

# “SEO for Students” LinkedIn Content Series

## Project Context

This was a personal initiative to educate college students and aspiring freelancers about SEO in a practical, simplified way. The goal was to break down technical jargon and show real use cases of SEO and content writing, while also testing the power of LinkedIn content to build reach and authority.

## Objective & Audience

- **Target Group:** College students, beginner freelancers, freshers exploring digital marketing.
- **Intent:** To create awareness about SEO basics, how it affects content writing, and how students can start freelance gigs using these skills.
- **Tone & Style:** Student-friendly, example-driven, minimal jargon, highly visual.

## Planning & Strategy

Phase	Action
Topic Selection	Identified 5 key beginner-level topics in SEO that confuse most students.
Post Format	Carousels for step-by-step breakdowns, infographics for clarity, short text posts with hooks.
Content Calendar	Posted every 2–3 days over 2 weeks to maintain consistency and visibility.
Design Tools	Canva for visuals and infographics, LinkedIn native publishing tools.
Research	Used real Google search examples, beginner questions from forums, and personal freelance experience.

## **Content Series Breakdown**

<b>Pos t</b>	<b>Title</b>	<b>Format</b>	<b>Key Points Covered</b>
1	How Google Ranks Pages	Carousel	Algorithms, keywords, backlinks, crawlability explained in simple terms
2	On-Page vs Off-Page SEO	Carousel + Infographic	Direct comparison, examples, checklists
3	SEO Jargon Explained	Text post + Mini visual	Explained 5 commonly used terms (SERP, meta tags, bounce rate, etc.)
4	Writing for SEO vs Humans	Carousel	Tips on structuring, readability, keyword density, tone
5	Freelance SEO Tips for Students	Text post with list	How to start freelancing with content writing + SEO, sample gigs, client red flags

## **Performance Summary**

- **Total Impressions:** 8,000+
- **Engagement:** 250+ reactions across 5 posts
- **Saves & Shares:** 90+
- **Profile Visits:** Increased by 40%
- **Outcome:** Received 3 DMs from startup founders; one led to a freelance SEO writing assignment.

## **Value Delivered**

- Simplified complex SEO topics into digestible content.
- Helped students engage with technical skills in a non-intimidating way.
- Demonstrated ability to design, write, and distribute educational content independently.
- Attracted real-world leads organically, proving value of the series beyond metrics.