Below is my approved SEO assignment for Aliexpress

My answers are highlighted in green.

AliExpress Content Writer – English Test

1. General

Short essay

Share your opinion of AliExpress' mobile app.

Your text (approximately 100 words):

This is very user friendly and intuitive. Using two columns of staggered products allows users to see each item without eye strain. Having a large picture first with the title below also hooks the user. The bold orange menu titles when selected helps know where you are in the app. The only thing that needs improvement is when you select certain items like a motorcycle, it says "pieces". It could be confusing to an English user looking at the app in some circumstances. A more suitable word instead of "piece" would be "item" or "products". However, overall I am very impressed.

2. User interface content

Error message

Provide a creative error message for this scenario: Users cannot use a promotional code due to technical issues, but our team is working on rectifying the error.

Error message (max 40 characters):

Our bad! Temporary promotion code error.
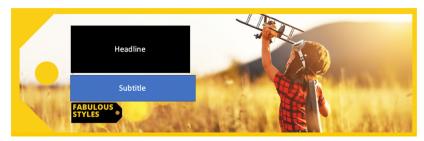
3. Promotions content

<u>**Brief**</u>

"Fabulous Styles" is a monthly sale with a different theme each month. For May, it was "Fresh & new". It includes items for men and kids. Each category has individual pages, banners, and mobile app pushes. (English copy should be creative; it will be used to translate into 18 languages.)

<u>**Banner for kids' page**</u>

Key messages: Up to 40% off, baby & kids clothes / toys / watches / bags, well-loved brands.

Headline (max 25 characters):

Summer Savings Take off!

Subtitle (max 45 characters):

Fly high with 40% off family favorites!

<u>**App push for men's page**</u>

Key messages: Up to 40% off, trending styles, styles for every occasion, brands you'll love, clothes / underwear / shoes / bags / sports / watches.

Title (max 31 characters):

Equipped for success?

Subtitle (max 41 characters):

Flex your best with 40% off designer gear