



### Author Bio

Sue Giplaye has been working in the freelance writing world for over 3 years. She provides article writing, blogging, and content marketing services. Her educational background in web design and development has equipped her with the knowledge to approach many topics. She received a Michael C. Ferguson Scholarship in writing while she was a teenager. Her writing skills may be confirmed on [Infobarrel.com](http://Infobarrel.com) and [postloop.com](http://postloop.com). She especially enjoys writing blog posts about fashion or technology. You may learn more about her services at [suegiplaye.journoportfolio.com](http://suegiplaye.journoportfolio.com).

### Rate Information

In the freelancing world where many freelancers overcharge, my rates are affordable:

- Blog posts / Website articles: .05-.08 cents per word
- Social Media Posts: \$30 a month
- Marketing Emails/ Newsletters: \$50-\$80 per month

### Services I Offer

- 1.) **Blog Writing** – Blogging is by far the most popular way of creating content online. Blog posts are written in a conversational format and made mainly to market to an audience. Typically, only 800-1500 words, they contain keywords that will be ranked by Google.
- 2.) **Article Writing**- Articles go more in depth in comparison to blogs. They are also usually more journalistic.
- 3.) **B2B Writing**- “Business to business” writing is content that will be read by bloggers, marketers, and small business owners. Small brick and mortar businesses have a growing need to have an online presence.
- 4.) **Social Media Writing**- A social media presence is also a must-have for businesses that want to maximize their profit and success.
- 5.) **Marketing Emails**- Through an email, you can turn a warm lead into a potential buyer. Emails alerting subscribers of the most popular products and latest deals is very vital.

### Blogging Statistics

Web content on the web in 2017 is still a top priority for many marketers, and here are the statistics causing this:

- 47% of buyer’s view 3-5 pieces of information online before talking to a sales representative.
- Companies who blog about their products or services receive 97% more links to their website.
- Google gets 100 billion searches every month. Most of these searches are coming from mobile devices.
- Marketers who put blogging at the top of their list are 13 times more likely to receive the best results when it comes to their ROI.
- Over half (51%) of business owners report that content management is very important.

- When it comes to trustworthy sources for accurate online information, blogs are rated as the 5<sup>th</sup> most trusted.
- Daily blogging is not encouraged, but most blogs are publishing content more often than monthly.
- Since the past year paid ads have been increased 93%, because bloggers are increasing promotional techniques to drive traffic to their posts.
- The “business to business” content marketers that are the most successful meet with their teams to discuss content weekly or even daily.
- Almost half (45%) of marketers have reported that blogging is the most crucial part of their content strategy. (Source: <https://www.impactbnd.com/blog/25-little-known-blogging-statistics-to-boost-your-strategy-in-2016>)

# Express Content Delivery



Google loves content, especially when it is consistent and current. If your business or service is regularly contributing content to their site, it can persuade a chain reaction from potential buyers. Your leads and sales will increase dramatically. **Need unique content? Feel free to get in touch with me at [suegiplaye@gmail.com](mailto:suegiplaye@gmail.com) . I can't wait to hear from you!**