Amplified Custom Copywriting Services

# What is Custom Copywriting?

Amplified Fulfillment has in-house writer who can create copy for your customer’s website (among other things), thus ensuring your customer’s content is professional, engaging, and error-free, as well as SEO friendly.

# Why is custom copywriting important?

Google increasingly weighs content quality more and more heavily in their search results. Well-written copy does a better job of marketing your business’ products and services and is more engaging to a prospective customer. On the other hand, poorly written content, riddled with spelling and grammatical errors, can cause visitors to view a business in a negative light.

Quality copywriting will often give your clients a leg up on their competition.

# My customer just bought custom copywriting services… what’s next?

Custom copywriting services are available on a custom quote basis. Please submit a request for a quote to Amplified Fulfillment Services.

Please submit your quote for copy here: <http://leeenterprises.formstack.com/forms/custom_content> Quotes are generally returned to you within 48 hours. The quote will contain an estimate of the number of hours it will take to complete the project as well as the price.

Your quote will also contain details of the information needed in order to create quality content. The details needed will typically include:

* Any SEO keywords to be emphasized
* Geographic area serviced
* Details on any services and/ or products provided to customers
* Specify any brand names, if applicable
* Detail the business’ USP (unique selling points), such as years of experience, special training or expertise, competitive prices, etc.

The more information you are able to provide, the better your customer’s copy will be and the quicker it will be completed.

A Digital Fulfillment Account Manager (DFAM) will send you the copy upon completion of your project. Please allow for a 48 hour turnaround should you require any changes to the completed copy.

Feel free to contact Jim Moens, Digital Content Writer should you have any questions:

[jim.moens@lee.net](mailto:jim.moens@lee.net) or 563-383-2267

Please email support@leelocal.com with any further concerns or questions.