

Cosmi Code Summer Internship Program

Research Document for Week 1 Tasks

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Week 1: Blogging Fundamentals (Beginner)

Objective: Understand what blogging is, its types, platforms, and essentials.

Tasks:

1. Write a short blog post (300–400 words) on “Why Blogging Still Matters in 2025”.
2. Research and list 5 popular blogging platforms with their pros and cons.
3. Create a simple content idea bank (10 blog ideas for any niche).
4. Write a listicle blog post (5 points) on a tech or productivity topic.
5. Study blog structure and formatting guidelines and submit a summary (300 words).

Task #01: Write a short blog post (300–400 words) on “Why Blogging Still Matters in 2025”.

- Provides a platform to connect with the audiences, share expertise, and build trust in a world where people are increasingly seeking in-depth information and authentic voices.
- Blogging is not just about publishing articles; it’s about building a sustainable online presence, establishing expertise, and fostering meaningful connections with an audience.
- Helps optimize websites for search engines by providing fresh, relevant content that targets specific keywords. Regular blog posts increase a website’s visibility in search results, driving organic traffic.
- Ideal way to showcase your expertise- readers will begin to view your blog as a trusted resource, building credibility and authority over time.
- A well-written blog post can be transformed into social media posts, infographics, email newsletters, or even video scripts.
- A versatile foundation for your broader content strategy.
- Away to connect with existing customers by providing them with valuable content.
- Enhance user engagement on your website by providing readers with additional resources and encouraging them to explore further.
- People still stop to read when they trust the voice behind the words.
- Multimedia- rich blogging.
- Blogging regularly gives your business a steady stream of new content that can help you rank for valuable keywords and phrases.
- Each blog post you publish is another opportunity to capture organic search traffic.

- Blogs make it easy to create internal links that guide readers from one piece of content to another within your site. Not only does this improve user experience by keeping visitors on your website longer, but it also helps search engines understand the structure of your site and the relationships between your content.
- Blogs can be powerful tools for lead generation, especially when they're combined with calls to action (CTAs) that direct readers toward specific actions.

References Used for this task

1. **Stemler, S.** (2024, October 29). *11 reasons to blog in 2025: Benefits and strategies you need to know* [Blog post]. Web Ascender. <https://www.webascender.com/blog/11-reasons-to-blog-in-2025/>
2. **Allison Ko.** (2024, March 21). *Is blogging still worth it?* [Wix Blog]. Wix. <https://www.wix.com/blog/is-blogging-still-worth-it>
3. **Arshad, M.** (2025, June 18). *Do blogs still matter in 2025? Here's what I've learned* [LinkedIn article]. LinkedIn. <https://www.linkedin.com/pulse/do-blogs-still-matter-2025-heres-what-ive-learned-mahnoor-arshad-hzk9f/>

Task #02: Research and list 5 popular blogging platforms with their pros and cons.

Some of the popular blogging platforms includes:

- Medium
- WordPress.org
- WordPress.com
- Wix
- Square One
- Ghost
- Blogger

Task #03: Create a simple content idea bank (10 blog ideas for any niche).

Selected Niche: Psychology and Mental Awareness

10 blog ideas for the selected niche:

1. 5 Myths About Mental Health We Need to Stop Believing

2. Signs You Might Be Burnt Out (And What to Do About It)
 3. How to Support a Friend Who's Struggling with Anxiety
 4. Journaling for Mental Clarity: 7 Prompts That Actually Work
 5. Understanding High-Functioning Depression
 6. Why Gen Z Is Talking More About Mental Health (And That's a Good Thing)
 7. Digital Detox: How Your Mind Benefits from Logging Off
 8. Dealing with Academic Pressure Without Burning Out
 9. Social Media & Self-Worth: What the Research Says
 10. Therapy Isn't Just for Crisis: Here's Why It Helps Everyone
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Task #04: Write a listicle blog post (5 points) on a tech or productivity topic.

For this task, I chose to write a listicle blog post on productivity topic. Some of the productivity apps that can help one boost up their productivity and beat procrastination, which I can write on:

- Notion
 - Forest
 - Todoist
 - Grammarly
 - Clockify
 - Study Bunny
 - Habit Tracker
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Task #05: Study blog structure and formatting guidelines and submit a summary (300 words).

Blog Structure

- The Catchy Title
- The Introduction
- The Body
- The Conclusion
- The Call to Action- CTA

Formatting Guidelines

- White Space- Small Paragraphs
- Emphasizes Key Information- Bold text, Italics, and Underlining
- Usage of Lists to Simplify- Bulleted Lists and Numbered Lists
- Usage of Visuals- Images, Alt Text, GIFs, and Videos
- External Links and Internal Links