name (Faculty):	Tazrian Shainam Shahid
Organization Name:	Codezen Technologies Limited
Internship Title:	Digital Marketing Strategies and Insights: Internship Experience in Codezen Technologies Limited

Palak

Student's signature & date
& date

Supervisor's signature

(Submit your Research Proposal to your Supervisor for approval)

LETTER OF TRANSMITTAL

Saturday 2 November 2014

Naimur Rashid Palak,
Cell: 01976716108,
Email: naimur.rashid.bba@ulab.edu.bd

Tazrian Shainam Shahid

Senior Lecturer

School of Business
University of Liberal Arts Bangladesh (ULAB)
688, Beribadh Road
Mohammadpur, Dhaka 1207.

Dear Sir,

Subject: Submission of Internship Proposal.

Please find attached herewith the proposal for an internship in partial fulfillment of the requirement for a Bachelor's of Business Administration (BBA) at Codezen Technologies Limited from 01 September, 2024.

If you have any questions, please call me at 01976716108, you can reach me most easily at the following times: Sunday to Thursday- 10 am to 10 pm (call or email), Saturday- 10 am to 10 pm.

Sincerely yours,



Naimur Rashid Palak
ID: 203011011
BBA Program
School of Business
University of Liberal Arts Bangladesh

**Digital Marketing Strategies and Insights: Internship Experience in Codezen
Technologies Limited**

**Impact of Limited Investment in Off-Page SEO: A Study on Codezen
Technologies Limited, Dhaka**

Supervisor: Tazrian Shainam Shahid

**University of Liberal Arts
Bangladesh
(ULAB)**

**An Internship Proposal
Submitted in Partial Fulfillment
Of the Requirements for the Degree
Bachelors of Business Administration**

By

Naimur Rashid Palak

ID: 203011011

Fall 2024

**Saturday 2 November
2024**

Internship Organization: Codezen Technologies Limited

Address: Ka-218/3, North Side of Jamuna Future Park, Dhaka 1229.

Duration: 1 September, 2024 to 1 January, 2024.

Organizational Supervisor:

Shuddha Brata Rauth

Digital Marketing Executive, Team Leader

Cell: 01784079878 , Email: shuddhabratara@codezen.technology

Description of Internship organization:

An Overview of Internship organization: Codezen technologies limited is premier technology firm in Dhaka, Bangladesh. They are dedicated to transforming concepts into impactful digital strategies, ensuring clients' success through tailored solutions and innovative approaches. Codezen technologies limited started its journey on 26 November, 2024.

Core Products/Services of Internship organization: Codezen technologies limited specialize in creating immersive digital experience and offer various services like Software and app development, Digital interactive learning, Professional Degrees, IT consulting, Market automation etc.

Core Management Structure of Internship organization: Some of the key people are:

- Md. Aref Billah, Chief Executive Officer
- Mainul Kabir Aion, Chief Marketing Officer
- Sheikh Arif, Chief Technology Officer
- Md. Mizanur Rahman, Chief People and Culture Officer

Description of the Internship Study:

Description of the study: In this research, we'll be looking into how the lack of Off-Page SEO investment can impact the performance of a website if the business would want to increase the online visibility. The internship research will cover my findings on a problem, 20 samples are a target within LinkedIn connection

Nature of the study: The design of this study uses mixed methods where qualitative case study is combined with quantitative data analysis to explore the impact of Off-Page SEO investment on a website's performance as well as visibility.

The Objectives of the study: The objective of the study will be as follows:

1. Getting an indication how Off-Page SEO affects the overall ranking and performance of the website.
2. Find best Off-Page SEO strategies for building brand visibility.

Expected Contribution and Gain: The insights and strategies outlined in this study will help improve Off-Page SEO of the website for increased visibility and brand credibility.

Justification of the Study: This study covers the gap in Off-Page SEO strategies for small to mid-sized business to improve visibility, traffic and brand credibility in highly competitive digital space.

Sources and Methods of Collecting Primary Data: Primary data on Off-Page SEO will be taken up by surveys from digital marketers.

Sources and Methods of Collecting Secondary Data: Secondary data for Off-Page SEO will come from online databases on how they are used and how effective they are.

Sampling Technique and Sample Size: Participants selected for the study will have some experience in Digital marketing and Off-Page SEO. To achieve a wide variety of insights while keeping the data analysis manageable, the sample will be approximately 20 LinkedIn connections.

Analysis and Interpretation of Data: Basic statistics and surveys will be used to summarize trends techniques to study the relationship between Off-Page SEO investment and website performance. Calculations will be done using software like Excel. They'll give business insight as to what strategies work best to boost Off-Page SEO.

Reporting: A final report will be written at the end of the study with the findings. The academic supervisor and institutional supervisor will be regularly updated on the progress.

Timeline:

Serial	Activity	Weeks											
		1	2	3	4	5	6	7	8	9	10	11	12
1	Consultation with Supervisors	√	√	√	√	√	√	√	√	√	√	√	√
2	Secondary Data Collection		√	√	√								
3	Services Record Collection					√	√	√	√	√	√		
4	Primary Data Collection						√	√					
5	Data Analysis								√	√			
6	Draft Report Writing										√		
7	Final Report Writing											√	
8	Report Submission												√

Palak

Naimur Rashid Palak

ID: 203011011

Appendix II

Codezen Technologies Limited.

Ka-218/3, North Side of Jamuna Future Park,
Kuril Chowrasta, Dhaka 1229

Date: September 1st, 2024

Subject: Internship Offer Letter

Dear Mr. Naimur Rashid Palak,

We are pleased to offer you the position of **Digital Marketing Intern** at Codezen Technologies Limited. Your internship will commence on **September 1, 2024**, for a duration of **six (6) months**.

Details of the Offer:

- **Location:** Ka-218/3, North Side of Jamuna Future Park, Kuril Chowrasta, Dhaka 1229
- **Stipend:** BDT 10,000.00 per month, payable by the 10th of each month.
- **Working Hours:** 9:00 AM – 6:00 PM, Sunday to Thursday (with a one-hour lunch break).
- **Responsibilities:** Assisting in digital marketing campaigns, market research, performance reporting, and other tasks assigned by your manager.

We are excited to have you join our team and look forward to a successful internship journey together.

Best Regards,


Md. Mizanur Rahman
Chief People & Culture Officer
Codezen Technologies Limited
hr@codezen.technology



Acknowledgement and Acceptance

I, **Naimur Rashid Palak**, accept the terms and conditions of this offer.

Signature:  01/09/24

Date: _____

 +88 01762 94 44 69

 hello@codezen.technology

 Ka-218/3 (3rd Floor), North
Side of Jamuna Future Park,
Dhaka 1229

End Of Internship Report and Research

internship report

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