

# BloggerLocal

Founded by a small group of marketing executives, our mission is to provide unique, valuable, and timely information about local businesses for our readers, whom we communicate with through our Blogger Local websites and social media. Business owners, managers, and marketing professionals will find our services invaluable when it comes to attracting both targeted leads and/or customers in your local area. Our ultimate goal is to create content that provides both SEO value for businesses, and engages readers through its informative value - content that promotes sharing through social media.

Essentially, Blogger Local is an all-in-one content solution allowing businesses to enjoy public relations, local SEO, and social media all in one neat package. The focus of our unique content-creation system is to attract more customers and website traffic for your business, resulting in increased sales & profits. We believe in a different approach from what is typical of most content writing services today. It's simple, really - better content, better results, more rewarding.

## **BLOG CONTENT + SEO + SOCIAL MEDIA + PUBLIC RELATIONS ALL IN ONE SOLUTION!**

### What We Do

Our content writers craft weekly content for your business, which is then published through a variety of media outlets including Blogger Local, YouTube, Facebook, Twitter, etc. We also provide you with all of the content for publication on your own website or blog! This is not just any content - this is content that answers potential customers' questions, addresses their needs and problems, and ultimately provides value to the reader. Content consists of much more than articles and blog posts, and may include event coverage, interviews, videos, brand building tactics, and customer reviews/testimonials.

### What's the Benefit?

- Your company enjoys content that's more "crawlable" by the search engines, and therefore more relevant, resulting in higher search engine ranking
- Better content, one of the most important factors in SEO today
- Increased traffic - more targeted traffic equals more leads and more sales
- Higher conversion rates - your content will convert visitors into leads, and leads into loyal customers

## How We Do It

### Blogger Local...

- Create Weekly Content for Your Business
- Creates quality, informative content for your business on a weekly basis
- Transcribes audio to create content that's "crawlable" by search engines
- Publishes your unique content on Blogger Local and throughout social media platforms
- Sends your content to you (or your website manager) to post to your own website or blog

At Blogger Local, we take the creation of content to a whole new level, focusing on an in-depth approach that ultimately helps your business become more visible online. Why stop at blog posts, when there is so much more to great content that produces real results?