

CUSTOM CONTENT

What is Custom Copywriting?

Simply, an experienced writer will create copy for your website, thus ensuring your copy 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 your prospective customer. On the other hand, poorly written content, riddled with spelling and grammatical errors, can cause visitors to view your business in a negative light.

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

Top-notch content is not just for websites.

Amplified Marketplace profiles need solid prose and a clear call-to-action.

Social media and blogging are, of course, content-driven.

Email campaigns should be able to communicate directly with a business' target market.

Content drives the web. Make sure yours is as great as it can be.

Editing:

Weak, error-filled content can cause confusion and even turn off potential customers. A professional editor can make certain that your words communicate what you want.

I just bought custom copywriting services... what's next?

Custom copywriting services are available on a custom quote basis. Your Sales Expert will submit a request for a quote to Amplified Fulfillment Services. Quotes are generally returned to your Sales Expert within 48 hours. The quote will contain an estimate of the number of hours it will take to complete your 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
- Detail on any services and/ or products provided to customers
- Specify any brand names, if applicable
- Detail your business' USP (unique selling points), such as years of experience, special training or expertise, competitive prices, etc.

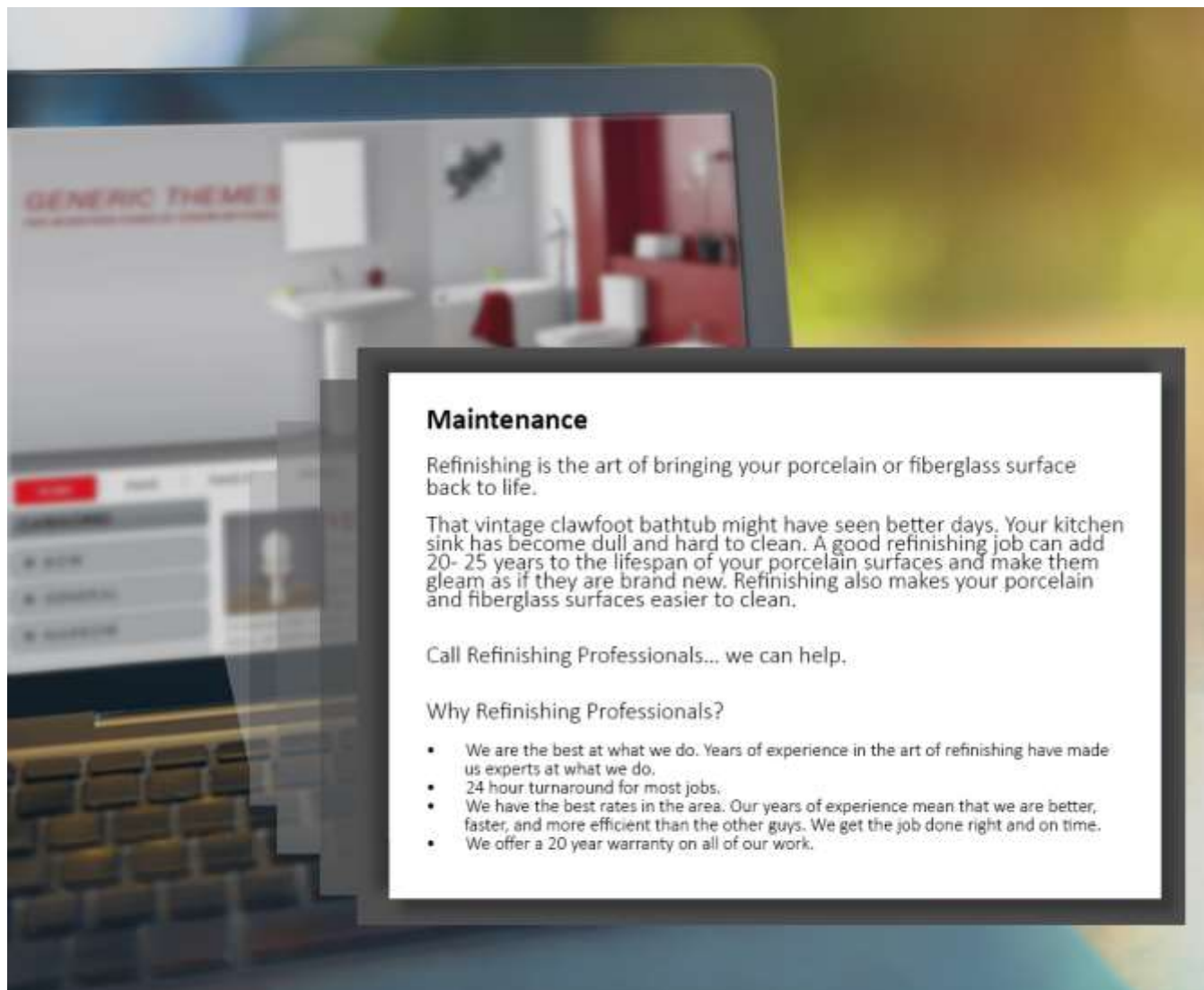
The more information you are able to provide, the better your copy will be and the quicker it will be completed.

Your 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.

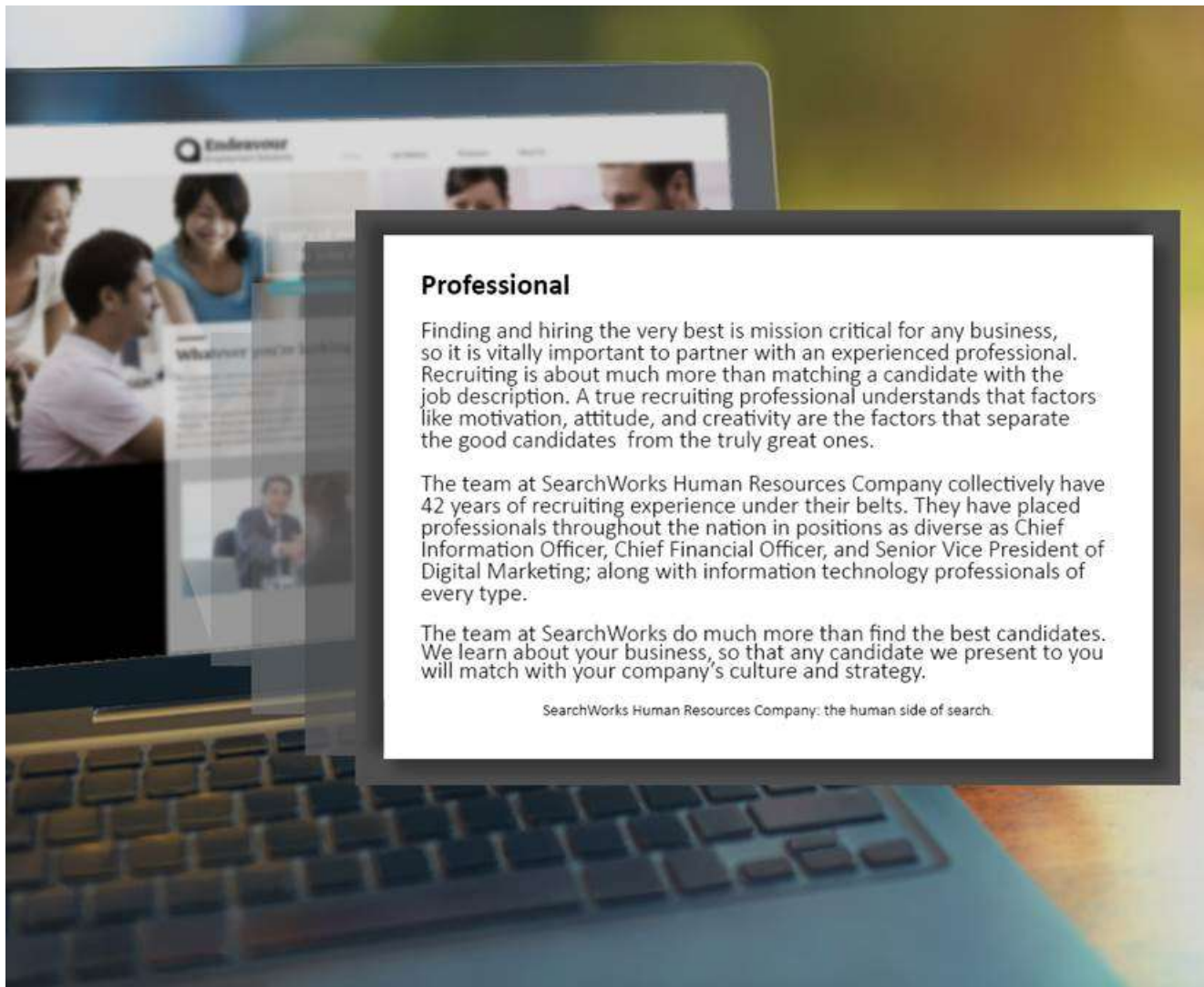
Please email support@amplifiedlocal.com with any further concerns or questions

EXAMPLES

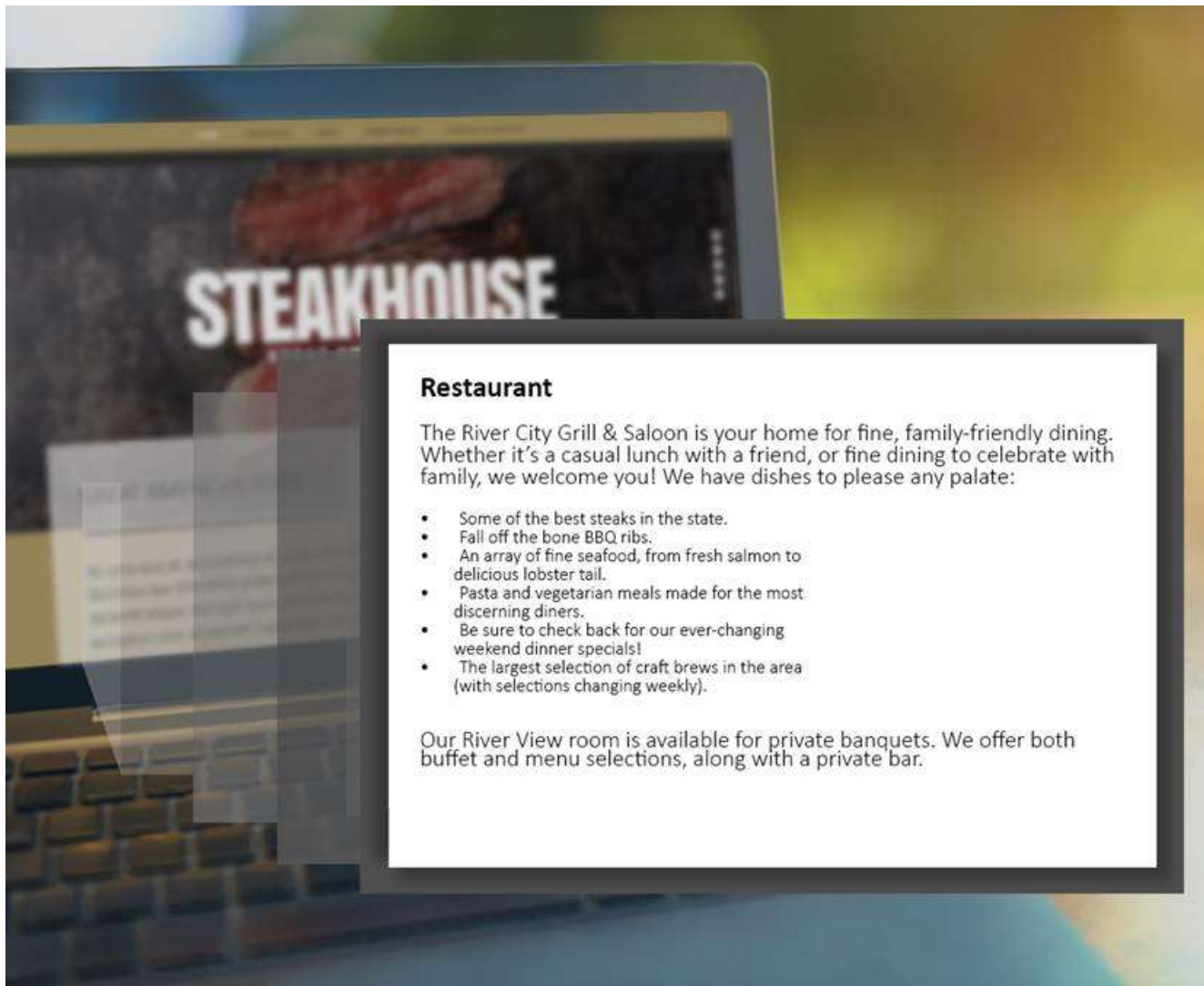
Content is one thing... well-wrought, engaging, and SEO compliant content is something else entirely. Poor (or no) content can actually harm a company's marketing efforts, so it is imperative to communicate clearly, concisely, and professionally.



Home improvement, construction, and lawn care professionals will do well to point out their specific expertise and depth of experience, while reminding consumers just why they need their services.



Professionals such as lawyers, accountants, and headhunters often need to focus on both business and consumer markets. Their website's content should communicate well with both.



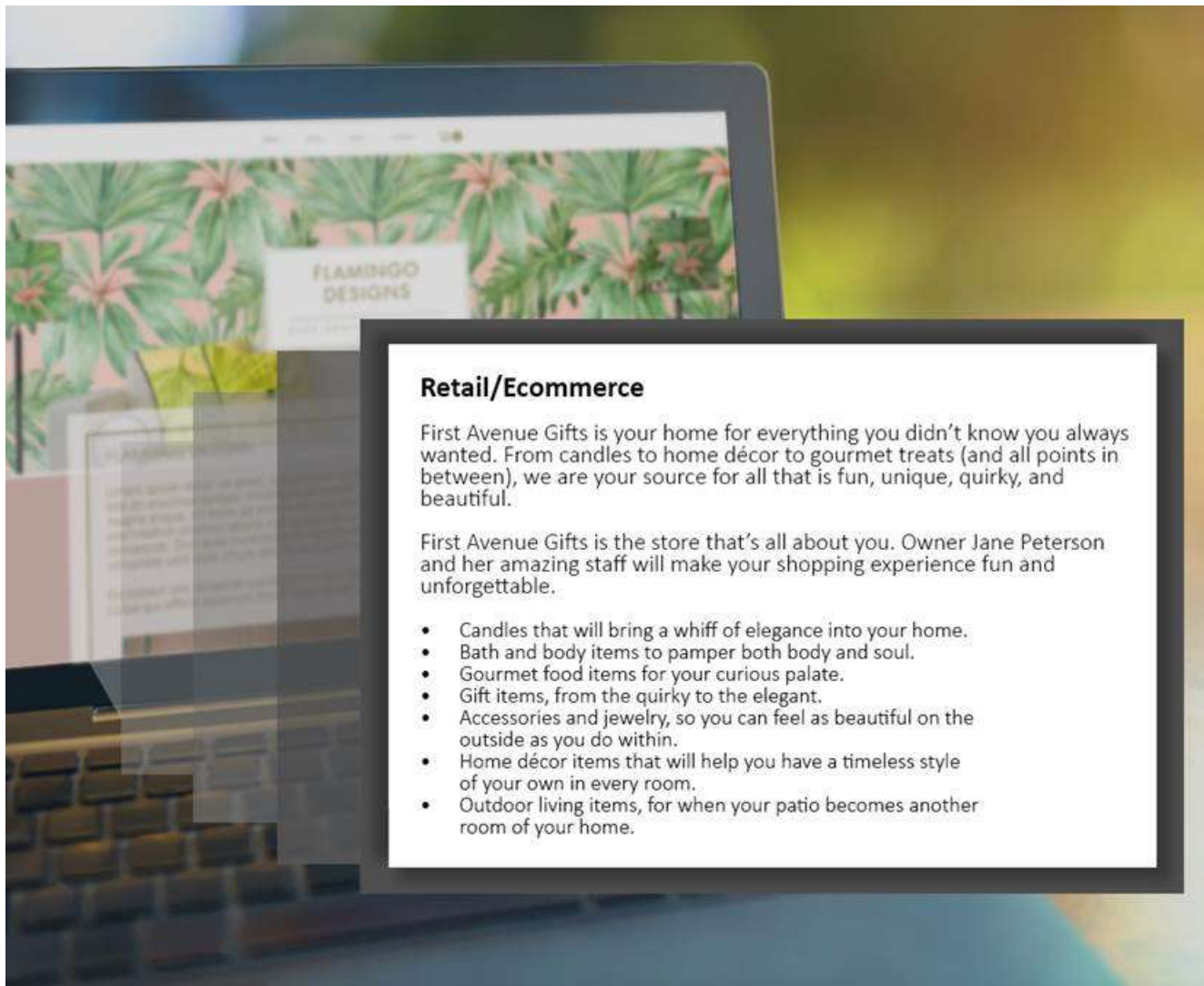
Restaurant

The River City Grill & Saloon is your home for fine, family-friendly dining. Whether it's a casual lunch with a friend, or fine dining to celebrate with family, we welcome you! We have dishes to please any palate:

- Some of the best steaks in the state.
- Fall off the bone BBQ ribs.
- An array of fine seafood, from fresh salmon to delicious lobster tail.
- Pasta and vegetarian meals made for the most discerning diners.
- Be sure to check back for our ever-changing weekend dinner specials!
- The largest selection of craft brews in the area (with selections changing weekly).

Our River View room is available for private banquets. We offer both buffet and menu selections, along with a private bar.

Restaurant marketing is, of course, at its best when using a sensory-rich appeal. Evoke the tastes, aromas, and atmosphere of fine (or fun or family) dining.



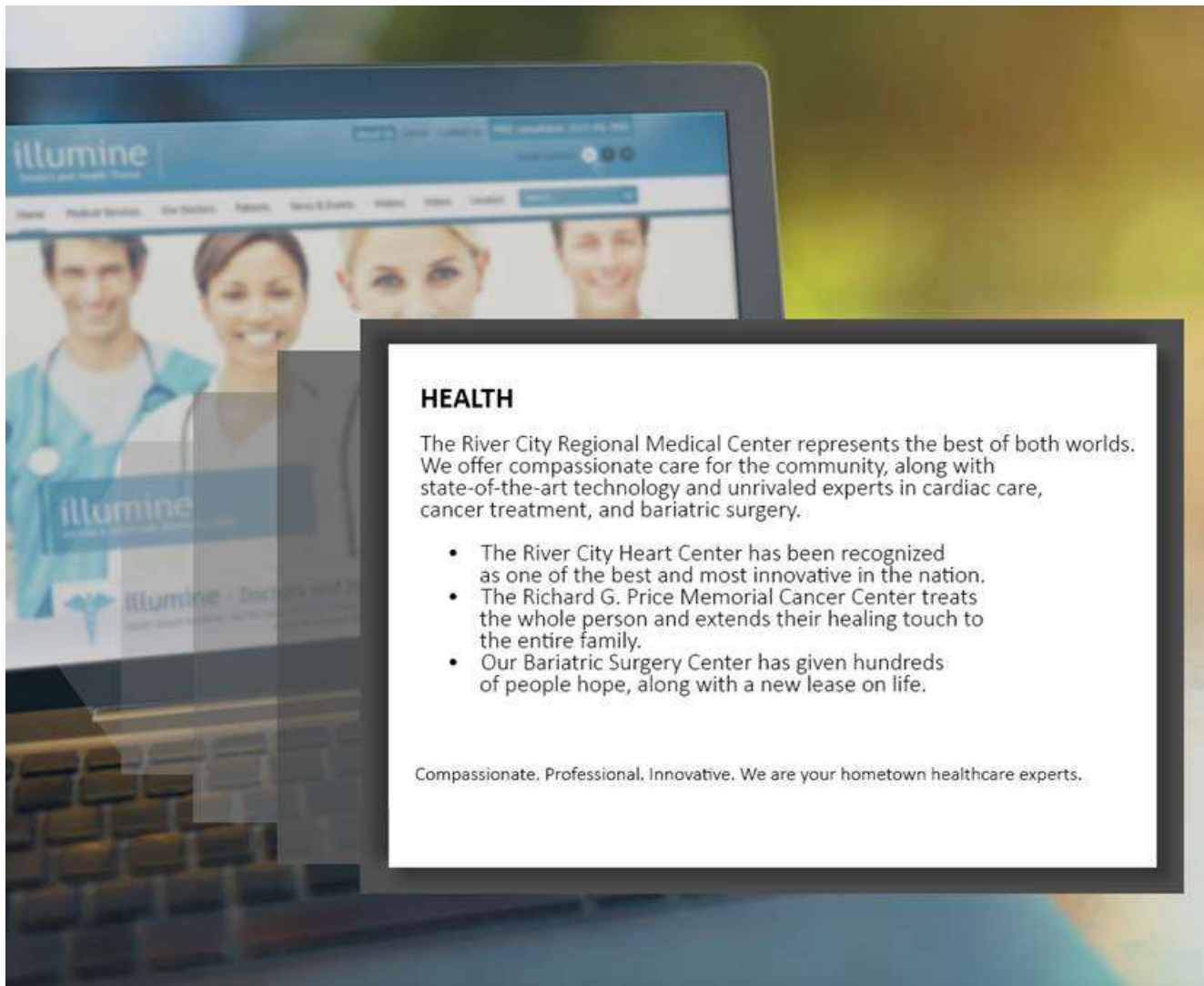
Retail/Ecommerce

First Avenue Gifts is your home for everything you didn't know you always wanted. From candles to home décor to gourmet treats (and all points in between), we are your source for all that is fun, unique, quirky, and beautiful.

First Avenue Gifts is the store that's all about you. Owner Jane Peterson and her amazing staff will make your shopping experience fun and unforgettable.

- Candles that will bring a whiff of elegance into your home.
- Bath and body items to pamper both body and soul.
- Gourmet food items for your curious palate.
- Gift items, from the quirky to the elegant.
- Accessories and jewelry, so you can feel as beautiful on the outside as you do within.
- Home décor items that will help you have a timeless style of your own in every room.
- Outdoor living items, for when your patio becomes another room of your home.

The art of retail and e-commerce content is the art of knowing your consumer, along with understanding their wants and needs. Does that store (be it brick and mortar or web exclusive) need to appeal to a pragmatic technical buyer, or someone simply trying to beautify their home?



illumine
Transforming and Inspiring Health

Home Medical Services Our Doctors Patients News & Events Videos Videos Locations

HEALTH

The River City Regional Medical Center represents the best of both worlds. We offer compassionate care for the community, along with state-of-the-art technology and unrivaled experts in cardiac care, cancer treatment, and bariatric surgery.

- The River City Heart Center has been recognized as one of the best and most innovative in the nation.
- The Richard G. Price Memorial Cancer Center treats the whole person and extends their healing touch to the entire family.
- Our Bariatric Surgery Center has given hundreds of people hope, along with a new lease on life.

Compassionate. Professional. Innovative. We are your hometown healthcare experts.

Healthcare content generally works best when bridging the gap between science and emotion. The consumer needs and wants to trust their healthcare provider... make it easy for them to do so!

Content writer Jim Moens has written (or rewritten) virtually any sort of piece imaginable.

- Website and profile page copy for a vast array of businesses.
- Procedural and Standard Operating Procedure documents.
- Job descriptions, recruiting advertising, and resumes.
- Fiction (published a short-story collection and a novella).
- Feature-length screenplays.
- And much more.

The content writer's blog:

<http://jimmoenswriter.blogspot.com/>

Notable posts:

<http://jimmoenswriter.blogspot.com/2015/01/revolution.html>

<http://jimmoenswriter.blogspot.com/2016/03/seven-ways-to-overcome-sales-call.html>

<http://jimmoenswriter.blogspot.com/2014/02/gauntlet.html>

A complete website rewrite

<http://canyontileandremodeling.com/>

A complete website rewrite that was completed in under two hours

<http://www.discoverylearningcenter.us/>