



Weekly Report

Period: July 28– Aug 2, 2025

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Position : Software Engineer

Web Development & SEO Enhancements

This week, I focused on optimizing the Cool website to align with SEO best practices. Key improvements included:

- Refactored the website's structure and HTML to improve semantic clarity and accessibility.
- Implemented proper meta tags, alt text for images, and improved keyword distribution.
- Optimized internal linking and ensured faster load times through asset compression and cleaner code.
- Finally, I handed over the production-ready build files to the DevOps team, and I'm happy to report that the Cool website is now live.

Plans for the next week

- Begin drafting blog content targeting logistics and delivery industry keywords to boost organic search visibility.
- Research and select topics that align with user search intent and Cool's service offerings.
- Launch the first brand-aligned content series.
- Create reusable templates for weekly posts and finalize a 1-month content calendar to streamline publishing.
- Start designing a promotional motion graphics video for the Cool app to visually communicate features and enhance user onboarding.