

Baseline Audit Report – Internmo

Submitted By: Siddhi Nayak

Internship: Digital Marketing Intern

Company: Internmo

Submission Date: 2 August 2026

Introduction

A baseline audit is the first step in evaluating a company's current digital presence before implementing any digital marketing strategies. It helps identify the brand's visibility, website performance, social media presence, online reputation, and overall user experience. This report presents a baseline audit of Internmo by analyzing its Google search visibility, website, brand presence, online reviews, and AI visibility. The findings from this audit will serve as a benchmark for measuring the effectiveness of future digital marketing efforts.

Google Search Analysis

Keyword	Appears in Search Results	Approximate Ranking	First Page Websites	Competitors Appearing
Internmo	Yes	Position 1	Internmo Official Website, LinkedIn, Razorpay, BeBee Jobs, NextLeap, Instagram	NextLeap, BeBee Jobs
Internmo Internship	Yes	Position 1	Internmo Official Website, LinkedIn, Razorpay, BeBee Jobs, NextLeap, Instagram	NextLeap, BeBee Jobs
Internmo Reviews	Yes	Position 2	Internmo Official Website, LinkedIn, Glassdoor, Nextleap, Reddit, Razorpay, Instagram, Ambition Box	NextLeap
Internmo Digital Marketing Internship	Yes	Position 1	Internmo Official, Define digital, Linkdin, Bebee, Razorpay, Internshala, Indeed	Internshala, Indeed, Bebee

Website Analysis

Criteria	Observation
Website Design & Layout	The website has a modern, clean, and professional design with a well-organized layout.
Ease of Navigation	The website is easy to navigate with a simple menu and clearly organized sections.
Mobile Responsiveness	The website is mobile responsive and adapts well to different screen sizes.
Website Loading Speed	The website loads quickly and provides a smooth browsing experience.
Call-to-Action (CTA) Buttons	The homepage has a clear "Apply Now" button that encourages users to apply for internship programs. The button is visible and easy to access.
Contact Information	Email, Contact Number, Address are available, making it easy for users to reach the organization.
Overall User Experience	User-friendly, informative, and visually appealing.

Brand Presence

Platform	Followers/Subscribers	Posting Frequency	Overall Engagement
LinkedIn	2K+ Followers	Daily (Regular Posts)	Good (Regular likes, comments, and interactions on posts)
Instagram	8 Followers	Moderate (2–3 posts uploaded together every few days)	Low (1–2 likes per post and very few or no comments)
Facebook	0 Followers	Regular (Multiple posts published on 20 July, 23 July, and 26 July)	Low (Very limited engagement due to no followers)
Youtube	No Official YouTube Channel Found	N/A	N/A

Online Reviews

Platform	Number of reviews	Average rating	Common positive feedback	Common negative feedback
Google reviews	Not Available	4.8/5	Learning opportunity, Structured timings, Practical learning	Not clearly specified
Trustpilot	No reviews found for Internmo	N/A	N/A	N/A
Glassdoor	No reviews found for Internmo	N/A	N/A	N/A
Ambition box	No reviews found for Internmo	N/A	N/A	N/A

AI Visibility

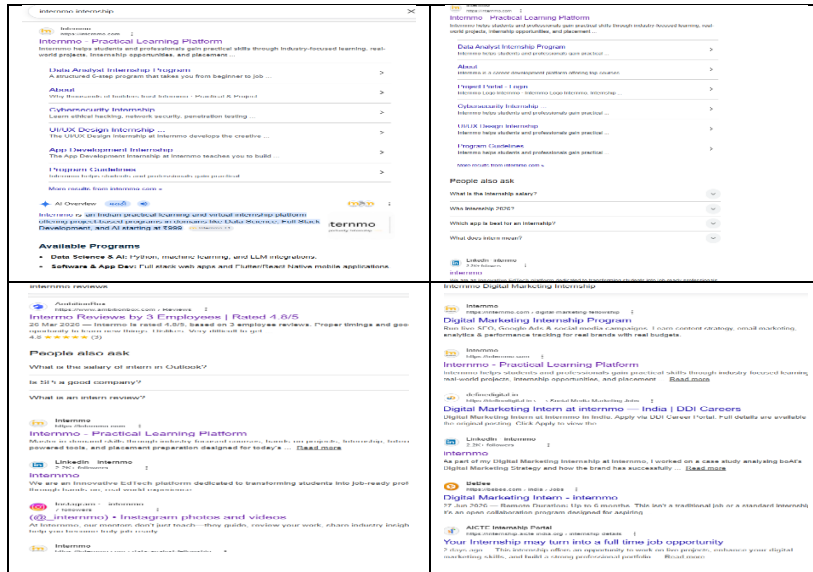
AI Tool	Internmo Mentioned	Response	Key Points Provided
Chatgpt	Yes	Positive	Offers virtual internships with projects and certificates, Provides skill development opportunities,
Gemini	Yes	Positive	Provides guided internship projects and skill development, Helps beginners build portfolio projects and certificates.
Perplexity	Yes	Neutral	Offers live projects, mentorship, and placement support, Appears to be a legitimate EdTech/internship platform.

Conclusion

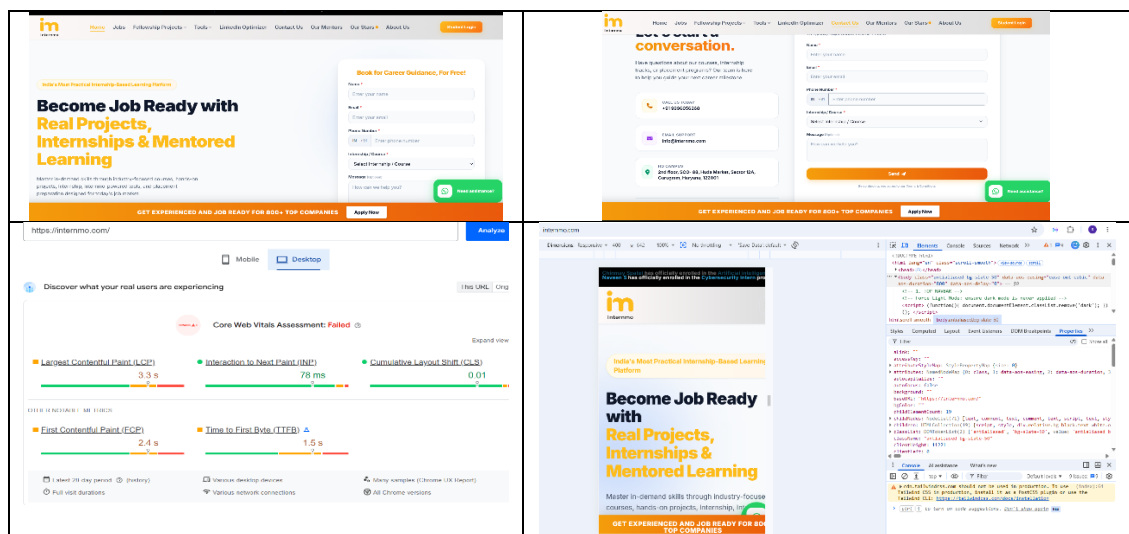
The baseline audit shows that Internmo has an established online presence through its website and social media platforms. The company appears in Google search results for branded keywords and provides information about its internship programs. Social media activity is present, although engagement and visibility can be improved. Independent reviews are limited across review platforms, making it difficult to assess user experiences comprehensively. AI tools generally describe Internmo as a legitimate internship and learning platform with a neutral to positive sentiment, while recommending that users verify internship details before joining. Overall, the audit provides a benchmark for measuring the impact of future digital marketing efforts and identifies opportunities to improve search visibility, brand awareness, online reputation, and engagement.

Screenshots for Reference

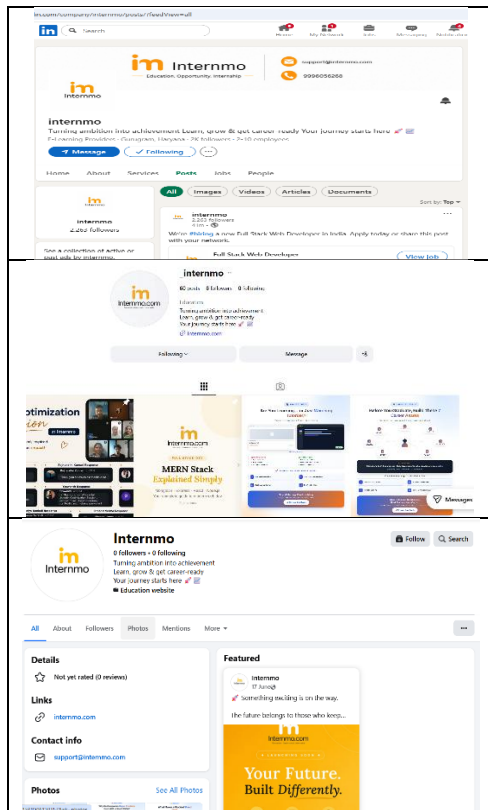
Task 1 Google Search Analysis



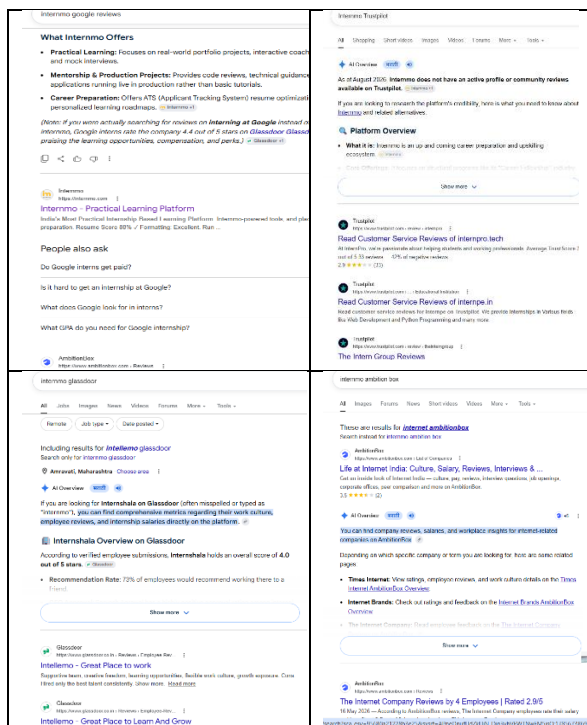
Task 2 Website Analysis



Task 3 Brand Presence



Task 4 Online Reviews



Task 5 AI Visibility

ChatGPT

Is Internmo a good learning platform?

Based on the information currently available, Internmo appears to be a **legitimate but very new internship platform**, so it should be approached with some caution rather than assumed to be either excellent or fraudulent. Independent verification is still needed. [View more](#)

Overall assessment: Neutral

Merits/Pros:

- Check off all internship with original based learning and certificates
- Provides practical learning opportunities and career placement assistance
- The website uses iFSCOL and does not currently show other evidence of being a scam. [View more](#)
- The platform is new, so there are very few independent reviews to long-term success or its viability. [View more](#)
- Some programs require a negotiation fee, so students should carefully understand what they are paying for and what they will receive before enrolling. [View more](#)
- Because there is limited a job feedback, it is a good idea to verify how they handle, student certification, and placement services before joining. [View more](#)

Answer to "Is Internmo a good internship platform?"

Is Internmo a good internship platform?

Internmo is not strictly a job or an EdTech training and fellowship platform rather than a traditional job-based platform like LinkedIn or Internade.

Whether it is a "good" platform depends on what you are looking for:

Key Strengths

- **Practical Learning:** Unlike standard course providers, Internmo focuses on project-based learning across multiple domains (e.g., Full Stack Development, App Development, Data Analytics, Digital Marketing). [View more](#)
- **Live Campaigns & Projects:** For fields like Digital Marketing, they emphasize hands-on work with live ad budgets and real-world tools rather than purely theoretical concepts. [View more](#)
- **Built-in Placement Assistance:** Programs include AI resume reviews, AI mock interview exercises, portfolio building, and career guidance. [View more](#)
- **Recognized Certification:** Course completions offer MISM/GOVOKI-aligned certificates upon finishing their fellowship models. [View more](#)

+ Ask Gemini

Generate AI answers and more insights.

Answer

Is Internmo a good internship platform?

Probably yes, but with caution. Internmo appears to be a real internship/placement platform with business-like LinkedIn presence, and claims about projects, mentorship, and placement support, while a third-party review scores rates its trust score as "fair" and says it is probably not a scam. [View more](#)

What looks good

- It presents a clear internship/learning offering with real projects, resume coaching, mock interviews, and referrals. [View more](#)
- Its website and LinkedIn suggest it is an established platform rather than an obviously fake listing. [View more](#)
- One reputation checker says the site is "probably not a scam but legit", though that is not the same as proving quality. [View more](#)

What to watch for

- The trust score [View more](#) (Note: presence of advanced search engine, there is not a huge amount of information about the platform, just a few reviews) [View more](#)

Learn more

It, which means