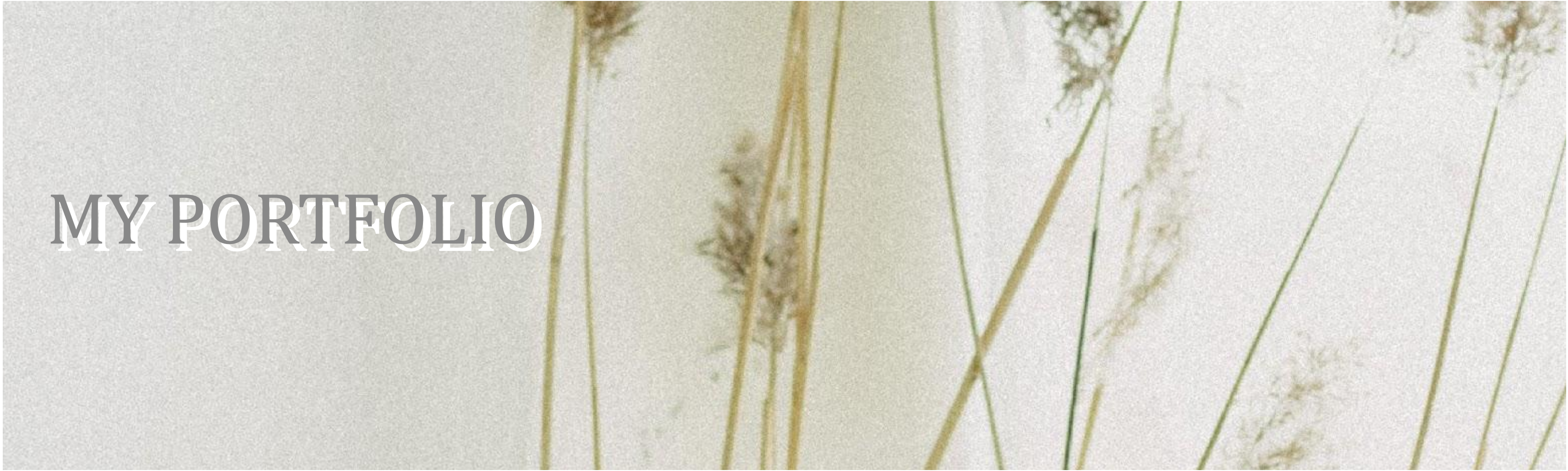

Cheryl CHEN

SEO | WEBSITE & CONTENT MANAGEMENT
PRODUCT GROWTH | USER GROWTH
RESEARCH | REPORT & ANALYSIS



MY PORTFOLIO

SEO

Social Media

Growth Strategy

Research

Report & Analysis



SEO

On-Page Content

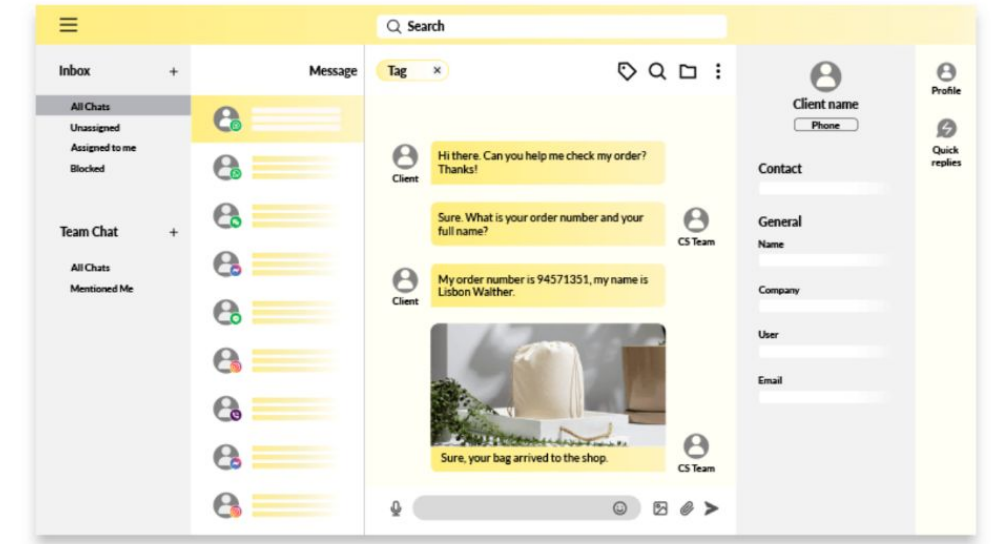
- Brand Taglines
- Meta Title
- Meta Description
- Product Description
- Industry-specific Description

The screenshot shows the header of the Create Career College website with navigation links: HOME, PROGRAMS, ADMISSIONS, STUDENT AFFAIRS, MEDIA, PAYMENT, CONTACT, and an APPLY NOW button. Below the header is a banner image of students. The main section is titled "Co-op Opportunities" and includes a sub-section "Co-op Placement" with the text: "Are you looking for valuable work experience in Canada? Look no further!". A bulleted list follows: "Guaranteed Co-op placement at Create Career College!", "Top industry guests often invited to class", "Co-op group trainings", and "Guides on resumes and cover letter development". At the bottom, there are two links: "What is Co-op?" and "Where do Co-op students work?". To the right of the text are two video thumbnails: "No-Code Development & UI / UX" and "Web Design and Development".

One Team Inbox

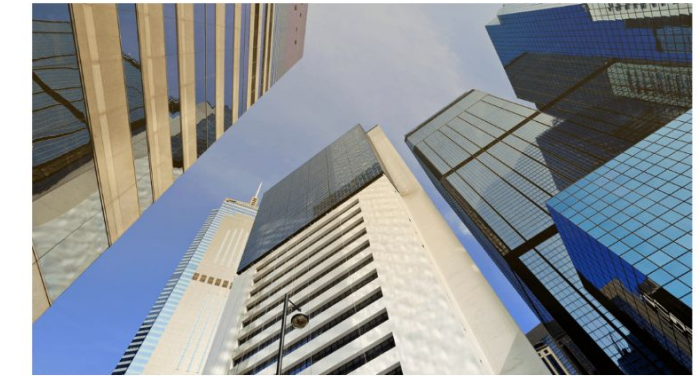
A collaborative One Team Inbox that consolidates a vast majority of your Instant Messaging channels with tools that optimize communication efficiency and improve customer relationships through effective conversational engagement.

GET STARTED WATCH NOW



A Cost Effective Approach

Most financial and insurance corporations create their own apps. However, more often than not, the cost, time and amount of upkeep needed to maintain the app is too cost-ineffective. With a wave of growing thirst for a hyper-personalized online financial service, imBee helps enterprises reshape their competitive landscape into a more holistic and customer-friendly experience.



GET STARTED READ BLOG POST

2.7M+ BROADCASTS	150+ CLIENTS	15+ INDUSTRIES	56M+ INSTANT REPLIES
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SEO

Blog Articles

- Business-related Articles
- Product Updates
- Customer Stories
- Backlink Articles

<https://www.imbee.io/resource-hub>

The screenshot shows a blog article on the imBee website. The header includes the imBee logo and navigation menus for Product, Solutions, Resource Hub, Pricing, Company, Service & Support, and EN. There are 'GET STARTED' and 'LOGIN' buttons. The main image features a man in a blue jacket interacting with children in a classroom. The article title is 'The Value of Automated Customer Service' with a subtitle 'An interview with imBee's customer, Cheerful Kids'. The content is divided into two sections: 'The Challenges Faced' and 'About Cheerful Kids'. The 'About Cheerful Kids' section includes a URL: <https://cheerfulkids.edu.hk/>

The Challenges Faced

There are many circumstances that require employees and managers alike to work outside the comfort of their offices. With the additional onset of the COVID-19 pandemic, this has led many companies to establish flexible remote work policies but limits to instant messaging channels' functionality such as, WhatsApp's left senior employees unable to log in to WhatsApp and check messages without interrupting customer service employees.

In the past, Joseph Lau, Director of Cheerful Kids experienced the same issue and was unable to log in to WhatsApp to provide customer service support or check in on company operations. Once he started using imBee, Joseph was able to log in to the imBee platform from anywhere and get up to speed on company affairs, check on customer service progress, and learn about parents' requirements for classes. Both he and his coworkers could log in and use the platform at the same time, enabling him to monitor company operations up close and lend an extra hand in responding to customer enquiries when things got busy.

About Cheerful Kids

Established more than twelve years ago, Cheerful Kids specializes in teaching Letterland Phonics. The company's systematic curriculum and fun teaching methods help kids from preschool to elementary levels to learn phonetic spelling skills within a year and a half. The center offers English reading comprehension and writing classes, and also spelling classes for parents to help kids practice English more effectively.

<https://cheerfulkids.edu.hk/>

The screenshot shows a blog article on the imBee website. The header includes the imBee logo and navigation menus for Product, Solutions, Resource Hub, Pricing, Company, Service & Support, and EN. There are 'GET STARTED' and 'LOGIN' buttons. The main image is a dark background with the title 'WhatsApp Business Account (2022) | Types & Differences' and a subtitle 'Learn the different WhatsApp Business Accounts that are available in 2022.' The content is divided into two sections: 'What is WhatsApp Business' and 'Quick Replies'. The 'What is WhatsApp Business' section includes a paragraph: 'We all know WhatsApp has been growing in popularity, but did you know that WhatsApp is now a business platform? WhatsApp Business Account is one of the latest additions to WhatsApp's suite of services, made available in 2018.' The 'Quick Replies' section includes a paragraph: 'WhatsApp is the most used instant messaging software globally and has gradually replaced traditional communications such as SMS and emails. Users can send messages, pictures, videos, document files, recordings, contact information, real-time location, make voice calls and video calls to other users through the Internet.' There is a 'Share this content:' section with social media icons.

WhatsApp Business Account (2022) | Types & Differences

Learn the different WhatsApp Business Accounts that are available in 2022.

What is WhatsApp Business

We all know WhatsApp has been growing in popularity, but did you know that WhatsApp is now a [business platform](#)? WhatsApp Business Account is one of the latest additions to WhatsApp's suite of services, made available in 2018.

Quick Replies

WhatsApp is the most used instant messaging software globally and has gradually replaced traditional communications such as SMS and emails. Users can send messages, pictures, videos, document files, recordings, contact information, real-time location, make voice calls and video calls to other users through the Internet.

Share this content:

The screenshot shows a blog article on the imBee website. The header includes the imBee logo and navigation menus for Product, Solutions, Resource Hub, Pricing, Company, Service & Support, and EN. There are 'GET STARTED' and 'LOGIN' buttons. The main image is a dark background with the title '26 Most Useful WhatsApp Functions' and a subtitle 'WhatsApp contains many features that make the messaging app more useful, convenient, private and fun. Here you will find some of the most useful WhatsApp functions and features you should know.' The content is divided into two sections: '26 Most Useful WhatsApp Functions' and 'WhatsApp Messaging'. The '26 Most Useful WhatsApp Functions' section includes a paragraph: 'Are you looking for the most complete WhatsApp tutorial? Have you mastered all of WhatsApp's hidden functions? The official WhatsApp tutorial gives a great overview of basic WhatsApp functions, but WhatsApp also has lots of hidden features that can help streamline your personal and business communications. We have compiled a list of 26 tips for WhatsApp's newest functions. Scroll down to learn more and transform your WhatsApp experience!' The 'WhatsApp Messaging' section includes a paragraph: 'To help you learn more about the functions that are most useful for you, this blog divides WhatsApp functions into three categories - the WhatsApp messaging, the WhatsApp groups, and the WhatsApp system.' There is a 'Share this content:' section with social media icons.

26 Most Useful WhatsApp Functions

WhatsApp contains many features that make the messaging app more useful, convenient, private and fun. Here you will find some of the most useful WhatsApp functions and features you should know.

26 Most Useful WhatsApp Functions

Are you looking for the most complete WhatsApp tutorial? Have you mastered all of WhatsApp's hidden functions? The official WhatsApp tutorial gives a great overview of basic WhatsApp functions, but WhatsApp also has lots of hidden features that can help streamline your personal and business communications. We have compiled a list of 26 tips for WhatsApp's newest functions. Scroll down to learn more and transform your WhatsApp experience!

WhatsApp Messaging

To help you learn more about the functions that are most useful for you, this blog divides WhatsApp functions into three categories - the WhatsApp messaging, the WhatsApp groups, and the WhatsApp system.

Share this content:

SEO

Blog Articles

- Business-related Articles
- Product Updates
- Customer Stories
- Backlink Articles

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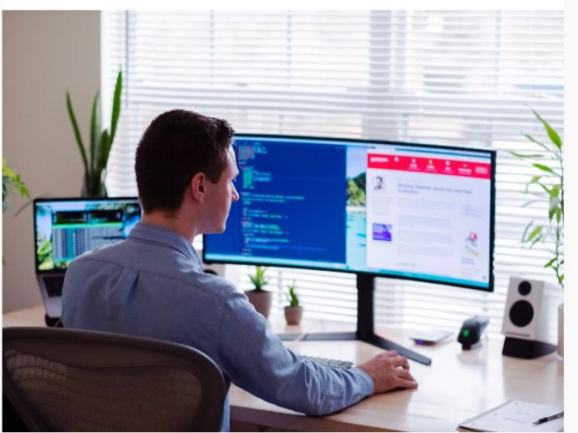
How to rent house in Canada? For international students and newcomers who will come to Canada or just landed, it is important to find a house to settle down. In this article, Create Career College will share valuable information and...

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<https://ccccollege.com/en/>

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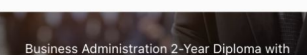
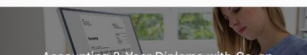
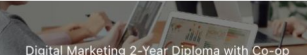
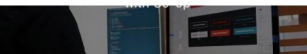
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CCC畢業生分享5個加拿大 PR 申請步驟、必備文件及Timeline

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Diploma with Co-op Program

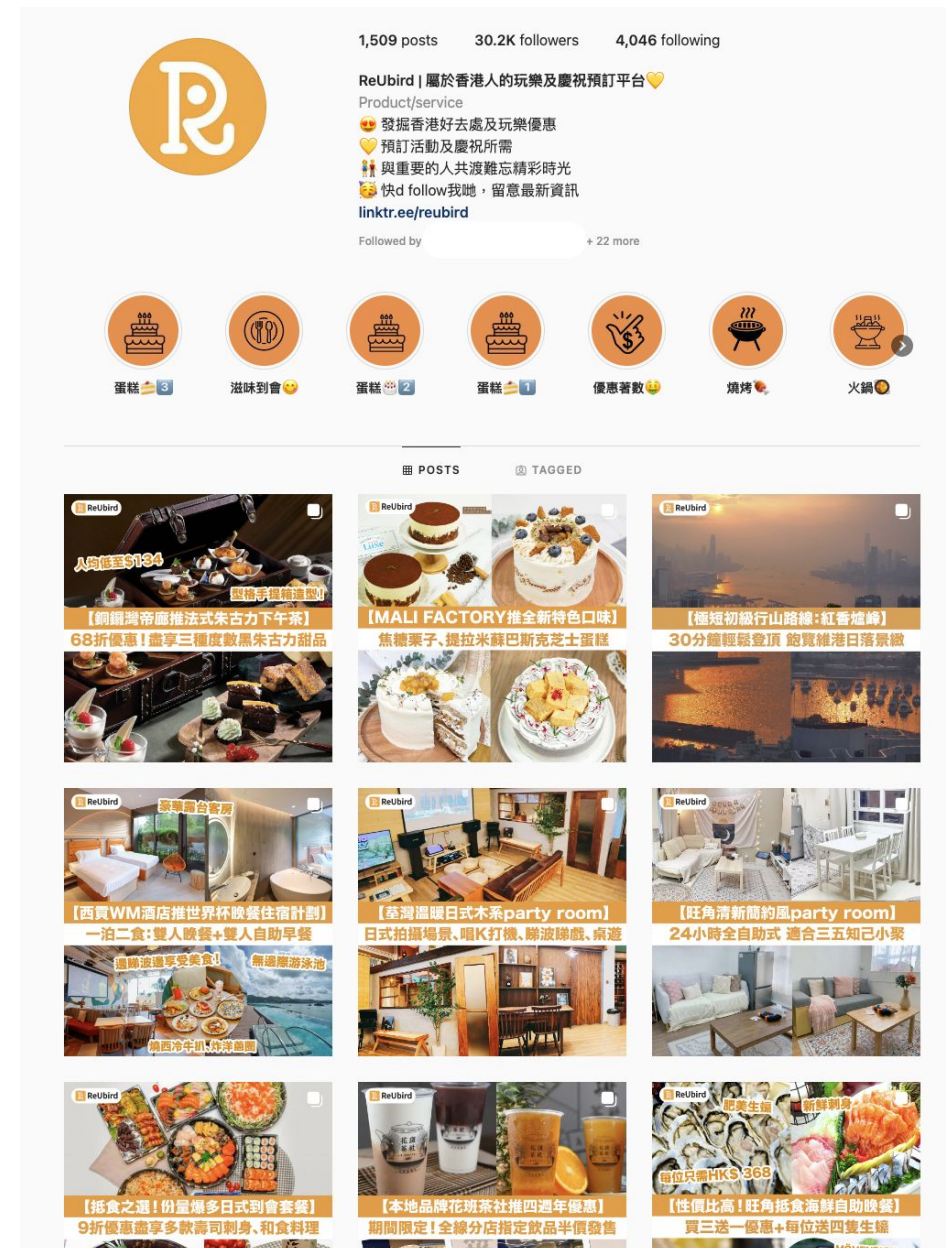


<https://ccccollege.com/zh/>

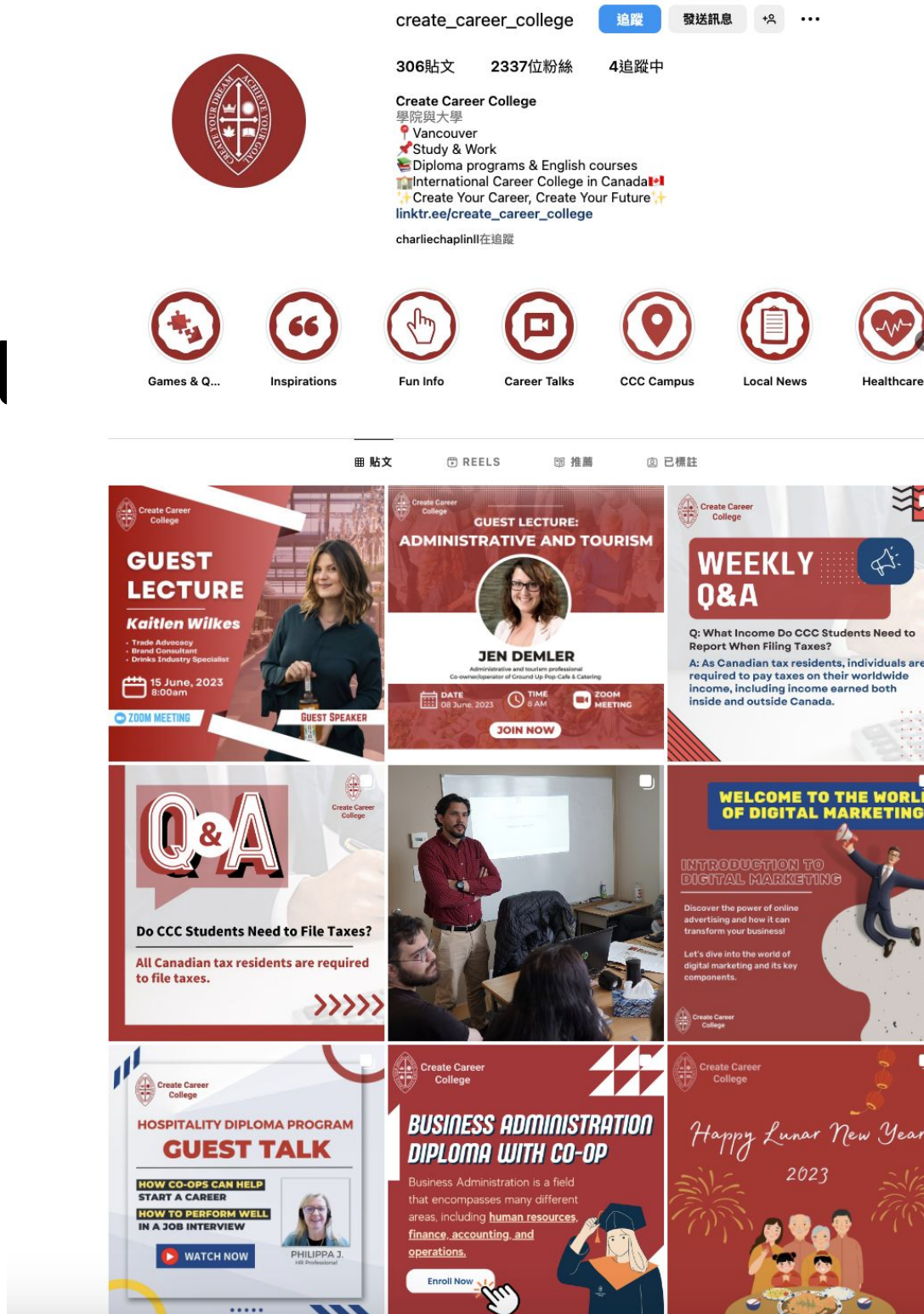
Social Media

Instagram Management

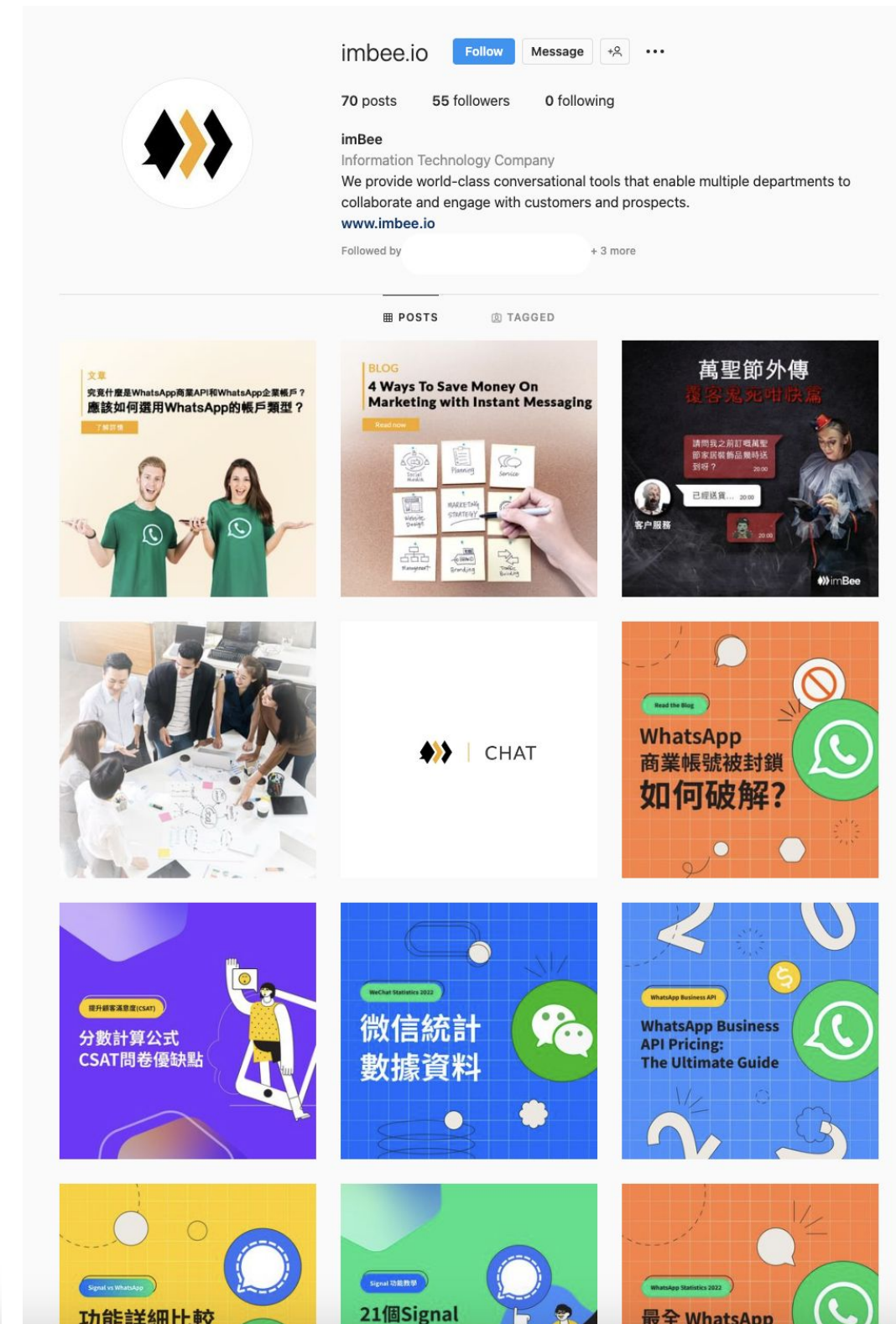
- Product Updates
- Promotion & Sales



[ReUbird](#)



[Create Career College](#)



[imBee](#)

Social Media

Facebook Management

- Product Updates
- Promotion & Sales

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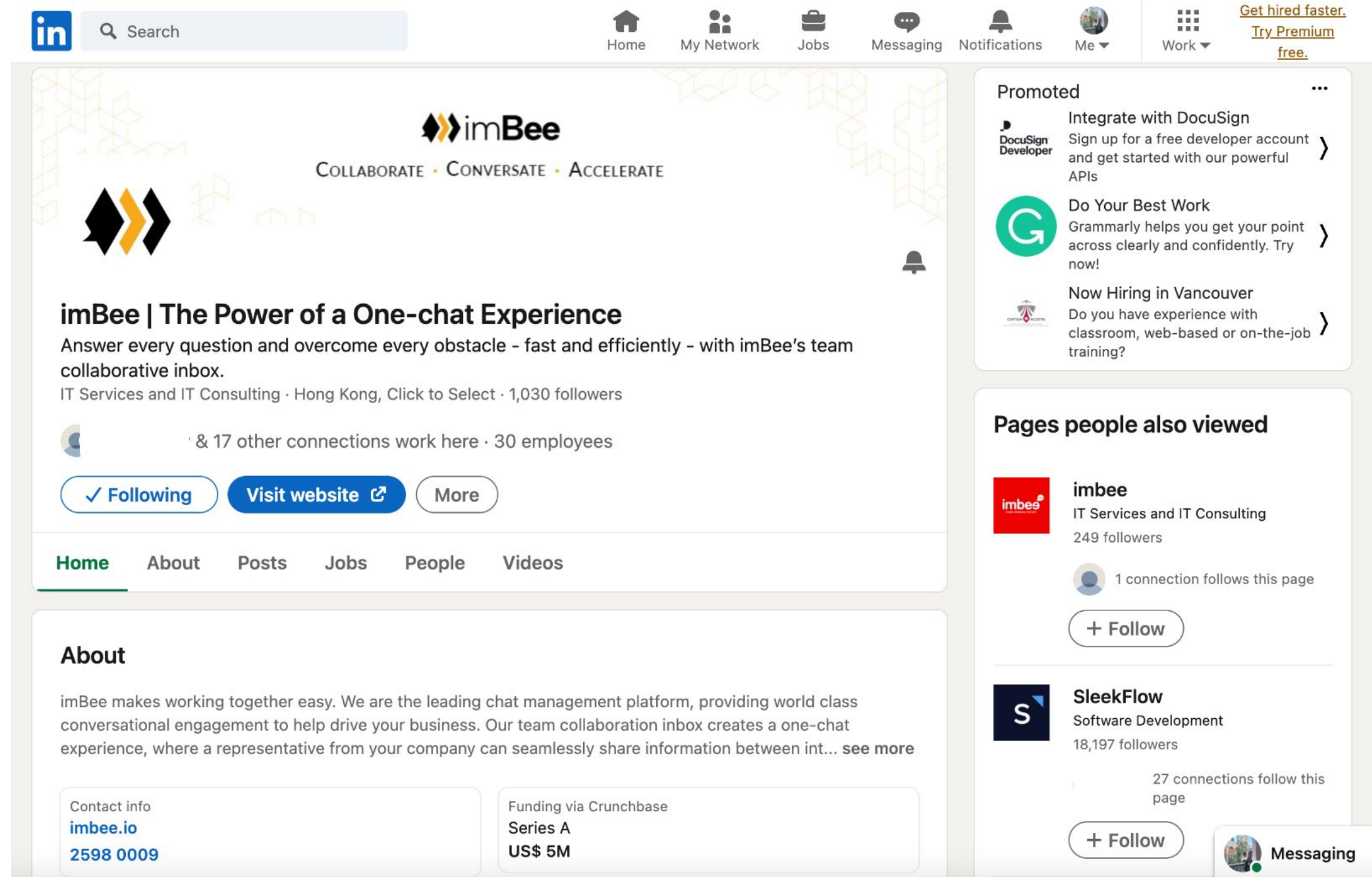
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LinkedIn Management

- Product Updates
- Promotion & Sales



The screenshot shows the LinkedIn profile page for 'imBee'. At the top, there is a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, Me, and Work. A search bar is located on the left. The main header features the imBee logo and tagline 'COLLABORATE • CONVERSATE • ACCELERATE'. Below this is a banner image with the text 'imBee | The Power of a One-chat Experience' and a description: 'Answer every question and overcome every obstacle - fast and efficiently - with imBee's team collaborative inbox.' It also lists 'IT Services and IT Consulting · Hong Kong, Click to Select · 1,030 followers' and '& 17 other connections work here · 30 employees'. There are buttons for 'Following', 'Visit website', and 'More'. A navigation menu below the banner includes 'Home', 'About', 'Posts', 'Jobs', 'People', and 'Videos'. The 'About' section is expanded, showing a description of the company and contact information: 'imBee makes working together easy. We are the leading chat management platform, providing world class conversational engagement to help drive your business. Our team collaboration inbox creates a one-chat experience, where a representative from your company can seamlessly share information between int... see more'. Contact info includes 'imbee.io' and '2598 0009'. Funding info shows 'Series A US\$ 5M'. On the right side, there are sections for 'Promoted' (DocuSign Developer, Grammarly, Now Hiring in Vancouver), 'Pages people also viewed' (imbee, SleekFlow), and a 'Messaging' button at the bottom.

Video Marketing



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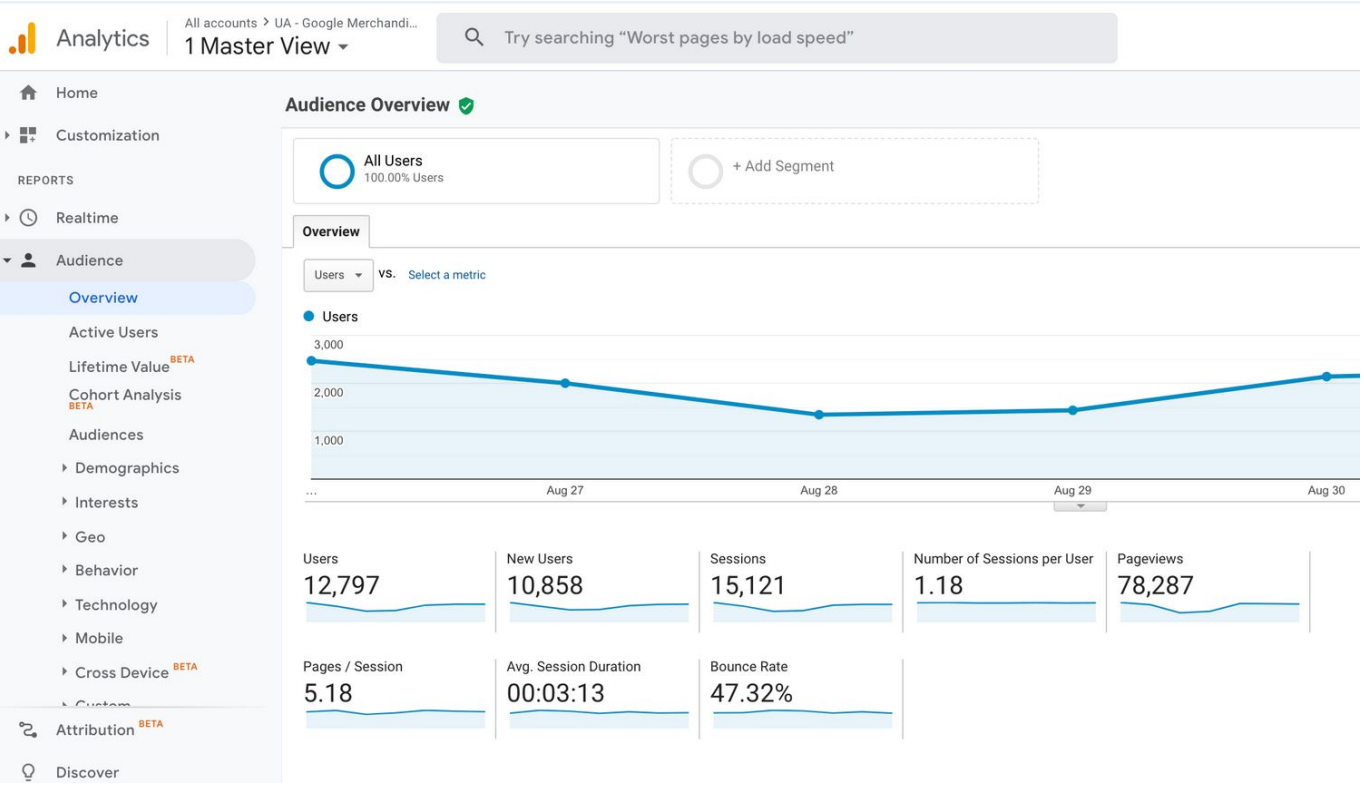




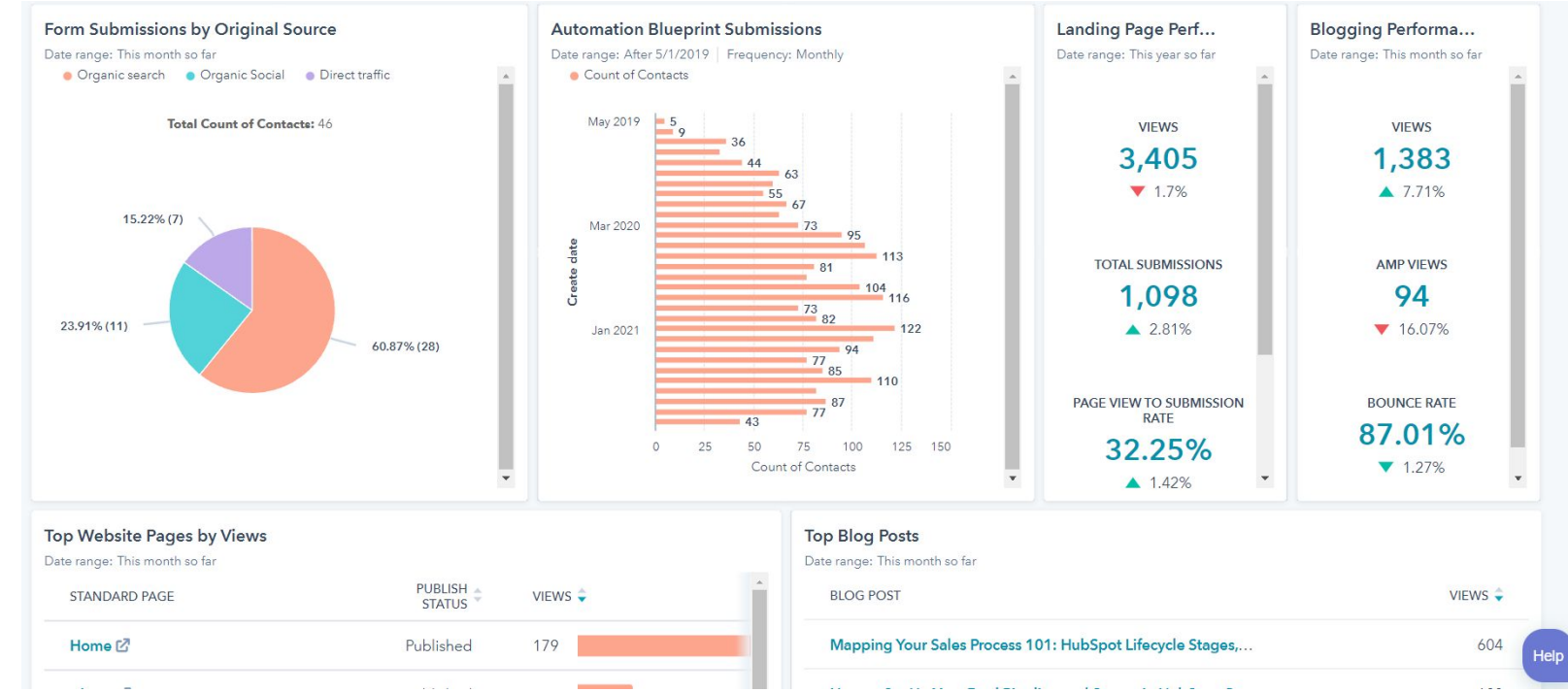
Growth Strategy & Research

- Competitor Monitoring
- Competitor Research





Google Analytics Example

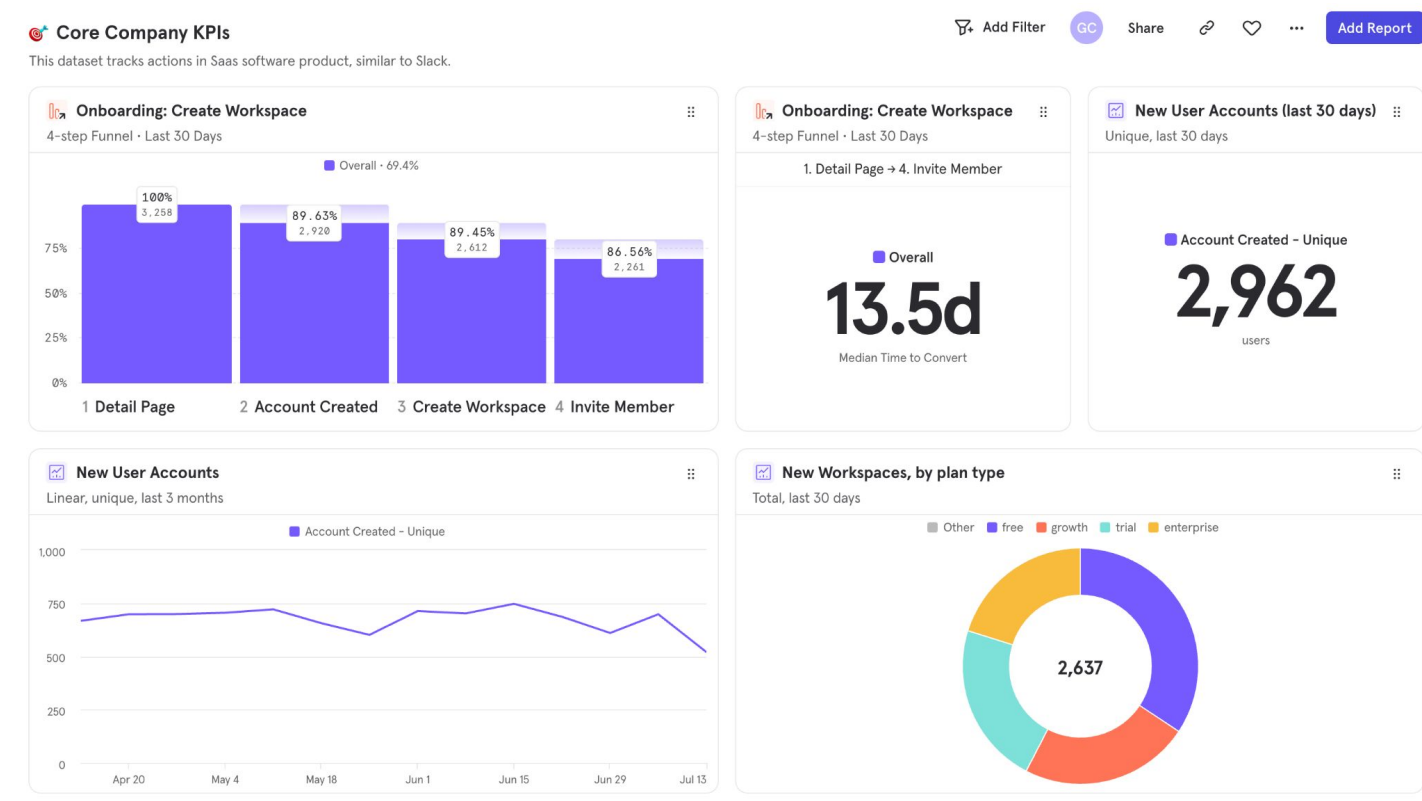
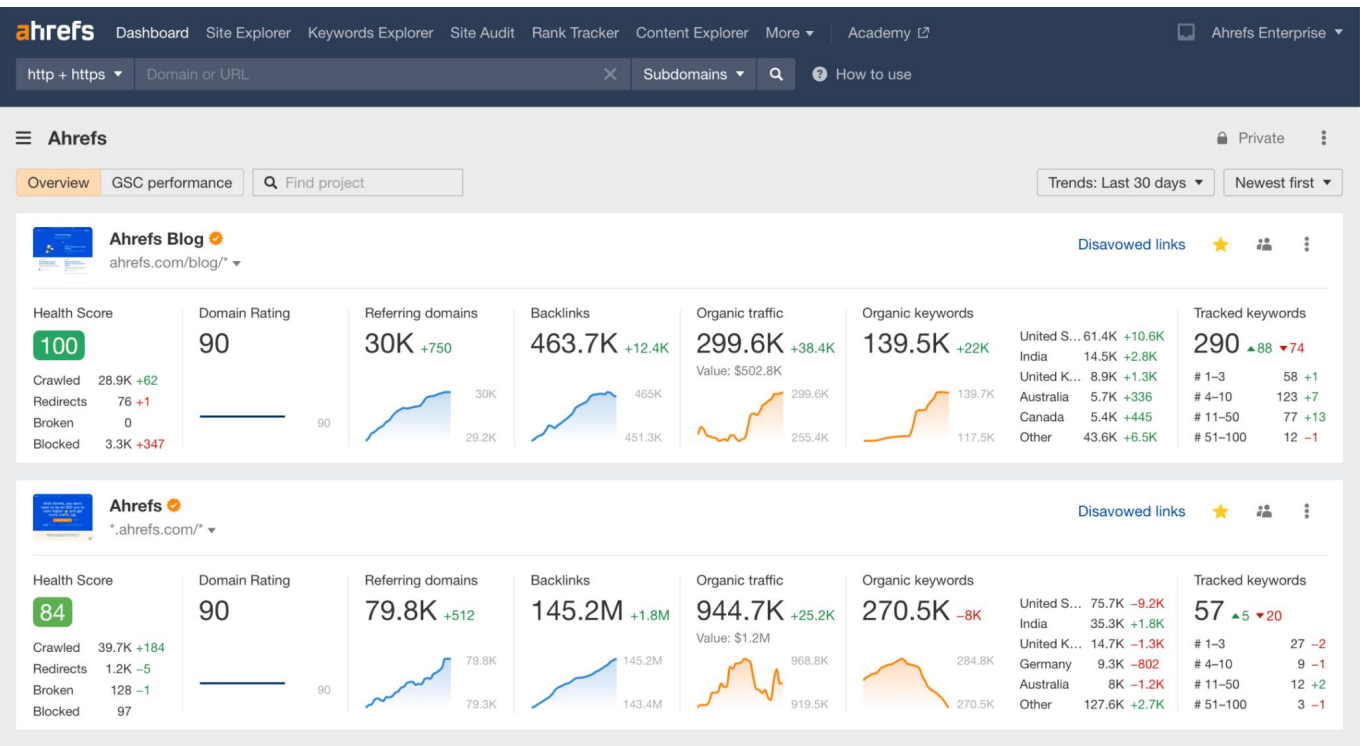


HubSpot Example

Report & Analysis

- Generating monthly report
- Analyze the data
- Provide insights

Ahrefs Example



Mixpanel Example