



JOIN OUR

# SEO

ACADEMY AT ENTITY

**MAY 21, 2018 - AUGUST 31, 2018**

SESSION 1 (PREMIER CLIQUE): MAY 21 - JULY 6

SESSION 2 (DOUBLE CLIQUE): JULY 16 - AUGUST 31

AT ENTITY HEADQUARTERS

IN LOS ANGELES, CA

[www.entitymag.com](http://www.entitymag.com) • [facebook.com/entitymag](https://facebook.com/entitymag) • @entitymag

124 N. Townsend Ave. Los Angeles, CA 90063

## WE ARE THE #WOMENTHATDO

As the first women's media company dedicated entirely to mentorship, we educate and empower women to embrace their inner voice to live loudly, boldly and authentically. We reach 16 MILLION people per month with over 4.5 million engagements (likes, comments, shares) and 800,000 Facebook followers. ENTITY is disrupting how mentorship is done, and we want you to join our team this summer.



[ENTITY CEO, Jennifer Schwab](#), developed a deep SEO training program in her quest to teach young women skills that will benefit them long-term, regardless of their career endeavor. "Knowing how to distribute your content via Google and social networks is just as important as knowing how to write it," says Schwab. "After all, you can write a beautiful piece, but what is the ultimate value if no one sees it?"

## GET READY TO DO SOME REAL HANDS-ON WORK

In ENTITY's SEO Academy, you will be trained on the basics of search engine optimization. We will teach you how to stay on top of the latest SEO techniques and to utilize Google trends and search engine result pages (SERP) for efficient and effective keyword research. You will also gain practical experience with important SEO tools such as Ahrefs, Yoast and UberSuggest.

We expect all our SEO mentees to be proactive, think analytically and work hard. In return, ENTITY will provide you with the mentorship you need to be successful in an ever-changing economy.

You will receive direct access to top female entrepreneurs, corporate leaders and philanthropists through our carefully curated speaker series. You will meet the best of the best women in their respective fields, including but not limited to:

- **Susan Rockefeller:** Conservationist, Filmmaker, and Board Advisor of ENTITY
- **Julie Schoenfeld:** Entrepreneur and CEO/Founder of Strobe and other successful venture-backed startups
- **Courtney Keating:** SVP of Innovation and Marketing at Core Logic

If you're looking for a place to gain valuable experience, build lasting friendships and significantly advance your career, this is the place for you.

## SEO ACADEMY BENEFITS

Mentees are afforded:



**Digital Prowess:** Opportunities to hone expert digital distribution skills and an understanding of how the Google algorithm works.



**Digital Exposure:** Exposure on our vast content platforms, social networks and weekly newsletters calling out content created during the SEO Academy. Launched in 2016, ENTITY reaches 16 million people across all platforms and racks up over 4.5 million engagements (likes, shares, comments) per month.



**Professional Network:** Our women are poised for success. They recognize early that the sky is the limit.



**Daily Inspiration:** ENTITY motivates through inspiration. See our daily dose of growth and advice on our homepage ([www.entitymag.com](http://www.entitymag.com)), as well as our weekly newsletters.

## SEO ACADEMY CURRICULUM

- Picking the Right SEO Keyword
- How to Get Your Site Ranked on Google
- Three Types of SEO Articles and How to Write Them
- Understanding SEO Analysis Tools (Ahrefs, Moz, Google Analytics)
- Seven SEO Experiments to Grow Your Organic Traffic
- Writing Facebook Headlines and Captions That Share
- Attending Formal Editorial Meetings and Pitching Your Ideas
- Business Training: Dressing For Success, Drafting Agendas, Mock Board Room Meetings and Public Speaking

**APPLY TODAY AT [ENTITYMAG.COM/SEO-BOOT-CAMP](http://ENTITYMAG.COM/SEO-BOOT-CAMP)**

Los Angeles, May 21, 2018 - August 31, 2018

Compensation: Stipend and College Credit

"If you want to be surrounded by wonderful women and learn how to effectively write SEO articles, ENTITY is your place. They make you feel welcomed, appreciated and challenged all at the same time."

HILLARY OJEDA, B.A. IN ANTHROPOLOGY, UC BERKELEY / M.S. IN JOURNALISM,  
COLUMBIA UNIVERSITY, NOW REPORTER AT THE WILLITS NEWS

## HOUSING AND TRANSPORT OPTION



### Luxury Accommodations at LEVEL - \$3,500

(2 bedrooms, 4 guests per suite)

A fifteen-minute drive from ENTITY HQ, SEO mentees have the option to stay at the luxurious LEVEL furnished living apartments in downtown Los Angeles.

#### Amenities include:

- Full-sized kitchen
- Air conditioning
- In-suite washer and dryer
- Utilities included
- 24-hour concierge
- Weekly housekeeping
- Pet friendly
- Outdoor movie nights
- 87' outdoor pool
- Steam room and sauna
- 3200 sq. ft. gym
- Basketball courts
- Indoor lounge
- BBQ area
- Fire pits
- Secure valet parking

### Transportation (Optional) - \$450

ENTITY will provide safe and easy transportation services to and from the office.

"Learning SEO has opened so many doors for me as a journalist and has made me more marketable. Working at ENTITY has helped me grow and learn in ways I didn't think were possible."

NICOLE SAZEGAR, B.A. IN JOURNALISM, SAN DIEGO STATE UNIVERSITY,  
NOW STAFF WRITER AT ENTITY MAG