

# SEO Writing Hacks

Mar. 11th. 2021

How to Grow Your Online Audience Organically  
+ Keyword Research Workshop



**Sindy Chen**

Marketing Strategist  
@CakeResume



## Search Engine Optimization Writing Hacks

Thursday March 11, 2021

9:10-12:00

Room: Ji-tao Bldg. 340108

In this workshop, **Sindy Chen, Marketing Strategist at CakeResume**, will deliver a workshop on **Search Engine Optimization**. She will cover the following topics:

1. Understanding SEO in 60 mins
  - Common digital marketing channels (website traffic source).
  - What is SEO and why is it important?
  - How search engines work.
  - Understanding SEO ranking factors.
  - On-site/on-page and off-site/off-page SEO
  - Creating SEO-friendly content.
  - Track, analyze, and improve SEO performances.
2. Keyword Research Workshop (60 mins)
  - Keyword research by using 'Google Ads Keyword Planner'
  - Establishing a career by writing online
3. Promote Your Articles (30 mins, by Gareth Cheng, Business Development Manager at CakeResume)

**All students interested in optimizing their online writing and establishing careers as online writers are welcome to attend.**

**Sponsored by the National Chengchi University Department of English**