



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 and postloop.com. She especially enjoys writing blog posts about fashion or technology. You may learn more about her services at 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 5th 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 . I can't wait to hear from you!**