

CLICKMILL INTERNSHIP: WK 2

Content Creation + On-Page SEO

MONDAY	TUESDAY - THURSDAY	FRIDAY
OVERVIEW CONTENT CREATION + ON-PAGE SEO	BLOG PROJECT	BLOG REVIEW POST BLOG ON WEBSITE

OVERVIEW

"It's not that we need more content, we need more relevant content." - Jason Miller

You see blogs everywhere on the Internet (basically every time you search up a keyword there will be a blog), but how do we get people to even click on the blogs we write? This week will be a direct application of last week's materials. SEO, keywords, and blogs will be words stuck in your brain by the end of this week because we will be learning how to write and post blogs and optimize websites with on-page SEO. As always I hope that you learn a lot!

-Destiny Yasuhara (Your Clickmill Internship Advisor)

MATERIALS

MONDAY	
OVERVIEW	LINKS
<ul style="list-style-type: none">● Overview (Brett Henderson/Destiny Yasuhara)<ul style="list-style-type: none">○ Please join the zoom link with your camera on, a professional background and attire● Content Creation + On-Page SEO (Asynchronous)<ul style="list-style-type: none">○ Watch playlist and take notes	<ul style="list-style-type: none">● Zoom Link<ul style="list-style-type: none">○ Meeting ID: 792 234 7505○ Password: n09N5R● Week 2 Notes● Content Creation + On-Page SEO<ul style="list-style-type: none"><input type="checkbox"/> Playlist<input type="checkbox"/> Quiz
TUESDAY - THURSDAY	
OVERVIEW	LINKS
<ul style="list-style-type: none">● Write a Blog using the Blog Outline from Week 1● All notes, quizzes, and projects must be complete by Thursday evening at 10pm. (This gives us time to review your work and	<ul style="list-style-type: none">● Blog

prepare to give you feedback and answer questions on Friday).

FRIDAY	
OVERVIEW	LINKS
<ul style="list-style-type: none">● Live Review (Destiny Yasuhara)<ul style="list-style-type: none">○ Please join the zoom link with your camera on, a professional background and attire○ We will be reviewing the topics covered in the videos, any questions you have, and your Blog so please come prepared to discuss.	<ul style="list-style-type: none">● Zoom Link<ul style="list-style-type: none">○ Meeting ID: 792 234 7505○ Password: n09N5R

CONTACTS

If you have any questions, please contact Destiny at destiny@clickmill.co.