

**AN INTERNSHIP REPORT ON**  
**INFORMATION TECHNOLOGY**  
**DIVISION OF TARF TECH**

*An Internship Report Submitted in Partial Fulfillment of the Requirements  
for the Degree of Bachelor of Science in Computer Science and Engineering*

*by*

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# DECLARATION

I hereby declare that this Internship work entitled “Internship book on Information Technology Division in Tarftech” has been supervised by Md. Rayhan Ahmed, Lecturer of the Department of Computer Science & Engineering Stamford University Bangladesh. I further assure that this Internship book has not been submitted either in whole or part for any Degree or Diploma in any university previously.

I further undertake to indemnify the university against any loss or damage arising from breach of the foregoing obligation.

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Signature and Date

# ABSTRACT

During my internship at Tarfttech, I was able to experience work in a web & graphics department of Tarfttech software development Company. Since I have had some experience with word press and graphics designing. This book contains what I have learned during the internship .I have faced some problem and successfully overcome .during my internship I have gather some knowledge about office weather, communicate with clients , discipline, punctuality etc .I have learn HTML CSS and made some simple website .I have worked on SEO and learned how to increase PR high of a website. I have also involved in a word press project which was monitoring by the department head, here I learned many important things. In my internship period I was working on marketing I also wrote some blogs during my internship. I have learned about the Photoshop and illustrator tools and using them I have made some business card, poster and brochures.

# ACKNOWLEDGEMENTS

I am extremely grateful and remain indebted to almighty who has guided in all ventures to successfully complete my Internship book. I am thankful to the grace and the help received from him. The Internship book would not be success, without the constant and valuable guidance of Md.Rayhan Ahmed, my supervisor for the Internship book, who is rendering all sorts of help as and when required. I am thankful for his constant constructive criticism and valuable suggestions, which benefited us a lot while implementing the Internship on “Internship book on Information Technology Division of Tarftech”. He has been a constant source of inspiration and motivation for hard work. He has been very cooperative throughout this Internship work. Through this column, it would be my utmost pleasure to express our warm thanks to him for his encouragement, cooperative and consent.

I am also thankful to Dr. Kamruddin Md. Nur, head of the Department of Computer Science and engineering for his valuable guidance.

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**CHAPTER 1**

**INTRODUCTION**



## **1.1 Introduction**

I joined as an intern in the technology operations department of Tarf Tech on 1st February of 2017. The department is run by Mr. Mahbub-A-Rob. Under the department there are several wings, such as, Software department, Graphics department, Web department. I was assigned with the both of graphics and web wing. This wing also subdivided in to three more teams. Such as, deployment team, maintenance team & support team. The task of deployment team is to prepare all new PCs with OS & necessary software's. The task of support team is to provide instant pc related support to the users as they call for help. The support may be of two kinds, remote which is given by using Virtual Network Computing (VNC), sometimes this team provides support by being physically present to the user end. I worked at the support & deployment team for all of my entire internship duration.

## **1.2 Expectation**

To know about the activity of information technology department of Tarf Tech to find out some problems of information technology division of Tarf Tech & recommend the solution of those problems. The major objective of the report is to fulfill the requirement of my internship and achieving academic and practical knowledge, how Information technology interacts with such a business field and to know the various technologies used in a software company which I would apply in my future life.

## **1.3 Limitation & Scope of the Study**

During my internship I realize that text book never teach us everything, the practical knowledge is very important for a student .only a professional company can teach you the practical knowledge, management, and other things. This report has also mentioned some problems of Tarf Tech's IT and its solutions. The empirical part includes only the published information and current practices of the Tarf Tech. I was gathered knowledge about web development, graphics design, information technology (IT), blog writing, website making & maintenance. I was prepared this report after discuss with the relevant department head of Tarf Tech. After getting their valuable opinion, information, and my practical knowledge have been enriched.

Limitation, there are many limitation for an internee and the other office employee because the employees want to teach the internee's but they have their own work. Overall they help us so much .limitation of domain, hosting .in word press when I want to make word press site or customize a theme then I need a domain hosting .they never give me the permission to access the website of tarftech .I know this is strictly confidential but if I access the website then I would have been learn many things

## **1.4 Services of Tarftech Technology Department**

- Custom Software Development
- Mobile Application Development
- Graphics designing (Business Card Design, logo design, banner design, brochure design)
- Software Development Services for Startups
- Making e-commerce site
- Offer Domain(.COM.BD , .NET)
- Offer Hosting (cloud hosting ,dedicated hosting, VPS hosting, Email hosting, SSL certificate, Hosting security, Hosting backup
- Hardware troubleshooting & maintenance

## **1.5 Custom Software Development**

Custom software development is the designing of software applications for a specific user or group of users within an organization. The benefit to custom software is the simple fact it provides features off-the-shelf software doesn't. Designing an application with your organization's needs in consideration implies an increased level of productivity. If you have a software application designed to increase productivity or address an internal need, the cost of it is offset by the promise of increased efficiency.

## **1.6 Graphics designing**

Tarftech offer graphics design service Graphic design, also known as communication design, is the art and practice of planning and projecting ideas and experiences with visual and textual content. The form of the communication can be physical or virtual, and may include images, words, or graphic forms

## **1.7 Mobile application development**

Mobile application development is a term used to denote the act or process by which application software is developed for mobile devices, such as personal digital assistants, enterprise digital assistants or mobile phones. More people access the web via mobile devices than from personal computers. As the number of devices expands dramatically, users are becoming accustomed to having both web and computing access via small, mobile devices and phones. This has resulted in a significant increase in demand for developers with experience using multiple platforms such as iOS and Android.

## 1.8 Software Development Services for Startups

For a startup company or a bank or shop, they need good quality software for their business. Because the world is become dependent on technology .without technology we can't think our life .A software is very much useful thing for a startup company or bank .in software development service they can easily add new features, also delete some feature. In this cause software development service is so important.

## 1.9 E-commerce

Tarftech make e-commerce sites. E-commerce (electronic commerce or EC) is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet. These business transactions occur either as business-to-business, business-to-consumer, consumer-to-consumer or consumer-to-business.

## 1.10 Domain

Tarftech offer all the domain services like (.COM.BD, .EDU.BD, .COM, .NET, .ORG, .INFO, .MOBI, .ASIA) A domain name is an identification string that defines a realm of administrative autonomy, authority or control within the Internet. Domain names are formed by the rules and procedures of the Domain Name System (DNS). Any name registered in the DNS is a domain name.

## 1.11 Hosting

Tarftech offer hosting as well as .When you pay a company to put your files on their web server, you're buying hosting. They are hosting your website on their servers. You type the domain name into your web browser. The DNS makes sure you get connected to the right computer.

### **The available hosting is**

- ✓ cloud hosting
- ✓ dedicated hosting
- ✓ VPS hosting
- ✓ Email hosting
- ✓ SSL certificate
- ✓ Hosting security
- ✓ Hosting backup

## 1.12 Hardware troubleshooting & maintenance

### Problem Identification

- Computer starting problem
- Display power not received by the monitor
- Computer takes a long time to boot
- Computer making problem to shutdown
- Driver installation problem
- Software install error
- Printer does not working
- Mouse not moving at al
- PC restarting
- Net speed slow
- Router does not work sometime

## 1.13 Problem solutions

- ✓ When RAM is weak then PC can be restarted. Then need to replace or increase RAM.
- ✓ When RAM is not working for that reason display not getting. Then need to clean dust from RAM and reset the RAM in slot. Or need to replace RAM.
- ✓ When virus attacked and Ram doesn't work properly.
- ✓ When driver CD/DVD was damaged or and do not match with the relation computer.
- ✓ Mouse sensors don't work properly.
- ✓ When operating system crashed new operating system should be installed.
- ✓ Need to reinstall the windows.
- ✓ Need to use updated antivirus and clean the PC etc.

## 1.14 Limitations of the Report

While gathering information, analyzing and representing them we have faced some limitations. However, despite the limitations we have tried hard to prepare a comprehensive and rather interesting report. The overall limitations of the report are mentioned below:

- ✓ Some statistical and qualitative data that were needed were not fully obtained.
- ✓ The Finance and Accounts officials, along with the Supply Chain officials were part of core team development. Because they were very busy,
- ✓ We had difficulties in meeting and gathering information from them. Because we were not full time interns at tarftech we could not see the disadvantages of the old system ourselves. Because of organizational confidentiality,
- ✓ I could not put or disclose some information in the report.

**CHAPTER 2**  
**BACKGROUND**

## 2.1 Software and IT sector in Bangladesh

There is a bright prospect for Bangladesh in the software industry. By virtue of this flourishing industry, the country too is forwarding to e-commerce-based economy, keeping pace with the trends in today's world. Thousands of unemployed youths are getting the opportunity to work both at home and abroad. "Software is now such an industry where self-employment is possible after necessary training. This is why employment is rapidly expanding in this industry," According to a recent joint research by Bangladesh Export Promotion Bureau (EPB) and Japan International Cooperation Agency (JAICA), software is a very promising export item in Bangladesh. In Bangladesh, Bangladesh Association of Software and Information Services (BASIS) is a leading IT organization as it has been working since 1997 for its development. About the present state of Bangladesh's software industry, BASIS program manager "At present, there are over 4,500 registered software companies in the country where about 5,000 professionals are working.

The demand for Bangladeshi software has increased significantly. A huge quantity of quality software is being produced in the country. The demand for software in the local market is worth over Tk 3.0 billion (300 cores). About the performance of BASIS, Shams says his organization regularly exports software to 30 countries. Bangladesh Economic Survey-2007 states the country is exporting software and IT-enabled services to 30 countries, including the USA, Japan, Canada, Australia and different European states. Over 50 software firms and IT companies are involved in the export process. The survey also says some of the organizations that use Bangladeshi software are Nokia, Japan Airlines, the World Bank, US Postal and US Agriculture Department. An ICT incubator center has been established in Dhaka city's Karwan Bazar for flour is hymen of the software industry. A Commerce Ministry reports on 'Export of Computer Software from Bangladesh: Problems and Prospects' says there are many positive aspects of Bangladesh's software. Every year, a large number of students are receiving degrees and training on computer-related subjects from different government and private universities. Many Bangladeshi students are also studying abroad. Besides, IT-educated manpower is available in Bangladesh at much lower cost than those of the developed countries and even neighboring India. There are also many problems in the software industry of the country. Saqibul Hasan, an engineer of ICT research-related firm Center for Artificial Intelligence Research and Development, says, "In our country, it's not being possible to create enough manpower for lack of IT institutions. This is the main problem. Besides, lack of information is another aspect. For instance, many people with the highest degrees in Computer Science don't even know that software can be made, sitting at home. There are many works available on-line for professionally skilled software developers." BASIS executive director TIM Nurul Kabir says despite many problems, Bangladesh's software sector is moving ahead contributing to the national development. About the prospects of software industry in Bangladesh, eminent economist Dr Atiur Rahman says, "This sector will create huge employment opportunities. It'll be possible to export trained manpower meeting local demand."

According to experts, the main problems that are hindering development of the industry include absence of duty-free facility in case of software export-import, problems relating to necessary infrastructure and marketing, reluctance of government offices in using software, lack of IT-based educational institutions, inadequacy of teachers and labs, lack of planning and government support, reluctance of banks to provide loans and absence of software-related laws. If the existing problems can be resolved, this export-oriented industry can open up a new horizon for national economic growth and development. Software and IT service industry in Bangladesh has crossed a long road over the last few decades. It has matured. The industry no more remains at the sideline. It joined the mainstream. Not only the industry is contributing significantly in the national income, but also it has been playing very crucial role in creating high quality employment for a sizable portion of young graduates of the country.

The presence of high number of young entrepreneurs is one of the distinctive features of this industry. In last decade many tech savvy young graduates, some of them returning from abroad after finishing education, have started their IT ventures. Despite various local and global challenges, these young spirited entrepreneurs have done remarkably well in building sustainable business organizations through their hard work and passion. Surely, the enthusiasm and resilience of the young entrepreneurs are the main driving force of Bangladesh IT industry.

## **2.2 Tarftech**

Tarftech is a software development company. Tarftech is a leading solution provider for Internet based applications. Established in 2000, The Company has been promoted by some highly experienced Professionals dedicated to provide total IT solutions under one roof. It possesses not only the latest technology gadgets but also the most knowledgeable and experience hands to offer most user friendly customized solutions.

tarftech provides high quality on site services for software development and the end users on a broad range of hardware & software platforms and latest technologies.

Within the first year of its operations, Tarftech has carved a niche for itself in the IT industry and has increased its business by acquiring some major domestic projects. No doubt the company has been able to make a name for itself in a relatively short span of time only because of its ability and commitments to ensure customer satisfaction by rewarding quality work on right time and in a right manner.



## **2.3 The Mission**

At Tarftech with Technical proficiency and expertise, we cohesively integrate graphic design with web page layout, with interactive programming, with database driven content, to plan, build and deploy e- business and to emerge as one of the top IT service provider.

## **2.4 Philosophy**

The business philosophy of the company is to lay emphasis on Human Values and Personal Relations. Tarftech - Technology meets emotions and limits are higher than the sky.' Great stress is laid on proper communication, transparency and human relations, which forms an integral part of the corporate culture. At Tarftech, we not only develop products but we develop relationships.

We at Tarftech believe in teamwork. With every new day the quest for acquiring new competencies continues. Forever searching, experimenting, innovating, learning, moving ahead with our sincere efforts and dedication, shaping the future, and challenging our competencies to create new opportunities, is a never-ending process in the company.

We have entered the age of digital technology. Computer exists everywhere from a small kiosk to giant corporate house. Amongst all the sectors, information technology is following and will pave a path for faster growth. In fact e-business is becoming the most favored word with corporate as it took over from traditional business practices.


A clear perception of the growing requirement of the corporate world in the area of IT has enabled Tarftech to develop programs of specific relevance for the present and the future.

## **2.5 What Tarftech Do**

Any diverse areas of both, software and hardware development, their experienced staff of professionals has worked with a wide array of platforms, languages, and tools in the course of their various projects. Quite simply: they write code. However, unlike most software companies, they realize that's only part of the job. They don't just write code. they develop professional software. This is why their clients choose. Many companies can find programmers to generate code. However, few have the experience to produce professional quality software. Their ability to develop code is only the beginning of their capabilities. Being a “custom” firm, Tarftech is able to provide their clients with a variety of services. A few of the services available from Software

- Ecommerce site
- Websites
- Domain
- Hosting
- Blog writing
- Graphics Design

## Information of Tarftech

Name of the company	Tarftech
Logo	
Head office	House#599,level 3 road #30 south goran, Khilgaon
Status	Software development company
Phone	+8801738823238 ,01738608625
Website	WWW.Tarftech.com
Email	info @ tarftech.com

## 2.6 An Overview of Tarftech

Tarftech is a certified leading software company in Bangladesh. Founded in 2007. Tarftech has successful track records for delivering most innovative and cost-effective technical services to customers in both commercial and Government sectors. Since its inception back in 2007 stepped into the core field of ICT to cater to the needs of enterprise, governance and economy. Strengthened by a strong team of experienced professionals Tarftech has a unique approach towards continuous training and development of human resources to adapt to the market demands for the national and international venues. Tarftech is incorporating new technology to further expand client base and continue to serve clients with a little more than utmost satisfaction.

## **2.7 Vision of Tarftech**

Tarftech Mission is to provide service to its clients with the help of a skilled and dedicated workforce whose creative talents, innovative actions and competitive edge make its position unique in giving quality service to all institutions and individuals that care for. They are committed to the welfare and economic prosperity of the people and the community, for it derives from them its inspiration and drive for onward progress to prosperity.

## **2.8 Mission of Tarftech**

At Tarftech with Technical proficiency and expertise, we cohesively integrate graphic design with web page layout, with interactive programming, with database driven content, to plan, build and deploy e- business and to emerge as one of the top IT service provider.

**CHAPTER 3**  
**IT DEPARTMENT OF TARFTECH**

## **3.1 Concept of IT**

Information is a resource which has no value until it is extracted, processed and utilized. Information technology deals with information system, data storage, access, retrieval, analysis and intelligent decision making. Information technology refers to the creation, gathering, processing, storage, presentation and dissemination of information and also the processes and devices that enable all this to be done. Information technology is affecting us as individual and as a society. Information technology stands firmly on hardware and software of a computer and tele-communication infrastructure.

## **3.2 Definition of IT**

Information technology (IT) is the use of any computers, storage, networking and other physical devices, infrastructure and processes to create, process, store, secure and exchange all forms of electronic data. Typically, IT is used in the context of enterprise operations as opposed to personal or entertainment technologies. The commercial use of IT encompasses both computer technology and telephony.

The term information technology was coined by the Harvard Business Review, in order to make a distinction between purpose-built machines designed to perform a limited scope of functions and general-purpose computing machines that could be programmed for various tasks. As the IT industry evolved from the mid-20<sup>th</sup> century, it encompassed transistors and integrated circuits -- computing capability advanced while device cost and energy consumption fell lower, a cycle that continues today when new technologies emerge. Information technology (IT) is the application of computers to store, study, retrieve, transmit, and manipulate data, or information, often in the context of a business or other enterprise. IT is considered a subset of information and communications technology (ICT). In 2012, Zuppo proposed an ICT hierarchy where each hierarchy level "contains some degree of commonality in that they are related to technologies that facilitate the transfer of information and various types of electronically mediated communications."

The term is commonly used as a synonym for computers and computer networks, but it also encompasses other information distribution technologies such as television and telephones. Several industries are associated with information technology, including computer hardware, software, electronics, semiconductors, internet, telecom equipment, and e-commerce.

## 3.3 Computer Hardware Management

A computer is a mix of hardware and software. Computer hardware is the collection of all the parts you can physically touch. Computer software, on the other hand, is not something you can touch. Software is a set of instructions for a computer to perform specific operations. You need both hardware and software for a computer system to work.

Some hardware components are easy to recognize, such as the computer case, keyboard, and monitor. However, there are many different types of hardware components. In this lesson, you will learn how to recognize the different components and what they do. Software has to interact with the hardware in order to receive data from input devices and to send its result to output devices. Another important function of the operating system is to manage the way this happens.. The RAM (Random Access Memory units) need to be checked if they are working fine. In server computer power up at most times. In such cases, we usually check for a RAM or a power supply or a motherboard burnout. Step by step, we target the specific part that we would suspect and troubleshoot accordingly. The spoilt parts are usually changed with new available ones fixed. A monitor that is not working is usually sent to the vendor for repairs and we try to claim its warranty if it is still valid. Here are some common individual computer hardware components that you'll often find inside a modern computer case:

- Motherboard
- Central Processing Unit (CPU)/processor
- Hard Drive (HDD)
- Video Card
- Battery Backup (UPS)
- Printer
- Speakers
- Random Access Memory (RAM)
- Power Supply
- Optical Drive
- Card Reader
- Monitor
- Keyboard
- Mouse
- Sound Card
- Hard Drive Controller Card
- Analog Modem
- Scanner
- Floppy Disk Drive
- Joystick

- Webcam
- Microphone
- Tape Drive
- Zip Drive

Networking hardware, also known as network equipment or computer networking devices, are physical devices which are required for communication and interaction between devices on a computer network. Specifically, they mediate data in a computer network. Digital Modem (Cable Modem, DSL Modem, etc).

- Repeater
- Bridge
- Print Server
- Router
- Network Switch
- Access Point

## 3.4 Computer Peripheral Devices

A peripheral device is generally defined as any auxiliary device such as a computer mouse or keyboard that connects to and works with the computer in some way. Other examples of peripherals are image scanners, tape drives, microphones, loudspeakers, webcams, and digital cameras.

- Motherboard
- Ram
- Monitor
- Keyboard
- Mouse
- Processor
- Hard disk
- Power supply
- AGP card
- USB Hub
- Pen drive

**Some common input peripheral device Common input peripherals include**

- keyboards
- computer mice
- graphic tablets
- touch screens
- barcode readers
- image scanners
- microphones
- webcams
- game controllers
- light pens
- digital cameras

**Common output peripherals include**

- computer displays
- printers
- projectors
- computer speakers

Now this peripheral device are describe here

## **3.5 Motherboard**

A motherboard is one of the most essential parts of a computer system. It holds together many of the crucial components of a computer, including the central processing unit (CPU), memory and connectors for input and output devices. The base of a motherboard consists of a very firm sheet of non-conductive material, typically some sort of rigid plastic. Thin layers of copper or aluminum foil, referred to as *traces*, are printed onto this sheet. These traces are very narrow and form the circuits between the various components. In addition to circuits, a motherboard contains a number of sockets and slots to connect the other components.



## **3.6 Processor**

This little chip is the heart of a computer. Also referred to as the "microprocessor," the processor does all the computations such as adding, subtracting, multiplying, and dividing. In PCs, the most popular microprocessor used is the Intel Pentium chip, whereas Macintosh computers use the PowerPC chip (developed by Motorola, IBM, and Apple).

The speed of a computer's processor is measured in megahertz, or cycles per second. But higher megahertz doesn't always mean better performance. Though a 600-MHz chip has a clock speed that is twice as fast as a 300-Mhz chip, it doesn't mean that the computer with the 600-Mhz chip will run twice as fast. This is because the speed of a computer is also influenced by other factors, such as the efficiency of the processor, the bus architecture, the amount of memory available, and the software that is running on the computer. Some processors can complete more operations per clock cycle than other processors, making them more efficient than other processors with higher clock speeds. This is why the PowerPC chip is typically faster than Pentium chips at that are clocked at higher megahertz.

## **3.7 Computer monitor:**

A display screen used to provide visual output from a computer, cable box, video camera, VCR or other video generating device. Computer monitors use CRT and LCD technology, while TV monitors use CRT, LCD and plasma technologies. See analog monitor, digital monitor and flat panel display.

## **3.8 Computer keyboard**

Keyboard is a typewriter-style device which uses an arrangement of buttons or keys to act as a mechanical lever or electronic switch. Following the decline of punch cards and paper tape, interaction via tele-printer-style keyboards became the main input device for computers.

## **3.9 Computer mouse**

A computer mouse is an input device that is most often used with a personal computer. Moving a mouse along a flat surface can move the on-screen cursor to different items on the screen. Items can be moved or selected by pressing the mouse buttons (called clicking).

## **3.10 RAM**

Ram is an acronym for random access memory, a type of computer memory that can be accessed randomly; that is, any byte of memory can be accessed without touching the preceding bytes. Ram is the most common type of memory found in computers and other devices, such as printers. Data remains in RAM as long as the computer is running. When the computer is turned off, RAM loses its data. When the computer is turned on again, the OS and other files are once again loaded into ram, usually from an HDD or SSD.

## **3.11 Power supply**

A power supply unit (or PSU) converts mains AC to low-voltage regulated DC power for the internal components of a computer. Modern personal computers universally use switched-mode power supplies. Some power supplies have a manual switch for selecting input voltage, while others automatically adapt to the mains voltage.

**CHAPTER 4**  
**TRAINING IN TARFTECH**

## **4.1 Training at Tarftech**

In my training time I learn many important things. When the company get a work like a word press website or an ecommerce site or software at first they arrange a group meeting each and every member have to attend the meeting. The CEO of the company Mahbub-A-Rob describes the proposal and divides the whole work to the group. Graphics department handle the graphical side programmer handle the coding site .the team works is so beautiful and they are all so helpful.

## **4.2 Type of Training**

Basically there are two type of training one is theoretical another is practical. I got both .first I learn the basic of web design and then I practice.

## **4.3 HTML & CSS**

HTML, Hypertext Markup Language, gives content structure and meaning by defining that content as, for example, headings, paragraphs, or images. CSS, or Cascading Style Sheets, is a presentation language created to style the appearance of content using, for example, fonts or colors.

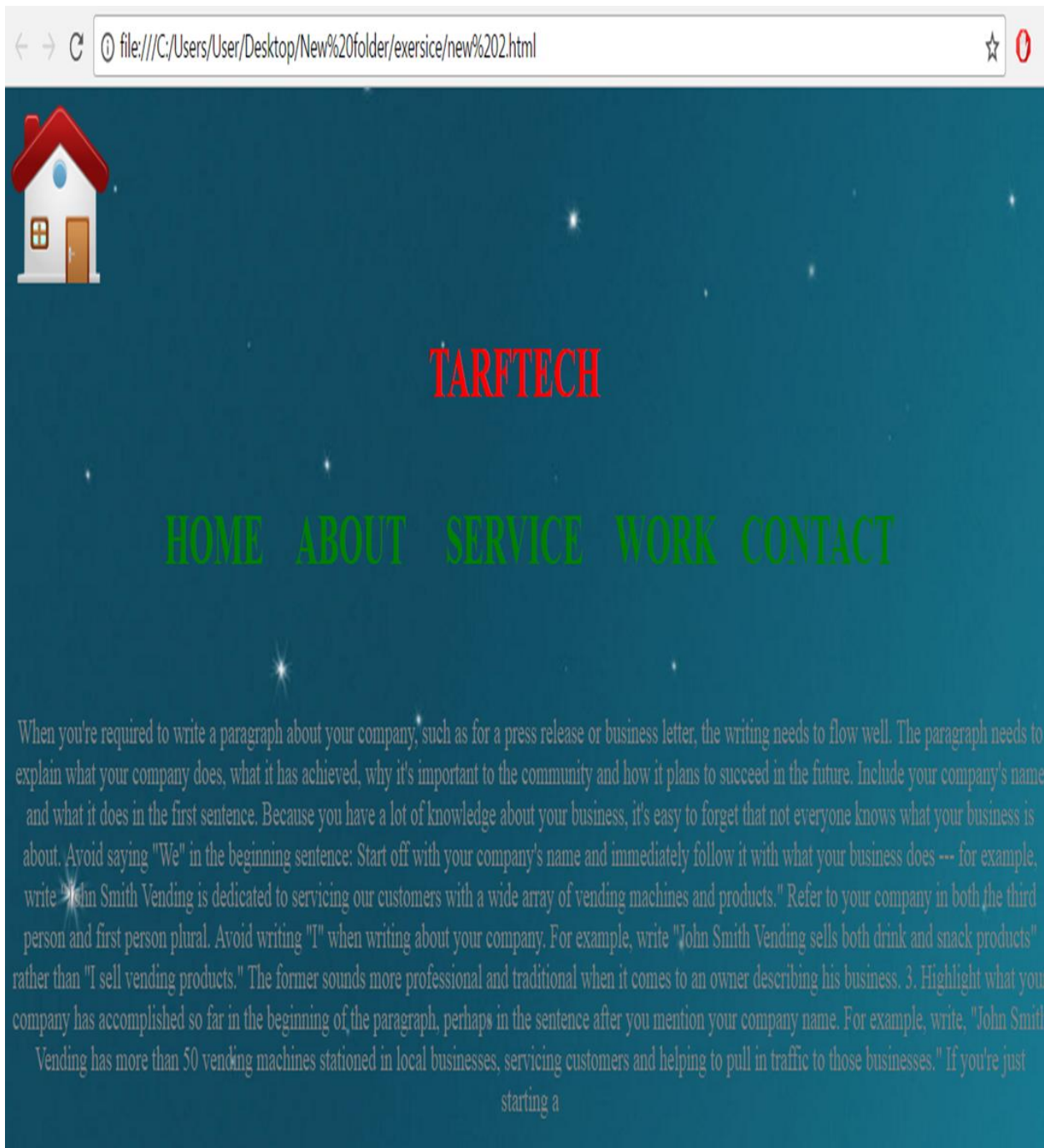
**Here is a HTML & CSS site**

---

Home About Service Product



Figure: 1.3



**Figure: 1.4**

## **4.4 JavaScript**

JavaScript is used in Web site development to do automatically change a formatted date on a Web page Cause a linked-to page to appear in a popup window.

## **4.5 Wordpress**

Word press is a free publishing software and content management system (CMS) that is popular in America. The software is open-source allowing developers to create a wide array of plug-ins, themes and widgets. Word press is widely considered easy to use and is the CMS of choice for almost 75 million websites.

# MEDICAL NEWS

HOME MEDICAL STUDY MEDICAL MNEMONIC MEDICAL FUN TIPS AND TRICKS MBBS STUDY POST GRADUATION

LECTURES

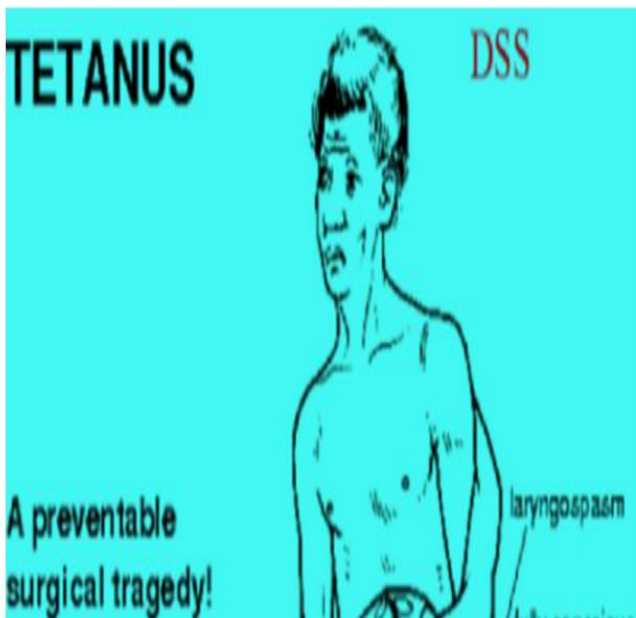
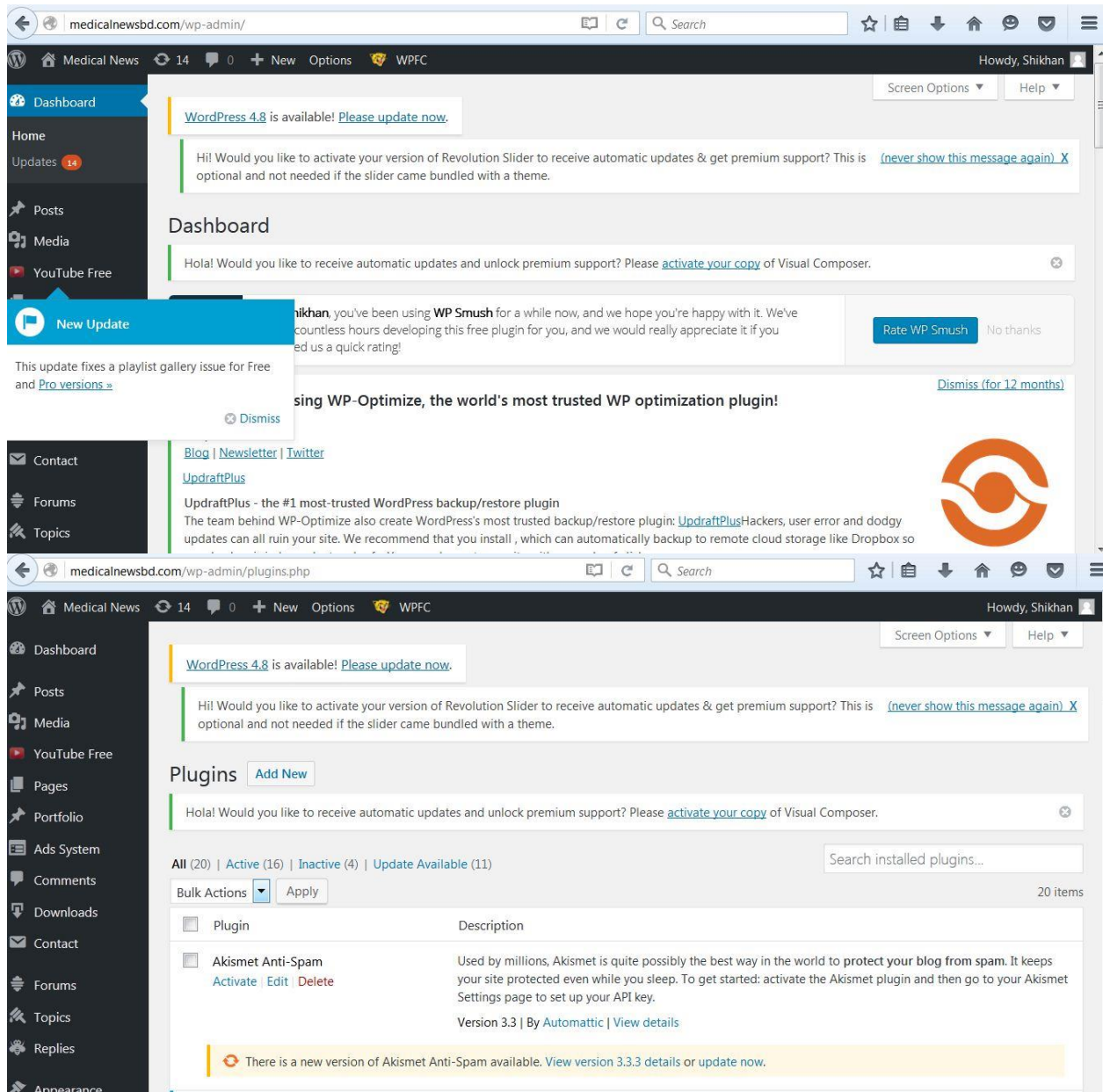


Figure: 1.5





**Figure: 1.6**

## 4.6 Graphics design

Graphic design is the process of visual communication and problem-solving using one or more of typography, photography and illustration. The field is considered a subset of visual communication and communication design.

I work on Photoshop in my internship. I have made some business card, poster, brochures.



Figure: 1.7



Figure: 1.8

## 4.7 SEO

Search engine optimization is a methodology of strategies, techniques and tactics used to increase the amount of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine (SERP) including Google, Bing, Yahoo and other search engines. For SEO we have to make many back links, those back links help a site to go to the top of the list.

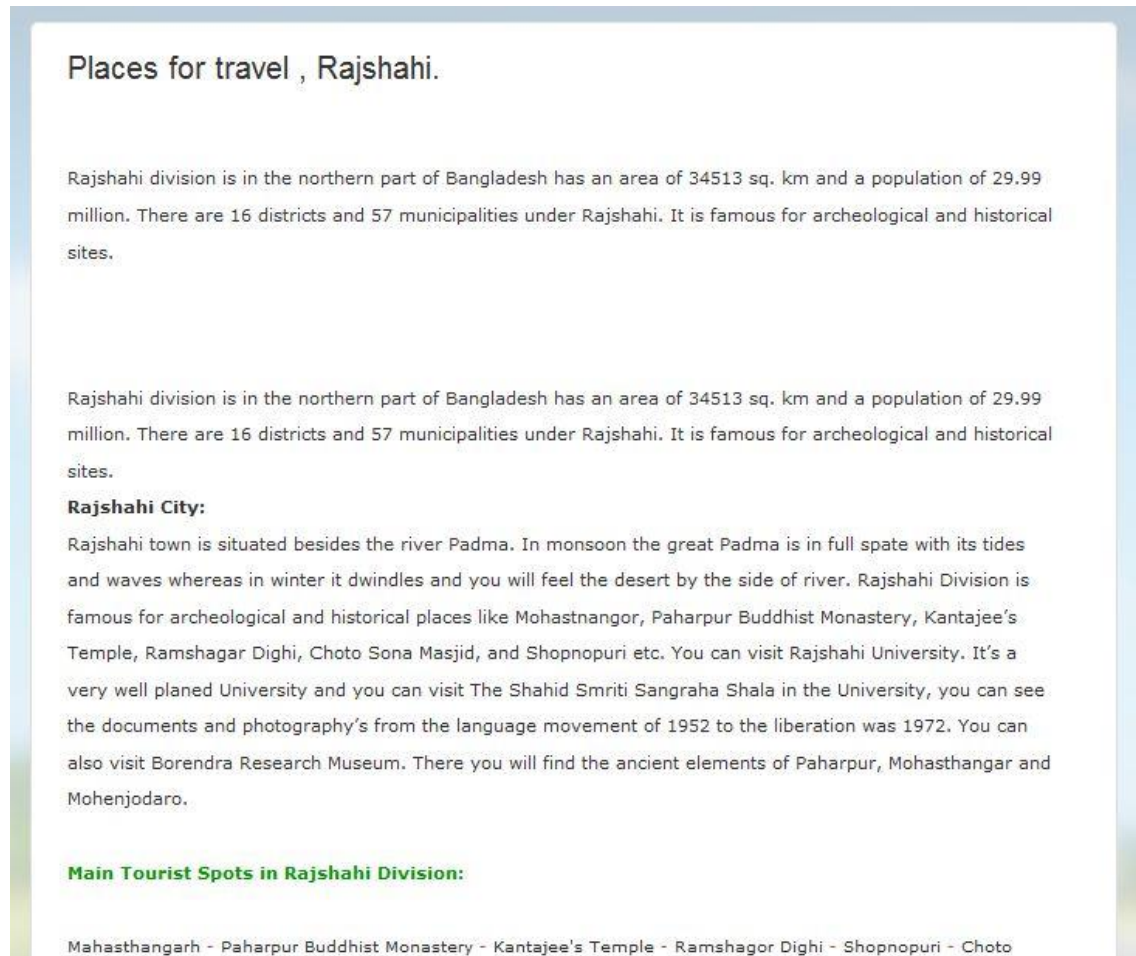
- [www.pinterest.com](http://www.pinterest.com)
- [www.diigo.com](http://www.diigo.com)
- [www.dig.com](http://www.dig.com)
- [www.scoop.it](http://www.scoop.it)
- [www.fark.com](http://www.fark.com)
- [www.myspace.com](http://www.myspace.com)

## 4.8 Marketing

Marketing is a very important part of a software company .without marketing a company never build .marketing is food of a company. Marketing means advertising product .you make software, website but no one know this for knowing them you have to advertise this.

## 4.9 Blog

A blog (a truncation of the expression "weblog") is a discussion or informational website published on the World Wide Web consisting of discrete, often informal diary-style text entries ("posts"). Posts are typically displayed in reverse chronological order, so that the most recent post appears first, at the top of the web page.



**Figure: 1.9**

## 4.10 Router configuration

A router is a networking device that forwards data packets between computer networks. Routers perform the traffic directing functions on the Internet. A data packet is typically forwarded from one router to another router through the networks that constitute the internetwork until it reaches its destination node.

## 4.11 Switch configuration

A network switch (also called switching hub, bridging hub, officially MAC bridge) is a computer networking device that connects devices together on a computer network by using packet switching to receive, process, and forward data to the destination device.

## **Recommendation:**

There is a lot of possibility in the software company for Bangladesh. A lot of fresh graduate are joining and the company is becoming very powerful day by day. The talented young generation can take the company a long way. They are already developing the software for us and exporting abroad.

Through outsourcing and freelancing a lot of young people are getting their own wages. The new firms can be formed to improve the industry. But there are many obstacles too. As a developing third world country we face a lot of unwanted conditions in the way. We have to overcome those and have to make the software industry one of most powerful in the world. Our suggestions are.

The government should proper steps to make the way for new start-up. Young people should form their own firm. Business magnets should invest more in this sector. The ICT act should be more flexible for the developers. The business rules should be easier for software industry.

## **Conclusion:**

The total period while we were visiting tarftech was very pleasant to me. It will help me a lot in future life. Without the practical knowledge it is quite impossible to develop quality software. This internship has paved the way to look into the development environment and marketplace. The market does not depend on only developing quality application. It is a lot more things than those.

First we have to specify what we have to develop, for whom, why and how. Understanding the user's mind and their requirements a software engineer has to think about new software. They gave me a lot of good advice that I will take with as prepare to enter the workforce after graduation.

The age is totally dependent on modern information technologies. Nobody can escape away from it. Our one step to invent new technology can take the whole world a step forward.

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