CareerSwami · Content Strategy & SEO Writing

FREE TWO-WEEK INTERNSHIP

Project 1 — Help beginners build an honest first portfolio

Five questions keep coming up from people with no experience trying to make a portfolio. The existing answers on the internet are either useless or dishonest. Your job is to plan the content that answers them properly, and write the two pieces that prove the plan works.

2 weeks	1 project	6–8 hrs
START TO SUBMIT	ONE SUBMISSION	PER WEEK

WHAT IS IN THIS BRIEF

1. The situation — the problem you are being handed
2. The five questions, and why the usual answers fail — the cases your work must survive
3. What you are given — your data and starting files
4. What finished looks like — the two things you hand in
5. How the two weeks run — week by week
6. Before you start — rules, tools and your starter kit
7. How the work is judged — the marking scheme
8. How to submit — one link, pasted into your dashboard

Read 1 to 4 before you do anything. They take five minutes and they are what the marking scheme is built on. Sections 5 to 8 are the how — come back to them once you know what you are solving.

1 The situation

Treat this as a real client brief. The site is fictional; the five reader questions are the ones that genuinely stop beginners, which is why they are the brief.

A careers site wants to help people with no professional experience put together a first portfolio. Its support inbox gets the same five questions over and over: what counts as a project, how do I explain my contribution, can I include group work, what do I do with no experience, and how do I avoid leaking private data.

Search the same questions today and you mostly find two kinds of answer. One is a list of beautiful portfolios by people with five years of experience, which helps nobody. The other quietly suggests inflating what you did, which gets found out at interview.

You have been given those five questions and a set of synthetic demand scores — *portfolio examples* 80, *first portfolio* 60, *case study* 45, *portfolio mistakes* 30. These are relative numbers invented for this project, not search volumes, and you must describe them that way everywhere they appear.

WHAT YOU ARE BEING ASKED TO DO

Turn five reader questions and four demand scores into a content plan that answers them honestly, then write two of the pieces well enough that the rest of the plan is obviously worth doing.

2 The five questions, and why the usual answers fail

Each of these is a different reader in a different state of worry. Your intent map has to say what each person is actually trying to do — which is rarely the same as what they typed.

"What counts as a project?"

Permission. They are asking whether their coursework is allowed.

Why existing content fails here — Most answers list impressive project types, which confirms the reader's fear that nothing they have done qualifies. The honest answer is a test for what counts, not a list of examples.

"How do I explain my contribution?" / "Can I include group work?"

A way to claim credit without overclaiming.

Why existing content fails here — Advice splits into "say you led it" and "do not include group work". Both are wrong. The useful answer is a sentence pattern that states scope precisely — and it is the single most reusable thing you could give this reader.

"What if I have no experience?"

A first step that does not require a job to get.

Why existing content fails here — The standard reply is "do a personal project", which is not an answer, it is the question again. A real answer names the kind of project that reads as professional and says why.

"How do I protect private data?"

To publish work from an internship or a client without causing a problem.

Why existing content fails here — Hardly anyone covers this, and it is where real damage happens — real customer records in a screenshot, an NDA breached, an API key left in a repo. Lowest demand score of the four, highest consequence.

Notice that the highest demand score, "portfolio examples" at 80, is not in this list. That tension — the most-searched thing is not the most useful thing — is exactly what a content strategy has to resolve, and your plan should say how you resolved it.

3 What you are given

Five questions and four demand scores. The strategy, the ordering and the honesty standard are yours to set.

The synthetic demand scores you are given

`portfolio examples — 80` `first portfolio — 60` `case study — 45` `portfolio mistakes — 30`

One question, mapped, so the method is clear

`Reader question`	Can I include group work?
`What they are really asking`	Will I be caught out claiming something I only partly did?
`Reader state`	Has the work; afraid to use it
`What resolves it`	A sentence pattern that states scope precisely
`Related demand term`	case study — 45
`Article intent`	Give a reusable contribution statement, with three worked examples
`Do not claim`	That any particular phrasing is legally safe — that is not yours to promise

Four things the strategy must settle

`Who` `What` `In what order` `What not`

The demand scores are synthetic and relative. They are not search volumes and must never be described as such in your deliverables. Do not quote real people, invent statistics, or cite studies you have not read. Where you need a number you do not have, say you do not have it.

4 What finished looks like

At the end of two weeks you should be able to hand an editor a plan and two drafts, and have them commission the rest without a meeting.

- **An intent map, a content inventory and a strategy** — what each reader is actually trying to do, what already exists and where it falls short, and the one-page argument for what you will publish, in what order, and what you have decided not to cover.
- **An eight-article calendar, a link map and two full briefs** — eight pieces with titles, target reader, intent and publication order; a map showing which article links to which and why; and two of them briefed properly: angle, structure, what must be covered, and what must not be claimed.

This is scored on thinking, not word count. An eight-article plan where every piece has a reason to exist beats twelve where four are there to fill the calendar.

5 How the two weeks run

Work through it in two parts — but you submit **once**, at the end, not once per week.

PART 1 · WEEK 1

Work out what the reader is really asking

Map intent before topics. For each question, say what state the reader is in and what would actually resolve it. Then audit what exists and find the gap worth owning.

Produce

- An intent map: question, reader state, what success looks like for them
- A content inventory of what already exists and where it falls short
- A one-page content strategy with an explicit not-covering list

> Intent is not the keyword. "Portfolio examples" as a keyword is a search; as an intent it is "show me I am not far behind". If your intent column just restates the query, go again.

PART 2 · WEEK 2

Plan the eight, brief the two

Turn the strategy into a dated calendar with an internal link structure, then brief two pieces in enough detail that someone else could write them.

Produce

- An eight-article calendar with order, reader and intent for each
- A link map showing the internal structure and the reason for each link
- Two full article briefs, including title and meta description options

> Every link in the map needs a stated reason. Your briefs must each contain a short do-not-claim list — the things that would be dishonest or legally unwise to say in that piece.

6 Before you start

- Describe the demand scores as relative synthetic scores every time they appear. A reader who thinks they are search volumes has been misled by you.
- Eight articles means eight that earn their place. If two overlap, merge them and say why in the strategy.
- Internal links are structure, not decoration. A link map where everything links to everything is not a map.
- Titles and meta descriptions: give two or three options each and say which you would ship. Decision-making is part of the deliverable.

- The honesty standard is the heart of this brief. Any plan that quietly advises inflating a contribution fails regardless of how well it is written.

Your tools

A document editor and a spreadsheet. Google Docs and Sheets, Word and Excel, or Notion. No SEO tool subscription is required — the demand scores you need are in the starter kit. No paid tool is required, and no ID document is ever required.

CS_content-strategy-seo-writing_Starter_Kit.zip — reader-questions.csv, synthetic-demand.csv, an intent map template, a calendar template, an article brief template, an evidence log, and a file index. https://careerswami.com/wp-content/uploads/careerswami-projects/CS_content-strategy-seo-writing_Starter_Kit.zip

7 How the work is judged

WHAT IS ASSESSED	WEIGHT
Problem and requirements — did you understand what you were solving	**20%**
The core artefact — the thing you actually made	**40%**
Validation and evidence — how you know it works	**25%**
Clarity and reproducibility — can someone else open and follow it	**15%**

Strong	Complete, correct, evidence-backed and easy to inspect.
Developing	A useful partial result, with the gaps explained.
Needs revision	Core deliverable missing, claims unverified, or the work cannot be opened.

Credit reflects demonstrated work, not visual polish. A small, honest result beats a large, unsupported one.

What counts as evidence

expected result → actual result → the inventory row, intent map entry or demand score → conclusion. Then say what the evidence does not establish.

Why this one is worth doing. Content roles are full of people who can write. The ones who get promoted are the ones who can say why a piece exists, who it is for, what it links to and what the site is deliberately not publishing. This project is that argument, on one page, with two drafts behind it — which is also exactly what a content portfolio should contain and almost never does.

8 How to submit

One link, pasted into your dashboard

1. Put your work somewhere with a link — Google Drive, Figma, GitHub, Notion, Loom. Whatever fits the work.
2. **Set it so anyone with the link can view.** A locked link is the single most common reason a submission comes back.
3. Include a short README or cover page saying what to open first, and where each deliverable lives.
4. Open your dashboard, paste the link into the submit box, and add a line or two on anything you want the reviewer to know.

Name files `CS_content-strategy-seo-writing_YourName_v1`. Keep your own copy. A screenshot on its own is not enough for anything interactive. A video is optional — annotated screenshots or narrated slides are fine.

Submitted and heard nothing, or the link came back? Email **support@careerswami.com** with the email address you enrolled with.

Work honestly. Use fictional data and your own work. Credit anything you reused, and disclose AI assistance — including what you checked yourself. Never invent interviews, users, tests or results. Nothing here requires you to spend money, contact real organisations, or deploy anything publicly. Never upload identity documents, real customer records or credentials.

Stuck, confused, or something is broken? Write to us.

`support@careerswami.com`

Or WhatsApp **+91 7383138418**. We answer on working days. Use it for anything at all — a part of this brief that does not make sense, a starter file that will not open, a dashboard link that has stopped working, a deadline you need moved, or a submission you are not sure about.

To get a useful answer fast, spend twenty minutes narrowing the problem down first, then tell us four things: what you expected, what actually happened, what you already tried, and your one specific question. Include your track name and the email you enrolled with.

Asking is not penalised. Submitting partial work with a clearly stated blocker always scores better than a finished answer you copied, and better than a silent no-show.

Optional stretch

Optional, and only once the main work is done — cap it at an hour. Write a third draft, or design the KPI dictionary you would measure this plan against. Label it clearly as a stretch.