

SEO Internship Assignment

Company Website to Audit: <https://www.mentorshelp.com>

Assignment Type: Individual – To be completed and submitted in PDF or Google Doc

Assignment Objectives

This assignment will test your ability to:

- Perform **Technical SEO Audit**
- Conduct **Keyword Research**
- Create SEO-optimized **Blog Content**

Assignment Tasks

1. Technical SEO Audit – mentorshelp.co

Using tools like SEMrush, Ahrefs, Screaming Frog, or any free audit tool (like SEO Site Checkup, PageSpeed Insights), audit the website and identify:

- Technical issues affecting SEO
- Page speed & mobile usability issues
- Indexing or crawling issues
- Broken links or redirects
- Missing or duplicate meta tags
- XML Sitemap & Robots.txt errors

Deliverable:

Prepare a section-wise report listing at least 5-10 technical issues with:

- Screenshot (if possible)
- Why it's a problem
- Suggestion on how to fix it

2. Keyword Research

Based on **mentorshelp.co** and its services (educational help, assignments, academic services):

- Find **5 main (high search volume)** keywords
- Find **5 long-tail (low competition)** keywords
- Mention: Monthly search volume, keyword difficulty, search intent

Tool Suggestions: SEMrush, Ubersuggest, Google Keyword Planner, Ahrefs (trial or free alternatives)

3. 🖋️ Write an SEO Blog

Based on one of the long-tail keywords from your research, write a **600–800 word blog** optimized for SEO.

Requirements:

- Include keyword in title, URL suggestion, meta description
- Use proper headings (H1, H2, etc.)
- Add internal and external link suggestions
- Ensure content is informative and plagiarism-free

Topic Example:

"How to Get Affordable Assignment Help for University Students in 2025"

📄 Final Submission Format

- One single PDF or Google Doc
- Include:
 - Technical SEO Audit Report
 - Keyword Research Table
 - SEO Blog Article