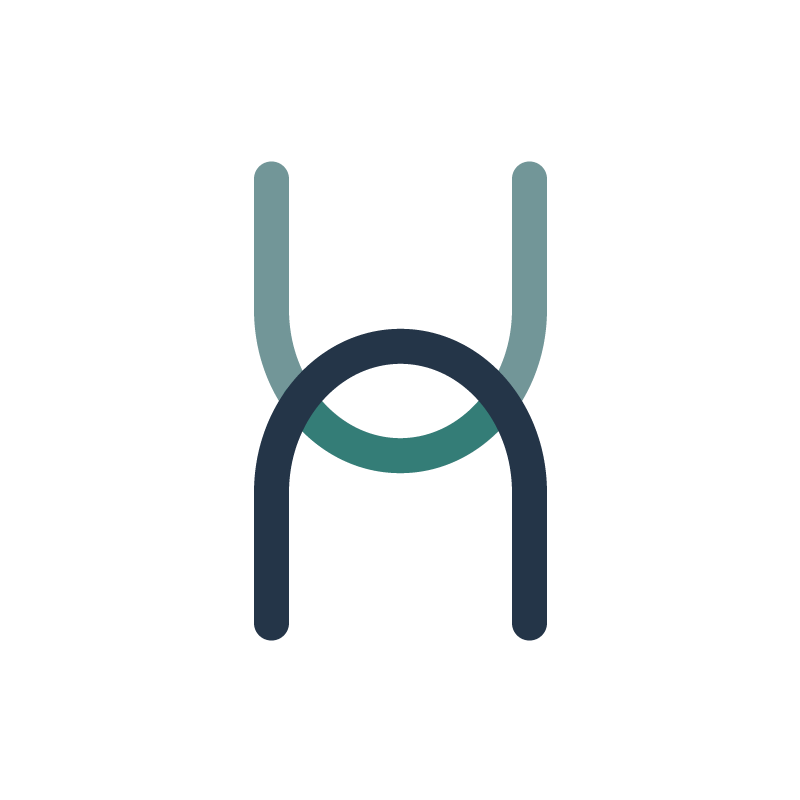
**iLo**



**SEO Description & Keywords**

# SEO Keywords & Description

**\*\*\*\*\*Max length of description should not exceed 155 characters.**

## Home Page Description

We help students accelerate their ability to gain life skills by leveraging artificial intelligence tools with a mentor marketplace.

## Mentor Page Description

Students can connect with expert mentors and partners to help them prepare and equip them to succeed in life after college.

## Article Page Description

Students can get practical life tips & life hacks in 5 or 7 steps to help them improve their career, financial stability, & personal health.

## Video Page Description

Students can get life tips & life hacks in 5 or 7 step videos to help them improve their career, financial stability, & personal health.

## Courses Page Description

Students can get 18-minute courses from mentors & experts to help them improve their career, financial stability, & personal health.

## Mentor’s Profile Page Description

(Intro description of mentor – this should be in the template when we sign mentors up)

## Article Description

(title of the article, mentor’s name, and Intro description of the article. This should be in the template when uploading an article)

## Video Description

(title of the video, mentor’s name, and Intro description of the video. This should be in the template when uploading a video)

## Course Description

(title of the course, mentor’s name, and Intro description of the course. This should be in the template when uploading a course)

## About Us Description

HiLo is about equipping students with the skills to succeed in life. We are leading the technological innovation that helps them prepare for life outside of college.

# Keywords

1. Getting a job
2. Life hacks
3. Career building
4. Resume help
5. Saving money
6. Student expenses
7. College expenses
8. College budget
9. Applying to college
10. Freshmen year tips
11. Life skills
12. Mentorship
13. Financial literacy
14. Guidance for life
15. Student community
16. Short courses
17. Tips to succeed
18. Interactive guidance