

ABSTRACT

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ACTIVITIES OF SEO CONTENT WRITER BERITASATU.COM

Carried out an internship for a 3 months internship, totaling 540 hours, at Beritasatu.com, as an position SEO Content Writer. During the internship, intern had an opportunity to apply the knowledge related to online journalism, particularly in writing SEO-Friendly articles. The three stages of article writing that the intern learned, were Pre-Writing, Writing, and Post-Writing. These three stages are crucial, starting with research and reference gathering, followed by article writing, and finally submitting the article to the respective editor. As an SEO Content Writer at Beritasatu.com, intern was primarily placed in the Lifestyle section. However, it was possible for the intern to write in other sections if given specific topics. During the internship, intern learned the importance of continuous research, innovation, critical thinking, and understanding proper article writing. Furthermore, the intern realized that adhering to PUEBI guidelines significantly influences the quality of writing. In this practice of online journalism, speed and timeliness were not the sole focus; transparency of data in news was also emphasized. Intern also realize the significance of SEO techniques in writing articles.

Keywords: Beritasatu.com, SEO Content Writer, SEO, Media Online.