

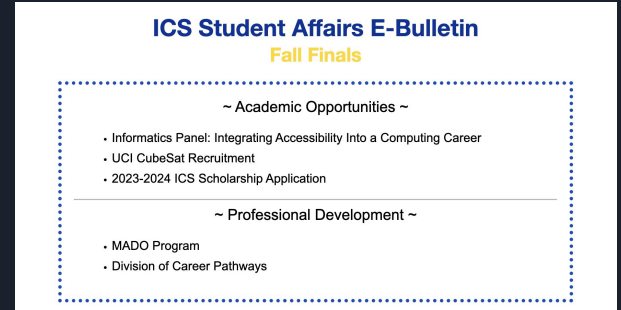


Hello, my name is  
**Chloe Cheng**

The past two quarters, I worked  
on a project with **Octane**

# How and Why I Joined

- Received email from ICS Finals week of Fall Quarter
  - Many events/opportunities including the MADO program!
- Real world experience with working with a company
- Develop/improve new skills
- Over winter break, received interview from Octane
- End of winter break, received offer from Octane
- In the beginning of winter quarter, officially onboarded with Octane





# Main Task #1: SEO

- SEO (Search Engine Optimization): techniques to improve your website's ranking
- Took a Udemy course
  - Key points
    - Keywords are very important
    - Have backlinks from and to your website
- Had meetings with someone who is a professional at SEO
- Applied what I learned to Haystax (a program that Octane created)

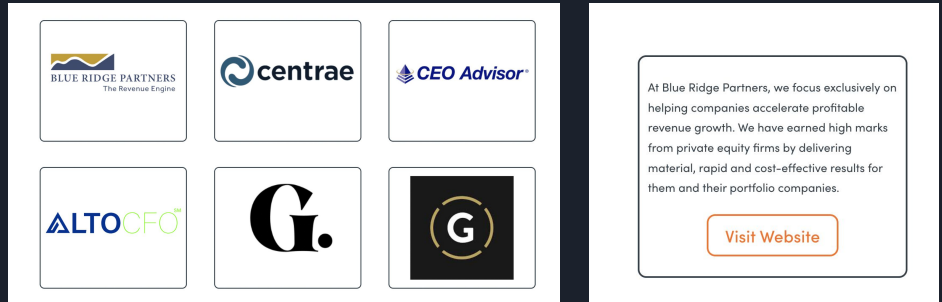
# Main Task # 2: Change Layout of OPA

- Octane Preferred Advisors: companies that offer custom solutions to help your company grow

- Before:



- After:



- Thought about what layout fits best
- Researched and tried out many WordPress plugins



# Key Takeaways

- A great learning experience
  - WordPress + SEO
  - Working with others/communication
- Improved time management skills
- Learned to get out my comfort zone

Thank You for this Opportunity!