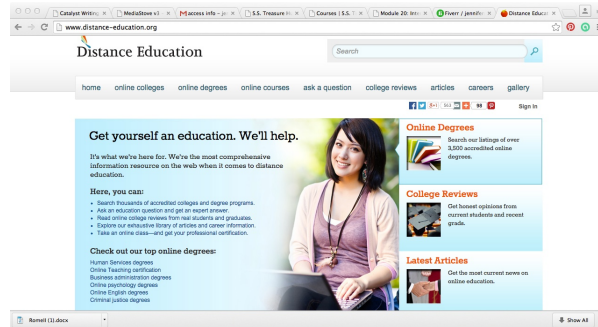


From Start-Up Website to Profit Powerhouse



Distance-Education.org is a website dedicated to online education—including e-learning software for adult and nontraditional learners. From the website’s inception, and my copy and content has helped grow the site to a very profitable online property—and an authority on online learning.

Authority-Building, Attention-Grabbing Content Strategy

I delivered articles each month, compliant with SEO best practices, that capitalized on current trends in nontraditional education, e-learning software and solutions, and education finance.

I built my content strategy on a variety of sources, including keyword research, current news and events, and popular conversations in the website’s very active Q&A forum. My articles inspired news coverage at national organizations, including NPR, and were reprinted in hardcopy textbooks.

In addition, I developed ongoing coverage targeted to niche markets including members of the military and their families. My articles built the site into a respected authority in a variety of very prominent and high-traffic niche markets.

The Results

“It has been a very successful and lucrative experience working with Jen. Many articles went popular on several social news websites and rank very well in Google and Yahoo. Several have spurred well known publications to do pieces on topics that originated with us. Thanks Jen!” –Ben Pfeiffer, Owner

Want to make money on your website through effective content strategy? Get in touch!

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