

Audrey Myers'

DIGITAL  
MARKETING  
PORTFOLIO

Spring 2022  
MKTG 4150 A

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# Introduction

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Over the past semester, my agency group and I created UafterUniversity, a digital brand and blog site for recent college graduates. After our group produced who we wanted to target and what we would offer them in terms of content, I produced the name and brand kit for our site. I learned the importance of establishing this early to keep branding consistent, and how it can be used to convey the brand personality to potential audiences. We then built a website as a group and developed website design and maintenance skills in doing so. I set up a Google Analytics account for our group and set up tags so we could track our site's performance and progress towards our goals. This, coupled with the Google Analytics and Google Measurements certifications, gave me knowledge and skills in understanding analytics and how to use them to make business decisions. Our group agency then worked together to create blog content that appealed to our audience. This process helped me to build upon my writing skills and taught me about writing in a way that is optimized for search engines. As the social media coordinator, I served the team by learning best practices for growth on all social media platforms, sharing content ideas, creating content for TikTok, and procuring and managing a strategic posting schedule. In this role I developed an understanding of the algorithms for each social media platform, and how to use that information to create effective content to reach target audiences and drive traffic to a site. The agency project along with additional certification in HubSpot Digital Marketing, Content Marketing and Google Ads Search allowed me to develop skills and knowledge in data analysis, strategic planning, digital marketing, and creative content creation.

In addition to the agency project, I worked with TikTok creators from other groups to become experts on the platform. I also participated in the BuzzFeed challenge and learned about the importance of planning to go viral. Lastly, I built a strong professional presence by creating a LinkedIn account, online portfolio, digital business card and updating my resume. All these assignments gave me real-life marketing experience and helped me to prepare for my future in digital marketing.

# Future Preparedness

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(100 points)

In this class I have successfully completed many assignments to help me prepare for my future. While I already had a resume, I had the opportunity to improve the content and layout in a more professional way and was able to use it at the Spring 2022 career fair. I did not previously have a LinkedIn account, so I was able to both create a complete profile as well as grow my network so I could be found by potential employers. In addition to this, I created a digital presence by making a digital business card, and an online portfolio that displays all my relevant project for employers to look at. This class prepared me so well, it helped me to land a part time job in digital marketing while I finish my degree and will continue to help me land a full-time job post-graduation.

## Resume

(25 points)

*\*Appendix A*

At the beginning of the semester, I visited the Office of Career and Professional Development to help me reformat and reword my resume at the recommendation of the class, and immediately improved the professionalism of my resume. My resume was naturally updated over the course of the semester as my skillset and experience level increased. A major part of my resume that got updated was the certificates section, as I had the opportunity to earn five new relevant certifications.

## LinkedIn

(25 points)

[Audrey Myers | LinkedIn](#)

Prior to this class, I did not have a LinkedIn account, so I was able to create one because of this course. I took a new headshot, filled my profile with a bio and my past experiences and skills, and connected with 185 other individuals. Throughout the course of the semester, I have continued to increase my connections count as well as update my profile with my newly gained skills and experience.

## Personal Website

(25 points)

[Home | AudreyMyersPortfolio \(am17456.wixsite.com\)](http://Home | AudreyMyersPortfolio (am17456.wixsite.com))

I created a personal portfolio website for this class. This gave me the opportunity to collect all my relevant coursework and post it in a single place for interested employers to look at, as well as provide them with some background information about myself. I believe this has already been beneficial in landing my current job, as it shows my professional work in an easy to access way. As I continue to grow in a professional sense, I will continue to update this portfolio to display current work.

## Virtual Business Card

(25 points)

[Work Card | HiHello](http://Work Card | HiHello)

I created a virtual business card on HiHello. This card includes all my contact information, links to my LinkedIn and personal website, and an updated headshot. This helped me to prepare for my future career by giving me a professional, creative, and technology-based way to share my information with employers and colleagues.

# Leadership

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(100 points)

I served as the social media coordinator for the leadership portion of the agency group assignment. As the social media coordinator, I was responsible for scheduling, managing, and overseeing all our team's social media accounts.

I lead my team in this area by creating a strategic timeline outlining dates for each person to create an account, post and interact with others. I took initiative in researching the best times to post, and the best type of content to post for each platform. Based on this, I created an overall posting schedule, and calendars for each individual platform, and a content ideas document for members if they needed it. On these calendars, I included information such as posting time and date, content, author and platform, topic, title, keywords, type of post, visuals, and a space for notes (include link to site, repost to story, etc.). This allowed each team member to know ahead of time when and what they should be posting so they could plan and work on their own. In addition to this, I regularly checked the analytics of each platform and gave members an update about halfway through the semester of what was working versus what needed to be changed.

When I first created the social media calendar, I based it solely on the information I had found through my research and required each person to be posting at least once per day. This was a complete failure on my end, as I did not consider how this frequency would affect quality of posts or interfere with members' other responsibilities. To fix this, I reached out to each group member and remade the schedule based on their availability and the best times to post for their platform. In the future, I would consult with everyone who would be affected by a decision I made to make sure it is both feasible and sustainable.

In the beginning of the semester, we set a goal for our group to have 10% of our site traffic to come directly from our social media channels. As of May 4<sup>th</sup>, 2022, 53% of our site traffic came directly from social media channels, so that was a major success for us all. A combination of my planning and each team member's diligent and creative efforts in posting allowed us to far exceed our goal.

From my experience, I learned how to collaborate well with others. While this is an area I personally like, I learned that it is still important to listen to and work with others, as it most of the time leads to better output versus if I were to do it alone. In this role specifically, I learned about social media marketing, analytics, and strategic planning.

# Curiosity

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(100 points)

## Curiosity Assignment 1: Canva Tutorials

I completed a series of tutorials on Canva. These included videos and activities related to using different Canva features, using Canva as a resource, and best design practices.

- Designing with Canva
- Creating videos: working with videos [in Canva]
- Presenting with Canva
- Branding your business
- Typography and layout

Completion of these modules has allowed me to use Canva more efficiently and create higher quality content throughout the semester. I have already used it for a variety of personal projects and am now using it in my current job. I know it will continue to be an essential resource for my future life and career design needs.

# Creativity

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(400 Points)

Over the course of the semester, I had the opportunity to complete several projects in a creative manner. These assignments include writing bog posts, creating a brand kit and producing social media content, all for UafterUniversity, our agency project.

## Creativity Assignment 1: Short-form Blog Post

*\*Appendix B*

I wrote a short-form blog post titled *What to do After College Graduation* for the UafterUniversity site. I was tasked creatively to write this post in an informative and accessible way and to include images that both reflected the blog post and our brand. My goal for this blog post was to write in a way that boosted SEO scores, appealed to our audience, and add value to our site overall. This post gained a total of 15 views by the end of the semester.

## Creativity Assignment 2: Long-form Blog Post

*\*Appendix C*

I wrote a long-form blog post, *Side-jobs for Extra Money as a Recent College Grad*, for our site, UafterUniversity. I worked creatively to collect a list of ideas that were original, helpful, and relevant to our target audience, and to present them in an informative and readable manner. I again included an image that was both relevant to the site and particular blog post. Like the last blog post, my goals were to write this post to be optimized for search engines and provide relevant and valuable information to our audience and website. This was the third most popular post on our site, with a total of 23 views.

## Creativity Assignment 3: Logo and Brand Identity Style Guide

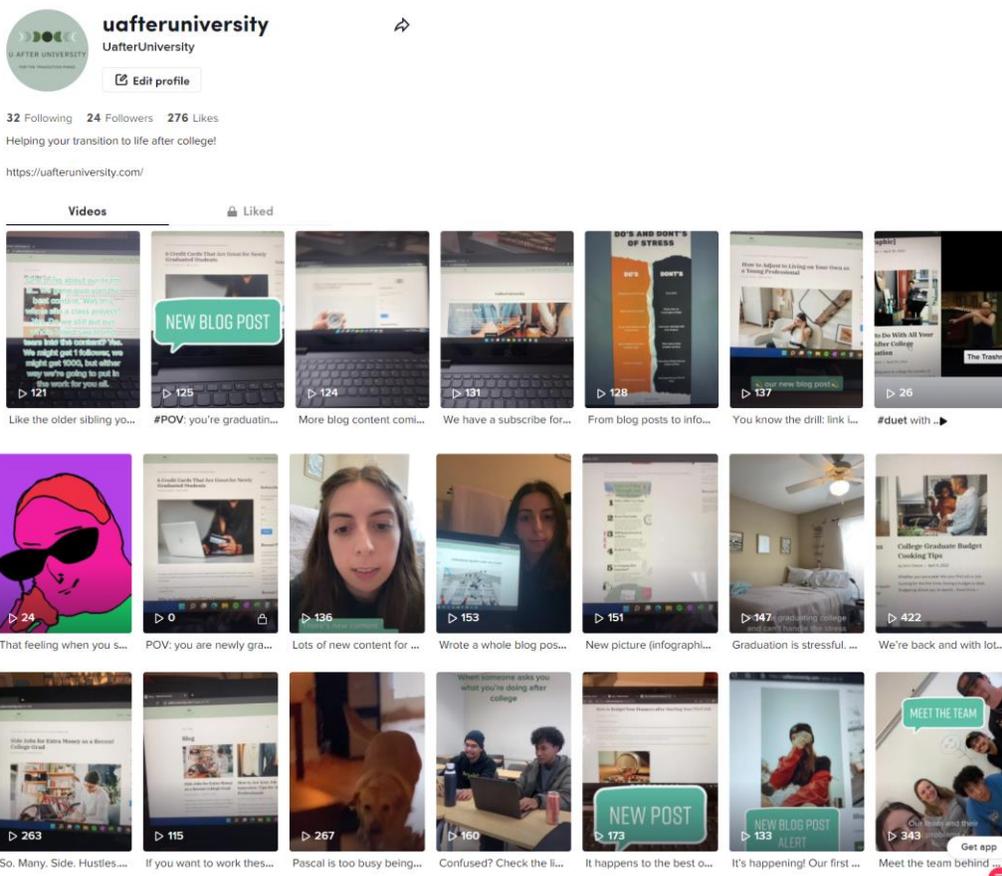
*\*Appendix D*

The brand kit for UafterUniversity was one of the more creatively involved projects I completed. I created the name and logo based on group discussions for what we envisioned for our brand. I also choose the color palette and font family with Canva that would be used for all applications for our brand. I then compiled all this

information into a single, easy-to-reference guide for our agency group. My goals in this were to create a strong, consistent brand identity that portrayed our brand personality and appealed to our target audience.

## Creativity Assignment 4: Create 20 Social Media Posts

As the TikTok creator for our agency group, I was heavily challenged creatively. I scripted, scheduled, filmed, and edited 20 different short videos for our social media. I choose sounds that were trending and I felt related to our brand, included hashtags, and engaged with followers for each video. My goals for this were to connect with followers by interacting with them and send traffic to our site by announcing recent blog content. 4.7% of our total site traffic came directly from our TikTok, and there was a total of 24 followers, 276 likes, 60 comments and 71 shares across all 20 videos.



Link: [UafterUniversity \(@uafteruniversity\) TikTok](https://www.tiktok.com/@uafteruniversity) | [Watch UafterUniversity's Newest TikTok Videos](#)

# Analytics

(200)

Analytics proved to be insightful and beneficial to the UafterUniversiy brand. Using analytical planning for SEO and hashtags for both our website and social media allowed our content to perform well. We were able to track this performance even furthur, with Google Analytics, and adjust as the semester proceeded.

## Analytics Assignment 1: SEO Keyword and Phrase Sheet for Blog Post

*\*Appendix E*

I analyzed a series of keywords and phrases to improve SEO for my blog posts. My goal was to find the keywords that was applicable to my blog post and had enough traffic to be a relevant topic, but low enough competition does not get lost among other sources. I used my finding to set the key phrase "best side jobs for extra cash," and include the phrase in my writing. This ended up being successful, as this blog post scored good in SEO and was our 3<sup>rd</sup> most viewed content on our website.

## Analytics Assignment 2: Hashtag List

I analyzed a list of potential hashtags to be used on our social media channels, as well as their trends and related hashtags. My goal was to boost social media content by including hashtags that our target audience would be searching for. While some hashtags were meant for one-time use (a hashtag that correlates with the sound used in one TikTok video), I wanted a few hashtags that could be used for any content on any platform.

Hashtag List

| Hashtag         | Popularity | Related hashtags  |
|-----------------|------------|---|
| aftergraduation |            | Aftergraduation (19)<br>Fashiondesignerafter (5)<br>Fashiondesigntechology (5)<br>Graduation (5)<br>Howtobecomeafashiondesignercat<br>egory (5) |
| newblogpost     |            | Newblogpost (131)<br>Blog (92)<br>Blogger (64)<br>Blogpost (54)<br>Bloggers (39)  |
| Trending        |            | Trending (129)<br>Bts (127)<br>Jimin (118)<br>Withyou (117)<br>Btsjimin (115)   |
| Recentgrad      |            | Recentgrad (31)<br>Careeradvice (10)<br>WomeninSTEM (8)<br>Careerdevelopment (8)<br>Jobhunt (7)   |
| advice          |            | Ionsfollowions (13)<br>x200b; (2)<br>suptchat (2)<br>rainboostream (2)<br>together4mh (2)   |

## Conclusion

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This course and the assignments, though challenging, taught me a lot. The most prominent of those being social media marketing, analytics, and SEO.

For the agency project, I served as the social media manager. This assignment was my favorite and the most valuable. I learned so much about catering to target audiences via social media. I learned that anything and everything about a post that can be controlled has the potential to significantly boost or detrimentally impact your account. Specifically, I learned best practices for each platform, what content performs best for each platform, how to measure audience activity and schedule post timing accordingly, and how use it to lead to conversions. As I pursue a career in social media marketing, I plan to use all of this information in my future.

I previously did not know much about analytics or Google analytics, So I also found that assignment to be one of the most valuable. I learned how to set up a Google Analytics account, and how to connect it to a website. I learned about the different information this can show, and how to use it to make business decisions. This taught me to utilize analytics, and even though I do not plan to use Google Analytics specifically, I do plan to use analytic tools to help me in all I do in my future career.

## Point Distribution

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| <b>Category</b>  | <b>Points Allocated</b> |
|--|-------------------------|
| Portfolio Appearance, intro, conclusion, and write-ups | 100                     |
| Future Preparedness                                    | 100                     |
| Leadership   | 100                     |
| Curiosity  | 100                     |
| Creativity   | 400                     |
| Analytics  | 200                     |
| <b>Total</b>   | <b>1000</b>             |

# Appendix

## Appendix A: Resume

# AUDREY MYERS

Statesboro, Ga – Relocating to Macon, Ga  
(706) 466-9174 – [aam38446@gmail.com](mailto:aam38446@gmail.com)  
<https://www.linkedin.com/in/myers-audrey>  
<https://am17456.wixsite.com/audreymyersportfolio>

**Education**     **Bachelor of Business Administration, Marketing**  
*Parker College of Business, Georgia Southern University, Statesboro, Ga*

**Experience**     **Digital Marketing Coordinator, April 2022 – Present**  
*Blue Bird Corporation, Macon, Ga*

- Strategically plan, write, and create graphic design content regularly across 8 social media accounts to build brand image, awareness, and loyalty
- Maintain and strengthen ties with business partners by coordinating with media outlets and digitally amplifying news and events
- Set up, host, edit and post monthly virtual webinars
- Issue newsletters to multiple internal networks weekly
- Assist in planning and executing marketing efforts for day-to-day operations and special events
- Generate monthly analytic reports for social media, email campaigns and webinars to optimize performance

**Audio Visual Production, Jan – July 2022**  
*Eastern Heights Baptist Church, Statesboro, Ga*

- Directed camera operators and managed video switcher to virtually transmit live feed
- Adjusted and operated cameras for live performances and presentations
- Provided production assistance to other team members as needed

**Sales Associate Jul 2016 – Feb 2022 (Seasonal)**  
*Richards' Flowers and Gifts, Thomson, Ga*

- Delivered gifts and flowers effectively and efficiently
- Managed data input of over 300 customers' payments and send out customer bills
- Greeted and assisted customers to create and maintain customer relationships
- Took inventory of various items, stocked shelves for low inventory or new items, and created 4 displays for each season

**Certifications**

- HubSpot Digital Marketing
- Google Analytics
- Google Ads Search
- Google Ads Measurement
- HubSpot Content Marketing
- Microsoft Word Expert 2016
- Microsoft Access 2010 specialist
- Microsoft PowerPoint 2016 specialist

## Appendix B: Short-form Blog Post

Home » Blog » What to Do After College Graduation

### What to Do After College Graduation

by Audrey Myers / April 13, 2022



Resources:

- [How to Find a Job That Matches Your Skills – UafterUniversity](#)
- [What is Your Young Professional Market Value? – UafterUniversity](#)
- [How to Ace Your Job Interview: Tips for Young Professionals – UafterUniversity](#)

#### Decide Where to Move

This part may come before or after you land a job – there is no “right order.” You should consider whether a location or job is more important to you, or if you are moving to have better access to a job market.

Once you get to the stage that is deciding where to live, make sure you know what is important to you. Consider making a list of attributes that are imperative, ideal, and not acceptable. Consider elements such as location, size, and familiarity. If you decide where to live before you apply for a job, it can help narrow your search. If you decide to move where you get a job, begin to research more specifics such as if you want to live in a house or an apartment and whether you need roommates.

#### Set Up Your Budget for Success

Managing money after graduation can be a lot different than when in college. This comes as a surprise to many young adults and can be detrimental if you do not prepare.

Be sure to analyze your spending, expenses, and saving goals. If you have a budgeting system already, now is a good time to make adjustments. If you didn't already have a budget, [start now!](#)

College graduation is a huge milestone that millions of people work towards every year. For most, life after graduation is difficult, confusing, and intimidating. It's the first time you are no longer in school. The transition to the “real world” can be overwhelming when you don't know where to begin, so this article will help you get started.

#### Create a Digital Presence

If you haven't already, now is the time to develop your digital presence. This makes it easier for employers to find you and gives you an opportunity to highlight your new degree, previous projects/experiences, and stand out.

Make sure you have the following (up to date):

- [Resume](#)
- [LinkedIn Account](#)
- [Personal Website/Portfolio](#)
- [Digital Business Card](#)

#### Land a Job

This is easier said than done. According to [Zipija](#), “It takes **21 to 80** job applications to get one job offer, on average.”

If you spend a few hours a day to apply for a few jobs and personalize your cover letter/resume for each, you have a chance of getting an interview. It's time consuming, but it's reality.

### Know It's Okay to Not Have It All Together

This is a time where you get to live and learn. Failure is not only an option, it is inevitable, so you don't need to be scared of it.

Instead, take advantage of being at a point in your life where you are allowed and expected to fail. Learn about yourself and what you want out of life. This can be a confusing time, if you're feeling stressed out, check out this article: [How to Deal With Stress as a Recent College Graduate – UafterUniversity](#)

#### Closing

Graduating college is a huge success- take pride in that!

Although your work doesn't end at graduation, you get a fresh start. It's important to set yourself up for success by establishing your digital presence, landing a job, deciding where to move, managing your finances, and knowing that it is okay to mess up.

There is no perfect timeline of life outside of college, but this list can help you know where to start. Best of luck!

Link: <https://uafteruniversity.com/?p=418>

## Appendix C: Long-form Blog Post

### Side Jobs for Extra Money as a Recent College Grad

by Audrey Myers / March 22, 2022



#### Clothes

Swapping out your college wardrobe for a more mature one better suited for the office can be bittersweet. Make the most of this inevitable transition by making some money in the process. Go through your closet and critically clear out what's no longer needed.

Check out these resources for some inspiration and guidance on the process.

[5 Tips for a Successful Closet Clean-out – Decluttering School](#)

[7 Ways To Make Your Wardrobe More Grown Up After College \(bustle.com\)](#)

Once you have set aside what's ready to be given a new life, choose a platform to list your items on and send back while others send money your way. You can find places near you, or sell online. Here's a few online options to consider:

- [Depop](#)
- [Poshmark](#)
- [threadUP](#)

#### Other Stuff

Furniture, décor, sports equipment and just about anything else you can think of can be sold for extra cash if you're no longer using it. Selling these items can be done in just a few steps: choose your platform, take some well-lit pictures, write a short description, post your item and wait. Here's a few places to sell those miscellaneous items:

- [Facebook Marketplace](#)
- [eBay](#)
- [Craigslist](#)

Finding a job after graduation takes an average of three to six months ([www.washington.edu](http://www.washington.edu)). While recent college grads enjoy this time period as their last extended vacation, making a little money on the side can be beneficial to use for new housing, paying off loans, and staying afloat until the full-time position is landed. Here is a list of side jobs, hustles, and ideas to help you secure that extra cash during the transition from recent college grad to full-time employee.

### Sell Your Stuff

Starting off the list is actually not a side job, but still a great way to make a little bit of money. If you think you have nothing worth selling, read the options below and reconsider, because you most likely do.

Bonus: getting rid of some items now can make moving out of your college space and into your new space a little easier!

#### Textbooks

Let's be honest, you're not really going to reference these later. Get rid of the extra weight and exchange it for some cash. While you are not going to get the full amount back that you paid, a fraction of the cost is better than nothing. Here's some places you may consider dropping the textbooks off to:

- [Chegg](#)
- [Your School](#)
- [Amazon](#)

#### Your Handiwork

Selling your items doesn't have to end at what you already own. You can sell things you make! Get creative with this one, whether it be art, calligraphy, crocheted items, baked goods or even digital media such as design. There is a market for individually made items. Who knows, this side job could become your full-time job!

Consider selling your work here:

- [Etsy](#) (particularly great place to sell art, calligraphy, and crafts)
- [Fiverr](#) (perfect platform for selling graphic design, music and other creative content)
- Your local community: farmers market and artist festivals (great for selling handmade items and baked goods)

### Sell Your Services

Not only can you sell items, you can sell your services. No matter what your talent, expertise, free time or abilities look like, you can almost always find someone who needs your services.

#### Teaching

If there's one thing you have after college graduation, it's (hopefully) knowledge. Pass on this information to others and refine your knowledge by teaching it to someone else.

Here's some ideas of skills you can pass on in person or online:

## Convenience

- Tutoring – While your course knowledge is still fresh, consider tutoring current students studying your major. This is doubly beneficial, as you can brush up on your class knowledge and get paid to do so.
- Instrumental skills – Whether you do this on your own or through a local music store, the demand for good instrumental and vocal lessons is present. People of all ages are picking up musical hobbies and need experienced guidance. The great thing about this side-job is you can do it just about anywhere, anytime and as often as fits your schedule. It's also a great way to meet like-minded people, so if you're in a new city this could be a great option for you.
- Computer skills – There is a considerable gap between technology innovation and technologically skilled individuals. This presents the opportunity for skilled individuals to teach others. Whether it be as advanced as coding or as simple as creating a PowerPoint, there are a slew of opportunities to teach these skills.
- Language and writing – It is often thought that language skills can only be taught by those who know more than one language. If you do know more than one language, teaching those skills is definitely an option. For those who don't, know that there is also a large market for teaching advanced language skills in countries where yours is secondary. Do some research to find options where you can teach your language to others, without necessarily being able to speak theirs.

Where can you find these teaching opportunities? Just about anywhere! Community calendars often list needed teachers for community classes. Or freelance your services for a little more freedom. The advancement of the internet and outbreak of the pandemic have moved a lot of teaching fully online. Consider platforms such as Masterclass (an online subscription-based platform where you can upload videos teaching something you know well), YouTube, or create your own website.

## Freelance

Consider freelance services, which can range from creative hobbies to your more technical skills. Freelancing can take the form of photography, social media management, video editing, and more!

This is a great article to about getting started as a freelancer: [7 Steps to Becoming a Freelancer – business.com](#)

It's also worth mentioning the basic positions in the food and retail industry. While these side jobs aren't necessarily your dream job, they do offer stability and customer-service experience. Coupled with the fact that these positions are almost always needed in any city you move to, these jobs are a great contender for those looking to make extra cash.

- Waiter/waitress
- Bartender
- Salesperson
- Retail

## Bonus Notes

### More Side Job Ideas

If none of the above options interest you, consider researching these roles;

- Extra casting (the best opportunities for playing an extra in a movie/tv show are in larger cities)
- Social media manager (increasingly needed in a growing world of influencers)
- Proofreader (a great work from home option for the readers and writers)
- Substitute teacher (for those great with younger ages)

### Side Jobs that Aren't Worth Your Time

There are a few side jobs that you may see suggested in multiple articles. After some firsthand research, these are the ones that aren't worth your time.

Disclaimer: Do your research and make your own decision. This section is to share our experience with the following jobs to help you make that decision.

(This idea is our personal favorite!) Now more than ever, people want convenience, and they will pay extra for it. Why not be the person getting paid? Sign-up in a few minutes, make your own hours and choose which jobs you take. If you have a car, time, and a need for extra money, these side jobs are for you:

- Food delivery ([Doordash](#), [Postmates](#))
- Driver ([Uber](#), [Lyft](#))

## Back to the Basics

Think back to how most teenagers made money in high school. One of the things teens do is odd jobs for those in the neighborhood. Guess what? Odd job services are still needed! Though they may not be the most glamorous jobs, they are flexible and they do pay. So, if you're strapped for cash, consider performing some of this work:

- Yardwork
- Babysitting
- House Sitting
- Pet Sitting

Here's some places to connect with those who need you:

- [Taskrabbit](#)
- [Thumbtack](#)
- [Handy](#)
- [Care.com](#)

## Transcription

Work from home transcribing videos and making upwards of \$10/hour sounds like a good gig. Beware however that there are multiple testing rounds you must go through to even begin work as a transcriber, and passing scores require intense work.

Also note that videos only five minutes long can take up an hour to correctly transcribe, taking your hourly rate from double digits to mere cents.

If you can master the training and work quickly, this job has great potential. If you are looking for something easy, pass on this.

## Surveys

Hundreds of sites and apps promise big money for minutes of your time to take a survey. And there is no training involved: just give your opinion!

The catch: many companies sending their surveys to these sites are targeting a specific demographic. If you don't fit that market, you can waste five minutes completing a survey for no points.

While there are some good options out there, you should do the research before investing too much time in completing questionnaires that are not worth anything to you or the company.

## Closing Remarks

Congratulations on graduating from college! Good luck securing your first full-time job and beginning the journey to your dream career.

In the meantime, utilize your resources to make a little extra money, and do your research to find what options have the best potential for you. Hopefully the information presented in this blog helped you with this.

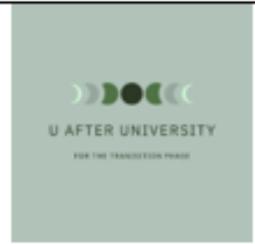
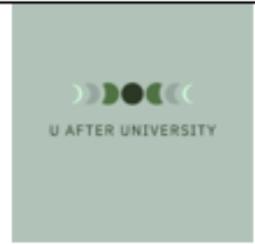
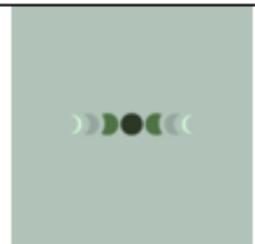
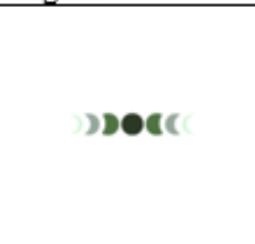
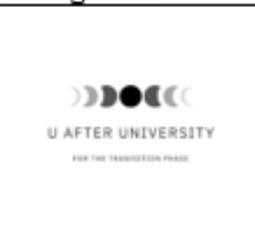
If you like what you read and want to share your experience about one of the side jobs or other ideas mentioned above, leave a comment!

Link: <https://uafteruniversity.com/?p=380>

## Appendix D: Logo and Brand Identity Style Guide

### U AFTER UNIVERSITY Style Guide

#### Logos

|   |   |  |   |
|---|---|--|---|
|  |  |  |  |
| Original Logo   | Logo without Tagline  | Logo with White background   | Logo wo tagline white background  |
|  |  |  |   |
| Image Logo  | Image Logo White Background   | Original Logo for Black/white printing   |   |

#### Brand Name

- Brand Name may be written as on logo: U AFTER UNIVERSITY
- May be written on site and social media platforms as: UafterUniversity
- May be shortened as: UaU or UAU

#### Branded Color scheme with HEX codes

- Primary color: #B1C3B8
- Secondary color: #4F7344
- Back-up light color: #D0F8D7
- Dark color: #2B3825

#### Fonts

- Headings: IBM Plex Sans (bold)
- Subheadings: IBM Plex Sans
- Body: IBM Plex Mono

## Appendix E: SEO Keyword and Phrase Sheet for Blog Post

### SEO Keyword and Phrase Sheet for Short-form Blog Post

|                               |   |
|-------------------------------|---|
| Topic Bucket                  | In-between Jobs   |
| Search Volume                 | 100-1k  |
| Keyword Phrases               | in between jobs, easy money, quick money, side jobs                                 |
| User Intent                   | Making an income while looking for a career   |
| Search Terms                  | side hustle, online side jobs, making money from home, online side hustle           |
| Keywords from Research Tools  | side hustle, hustles, quick ways to make money, side jobs from home, best side jobs |
| Cut Down List                 | hustles, side business  |
| Priority List (Search Volume) | easy side hustles(1k-10k), best side hustles (1k-10k), best side jobs (1k-10k)      |
| Head terms/Long-tail keywords | hustles/best side jobs for extra money, easy side hustles for extra cash            |
| Competitor Ranking/Comparison | Medium  |