

MoveContent + SEO Blog Samples (abridged)

Link

Client

Conversational Websites: Engagement and Conversion	<p>B2B start-up nativeMsg</p> <p>Client - We need a blog content strategy to build awareness and traffic.</p> <p>Solution - Ramped a content strategy with long-form blog content to build traffic and site authority. This piece saw high engagement with CTR as one of the first pieces in PR to answer user queries regarding “conversational AI”</p>
Post Google Mobilegeddon: Calm Seas?	<p>B2B start-up Rival IQ</p> <p>Client - Snappy, sassy content that keeps eyes on the page and is relevant, please.</p> <p>Solution - Yup - got you. Drew from my journalistic background for a timely piece. Garnered consistently high traffic.</p>
From Law to Lean Management	<p>B2B Tech RICOH</p> <p>Client: We need a focus piece on an influencer who reviews our document scanners.</p> <p>Solution: Less is more to create a relatable story for Legal vertical.</p>
Twitter Marketing for Freelancers: A Simple Strategy That Gets Big Results	<p>B2C Author Pub Make a Living Writing</p> <p>Client: Pitch us powerfully engaging content about marketing results.</p> <p>Solution: Story garnered the most traffic in one of the biggest online author pubs across contributors. High engagement for</p>

	next year.
What is Tooth Bonding?	B2C Global Colgate-Palmolive Client: We need content creators who can research medical journals and write plainly for our family audience. Solution: Brought on to the Contributor Team for five years, hundreds of posts. Posts were syndicated nationally.