

Pam Georgiana

Content Creator & Brand Storyteller

Creating a Community with Curated Content

Overview

The client's mission is to provide free local and state resources and connections about aging at home. They needed an expert to write engaging content that provided readers relevant information and spotlighted their provider partners.

I wrote one or two articles a month for this client for about a year. The client reported increased web traffic and engagement. The contract was ended because the client lost the grant that funded the project.



Photo by Jana Sabath on Unsplash



Unique Blog
Pageviews
Increased
20.20%

Blog Page
Bounce Rate
Decreased
2.17%



The Client

The client is a mission-driven nonprofit created to fill the information gap for older adults and their families grappling with aging-related issues and decisions. The client offered an online hub with relevant resources and support for local families needing answers and for member organizations to collaborate and improve the products and services they provide to older adults.

The Goal

Since the organization had just started, they were still building brand awareness of their resource hub. The client wanted to increase visibility, traffic, and engagement within their target market.

The Strategy

Content marketing was a natural choice for this client because there are so many avenues to be explored within the topics of aging in America, aging at home versus in a senior facility, and the need for caregiving with older adults.

The Tactic

The client's marketing agency recommended me as the content creator for this project. I was contracted to ghostwrite two articles (1000-1500 words) per month using relevant topics and keywords.

Some of the article topics were:

Reframing Aging

The Basics of Medicare

Summer Travel Safety for Seniors

Outsmarting Social Scammers

Each piece included meta descriptions, headers, sub-headers, and copy optimized for search engines.

I wrote the content in the voice of the client's brand and placed the reader at the center of the story so they could see how the information could help them.



The Results

The client reported the following web metrics, measured over the year we worked together:

Blog pageviews increased 21.39%

Unique blog pageviews increased 20.20%

Blog page bounce rate decreased 2.17%

Feedback from the client:

"We have been so very grateful for Pam who has been writing articles for us for over a year now. She was thorough and so good at making sure the information was accurate and easy to read."

If you would like to level up your content marketing to optimize your search results, raise brand awareness, build website traffic, or increase conversions, contact me today at phgeorgiana@gmail.com.

Let's work together to create a content marketing plan that gets the job done.