



# SEO Optimisation



Case Study of Jinesh  
Shah's Internship as a  
SEO Intern at  
ProMiller

April 2025 to July 2025

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# 1. INTRODUCTION

- My name is Jinesh Shah, and I started my journey as an SEO Intern at ProMiller. The internship lasted 3 months, and now I am working full-time with the same company.
- These three months were full of learnings, along with failures, and now I am working to gain more learnings and achieve better results.
- I interned as an SEO Executive Intern at ProMiller for 3 months, where I learned that working with the intent to understand how things work - and accepting that failures can be solved - is the right approach. I learned many things beyond my assigned tasks, including how work is actually carried out in the real world.

# 2. OBJECTIVES OF THE INTERNSHIP

During my internship, I aimed to:

- Learn new methods in off-page SEO
- Gain hands-on experience with SEO tools like Google Search Console and Seobility
- Learn to use the Wix platform for website creation

# 3. MY ROLE & RESPONSIBILITIES

My core responsibilities included:

- Conducting keyword research using Google Ads Keyword Planner
- Optimizing blog posts with meta tags, titles, and internal linking
- Performing website audits and preparing SEO reports
- Building backlinks through various categories
- Tracking website performance using Seobility and Google Search Console

# KEY PROJECTS & CAMPAIGNS

I worked on multiple projects, including:



# 4. KEY PROJECTS & CAMPAIGNS

## Problems Identified

- **Crazy Plant Lady Cafe:** Some keywords were not ranking
- **Vyapaar Pundit:** Needed new keywords according to the business and had to rank them all
- **School to Lead:** Needed new keywords according to the business and had to rank them all
- **ProMiller:** All keywords already ranked
- **TSG Resorts:** All keywords already ranked
- **Sahil Pandita (PROMILLER GROUP):** Most keywords ranked, but a few were not

## **Actions Taken**

- Conducted keyword analysis
- Created backlinks
- Wrote blogs to improve rankings
- Used Google Search Console and Seobility for performance tracking

# RESULTS

- **Crazy Plant Lady Cafe:** Achieved ranking for the main keyword; other rankings improved, but some keywords were still not ranked
- **Vyapaar Pundit:** 3–4 keywords ranked; others still pending
- **School to Lead:** None of the keywords ranked – I failed on this one
- **ProMiller:** All keywords remained ranked, with some improvements
- **TSG Resorts:** All keywords remained ranked, with some improvements
- **Sahil Pandita (PROMILLER GROUP):** Achieved ranking for previously unranked keywords

**Overall Impact:** Across all accounts, visitors and impressions increased slightly.

# 5. WHAT I LEARNED

- To work on projects independently, but still ask for help when needed
- To take responsibility for my work
- To always give credit to others for their contributions
- To own my mistakes without excuses
- That teamwork is essential because teammates help and push you toward achieving goals

# 6. CHALLENGES & HOW I HANDLED THEM

- I worked on 6–7 projects at the same time.
- 2–3 projects required improvements.
- The others needed to be worked on from scratch with new keywords.
- I managed to rank some new keywords and improve the rankings of previous ones.
- I failed to get results on one project and achieved partial results on another.

**From these challenges, I learned the importance of adapting strategies and experimenting with different SEO approaches.**

# 7. REFLECTIONS & TAKEAWAYS

This internship taught me to analyze what I worked on, understand why outcomes happened, and think about how things should be done differently in the future.

I also learned that professional growth is not just about completing tasks it's about patience, consistent effort, and a willingness to adapt when challenges arise.

# 8. CONCLUSION

This internship was a turning point for me, not only professionally but personally. I made mistakes, worked on them, and now, as a full-time employee, I am improving every day while learning new things.

My Thought: You should always accept your flaws, mistakes, and failures so you can work on them and become your best version.

# THANK YOU

I appreciate your time in going through my  
internship journey.

Learning never stops, and this is just the  
beginning.