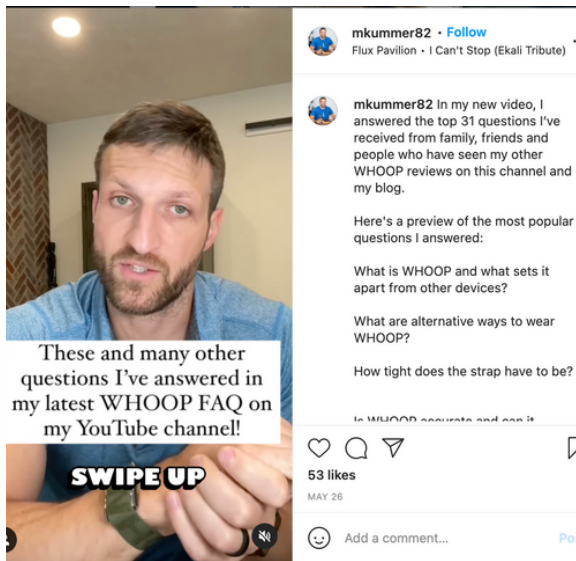


PORTFOLIO

Below are some examples of projects I enjoyed working on:



One day I watched Bluehost's webinar about how small businesses planned to [pivot](#) their marketing during coronavirus. 📌

And get this, I learned how Amy's Ice Cream pivoted their offer during the crisis and thought to myself, "granny and mom can learn a thing or two from Amy's."

Hank's was slower than ever when the crisis hit. 😞

I just had to share EVERYTHING I learned from Amy's incredible Marketing Manager with my mom and granny.

"Now, wait a minute," I thought, "would my family actually follow my advice?" 🤔

They DID! 🙌👏👏

My granny and mom started offering customers the ice cream they LOVE through food delivery apps like Uber Eats.

And the best part is?

Hank's is still serving its customers with smiles and delicious ice cream today (at a distance, of course).

This crisis couldn't keep them down.

What tips, wisdom, or knowledge can you share with someone today?

I encourage you to take action on this. Your words could help spark positive change.

[#Motivation](#) [#SmallBusiness](#) [#30DS](#)

👍👍 36 · 33 comments



[#LinkedIn](#) allows me to engage with super creative and inspiring people in an authentic way. How about you?

What kind of stories do you love to share on LinkedIn?

You can see how people vote. [Learn more](#)

Professional stories alone	18%
Personal ones	6%
A balance of both works ✓	76%

34 votes · Poll closed · [Remove vote](#)

👍👍👍 8 · 16 comments

SOCIAL MEDIA POSTS



PORTFOLIO

Are you having trouble attracting new leads? If you aren't getting leads, that equals no customers. Could your company's visibility be an issue?

Stick with me – according to a report on Business Insider, there's a 50% chance that a new business will fail within 5 years. This doesn't have to be your business.

A strong online presence can build a solid foundation for success. Hear me out. Investing in solid marketing for your business doesn't have to break the bank, take up all your time, or swallow up all your resources. You can have a huge return on investment by building quality citations online.

What Are Citations?

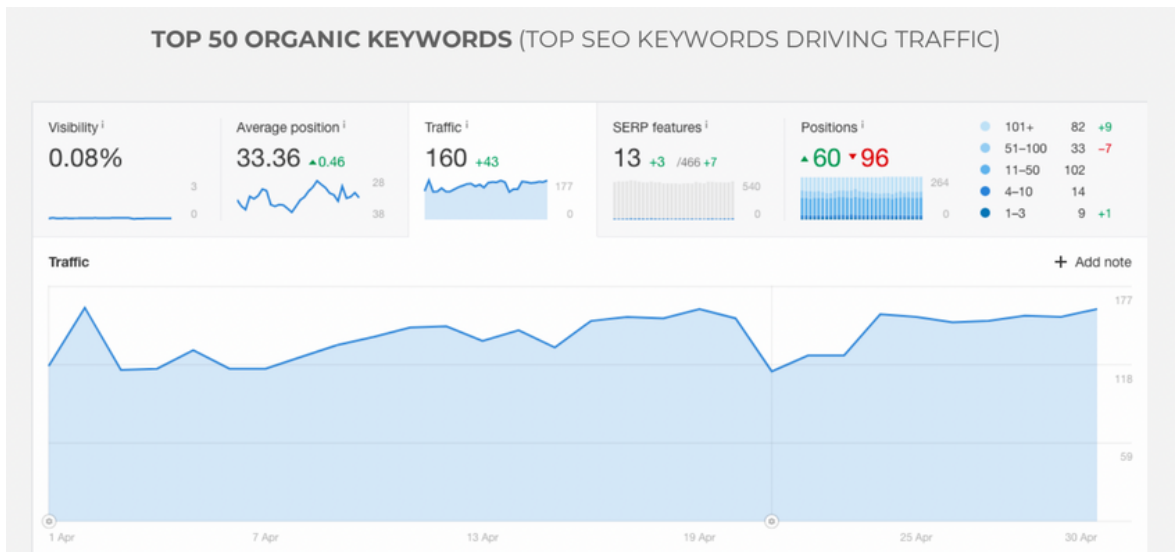
You have a ground-breaking service or product, and you want people to discover you and become customers. You might wonder what's a good starting point? A great place to start is setting up optimal citations online.

A citation includes an online listing of a business' name, address, and phone number. This listing can include a link to the business' website, or not. Adding a link will make your citation more valuable by giving search engines, like Google or Bing, an extra data point. Today, most consumers are going online to search for products or services, so they need to be able to find you.

Accurate citations can help your local business' visibility. Citations can appear on local online directories, social media, and some websites. There are two forms of citations: structured and unstructured. Structured citations are the most common type of citation and belong to business directories, like Facebook and Yelp. You'll find unstructured citations on blogs, news sites, job databases, and more.

[CLICK HERE TO VIEW MY SAMPLES](#)

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Notable SEO METRICS

1. Organic Sessions saw a sharp rise of 142.5%, totaling 582 organic sessions.
2. Organic Pageviews saw a tremendous boost of 101% for a total of 1.3K pageviews.
3. Bounce Rate improved by 59.2%, producing a 17.5% BR.
4. Organic Pages per Session saw a 17.1% dip, averaging 2.1 pages viewed per session.
5. Organic Time on Page avg. fell by 57.7%, bringing last week's avg. to 00:25 seconds.

SEO METRICS FROM MONTHLY REPORTS



HOW CAN I HELP?

SERVICES I OFFER REFRESHER:

Content Marketing Services

- Content writing: blog posts, newsletters, social media posts, ebooks, press releases
- Sourcing content ideas
- Proofreading and editing
- Web copywriting
- Repurposing content
- Creating graphics with Canva
- Blog management
- Social media scheduling (Facebook, Twitter, Instagram, YouTube, etc.)
- Preparing a slide deck for presentations or webinars
- Performing keyword research
- SEO
- Sourcing images (for blog posts and social media)
- Formatting blog posts
- Research (General, Competitor, Software, Program, Market, Product, Hashtag, etc.)
- Other virtual services, as available

Website Maintenance and Tech Support Services

- Updating WordPress plug-ins and themes
- Analytics reporting (Google Analytics, email, and social media)
- Web design and management

TESTIMONIALS



"Brittany is a pleasure to work with! Before hiring Brittany, I was in over my head with too many recurring SEO tasks. Brittany has helped me tremendously with keyword research, content marketing as well as ongoing On-Site SEO updates. I'd be lost without her!"

MICHAEL MCCULLY, FOUNDER OF THE LINEAR WEB

"Brittany has been helping manage my WordPress website and Mailchimp mailing list over the past year. She's responsive, friendly, professional, and technically savvy. It's been a huge weight off my shoulders to be able to pass the technical stuff to her so I can focus on my writing. I highly recommend her! "



LIVIA BLACKBURNE, NY TIMES BEST-SELLING AUTHOR



"The majority of the freelance writers that I tried using did not deliver quality work and barely covered the topics adequately. Once I found Brittany, she instantly understood my business, my business needs and produced amazing work in a timely manner. I would recommend Brittany to anyone looking for a B2B writer who is also timely, professional, while also creative."

QUEEN, MARKETING MANAGER AT PUBLICIS MEDIA