

Content that delivers.

Selected client results across search, editorial and social content.

01 MEN'S HEALTH BRAND • SEO CONTENT STRATEGY

61.4%

KEY RESULT

Of all website Google clicks driven by 20 top-performing blog posts

Independently conceptualized, researched, and wrote all 20 of the site's highest-performing blog posts as part of an ongoing SEO content strategy. Together, these articles generated **66,808 Google clicks** in nine months, accounting for **61.4%** of the site's total Google search traffic during that period.

02 EARLY LITERACY BRAND • SEO CONTENT DEVELOPMENT

28,295

KEY RESULT

Organic search sessions across 31 new blog posts in under 10 months

Developed and executed a keyword-driven blog content strategy focused on attracting parents and educators through helpful, search-optimized resources. The 31 new articles generated **28,295 organic search sessions**, including one standout post that earned **14,026 Google clicks** and achieved an **average ranking of 1.3** for its primary keyword.

03 HEALTH & WELLNESS CONTENT CREATOR • SOCIAL CONTENT STRATEGY

+217%

KEY RESULT

Increase in median Instagram carousel interactions

Reimagined an educational content strategy around relatable, emotionally resonant storytelling for people living with chronic illness. In the three months following the shift, median interactions per carousel increased from **425 to 1,349 (+217%)**, while **median shares rose 233%** compared to the preceding three months.