

Content Design Portfolio

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A close-up photograph of a person's hands holding a dark credit card. The person is sitting at a desk with a laptop and a spiral notebook. The background is slightly blurred, showing a computer mouse and a pen. The overall scene suggests a professional or financial context.

A French FinTech startup that needed to reach a U.S. audience

Widr Pay had a policy: slow and steady wins the race. It was a strategy that helped the startup grow into the #1 invoice solution for lawyers in France.

They knew France. They had a scalable solution for French lawyers. But when they came to San Francisco in 2019 to scale the business with a wider audience in mind, they hit a barrier: they didn't know U.S. market.

They quickly realized that lawyers in the United States and Canada had a much different approach to billing, and they had to rethink the language of their website to convert them into customers.

Project Start Date

2020

Client Name

Widr Pay

Industry

FinTech

Services Provided

- Content Strategy
- SEO
- UX Writing

Description and Objectives

Lawyers have a hard time getting users to pay quickly. Solo lawyers spent too much time chasing down payments. Widr Pay solved this by letting clients pay online. The majority of clients found that their customers went from taking weeks to pay to paying within hours of receiving the invoice. Widr had a vertical that worked in France and needed to bring it to the U.S.

Challenges

- The stakeholders spoke English, but French was their primary language, which made communication between teams difficult.
- The French user base was strong, but the English user base was very limited, making it hard to test and interview.

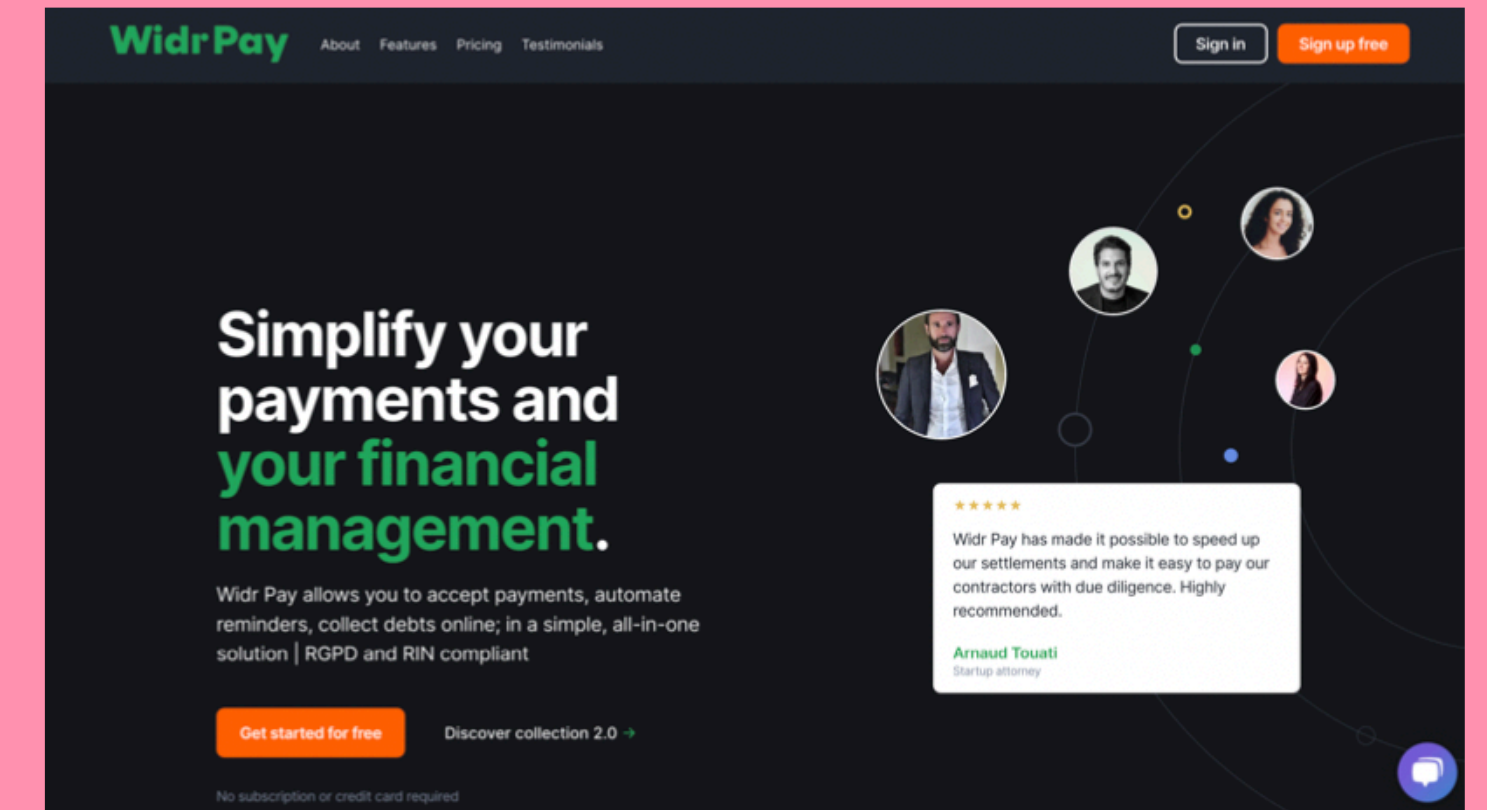
PROCESSES

Interviews

The stakeholder knew the user they would target. They had the language in French that they wanted. The goal was to talk to users to determine where wording could be improved or changed to fit the U.S. market.

Observations

French lawyers didn't like "simple" and "save" because it made them feel dumb and cheap. Status was very important to them. English lawyers wanted solutions that saved them money and were easy to learn.



English Website



French Website



A digital signage company who needed to find the right customer

In 2017, Rise Vision had a user: people who use digital signage.

They had come to the realization that this wasn't the ideal customer profile. It was too broad and didn't fit their vision.

They needed to find their ICP and come up with a plan to find them with engaging content that converted them into users.

Project Start Date

2017 - 2019

Client Name

Rise Vision, Inc

Industry

SAAS

Services Provided

- Content Strategy
- SEO
- Content Writing
- UX Writing

Description and Objectives

Rise Vision was a successful company, but they realized things were slowing down. They had invested hundreds of thousands into software, but 0 in marketing. Their content was often written by developers and had little value to the user. Because things had always gone naturally well for the business, they had never spent time considering their ICP. They had imagined it was an IT-type guy but had never thought about anything beyond that. They needed a strategist who could help them grow organic users and convert more users.

Challenges

- There was a lot of resistance to experimenting and doing things differently because it was all new to them.
- The stakeholders had a very old approach to SEO—volume was most important.
- The software had a steep learning curve that resulted in a lot of customers leaving frustrated.
- They didn't know how many people signed up each week—a percentage of people they "thought" were new users were actually people who were current users who were clicking on "sign up" because they were confused.

PROCESS

Step 1

The Golden Circle:

- Why are you doing what you're doing?
- How will this help your audience?
- What are you offering your customer?

Step 2

S.M.A.R.T. Goals

- Specific target areas of improvement
- Measurable progress
- Assignable
- Realistic results
- Time-related

Step 3

Content & Competition Audit

I spent time studying all available content: blogs, landing pages, email flows, help pages.

The goal was to identify what we could reuse, update, delete, or improve.

I paid extra attention to content that was converting users even if it wasn't necessarily performing well.

The hardest part was convincing the stakeholder that it was sometimes better to delete content.

Step 4

Blog Formats

From here, I identified the 8 blog formats that historically did best for the user and came up with a plan to write and post them.

Step 5

Analyze and Repeat

Once the content was beginning to be posted, I began analyzing what worked and what didn't and making the process repeatable

RESULT

**Less than
500 weekly
visitors**

Blog Traffic 2017

**3,000+
weekly
visitors**

Blog Traffic 2019

8,000+ newsletter subscribers

25%-30% open rate

10%-15% Click Rate



Bootstrap an education line of books and apps that modernizes The Bard

In Winter 2007, Amazon released the first Kindle eReader and Kindle Store; it changed everything. Suddenly anyone could be a publisher. While traditional publishing dragged their feet and resisted the idea of ePublishing, indie authors soared to the bookstore and created bestselling brands. There was a noted gap with classic works. Was there a way to digitalize works from the greats like Shakespeare for a modern reader?

**Shakespeare In Plain and Simple English
was Born**

Project Start Date

2011-2016

Client Name

Golgotha Press, Inc.

Industry

Education

Services Provided

- Content Strategy
- Content Development
- Project Management
- UI / UX Design

Description and Objectives

With a budget of \$1,000, create a parallel translation of three of Shakespeares' plays (*Romeo and Juliet*, *Hamlet*, *Julius Caesar*); use revenue from selling the books to bootstrap every single Shakespeare play plus apocrypha play (38 total). Use income from the books to create an app to continue to reach new readers.

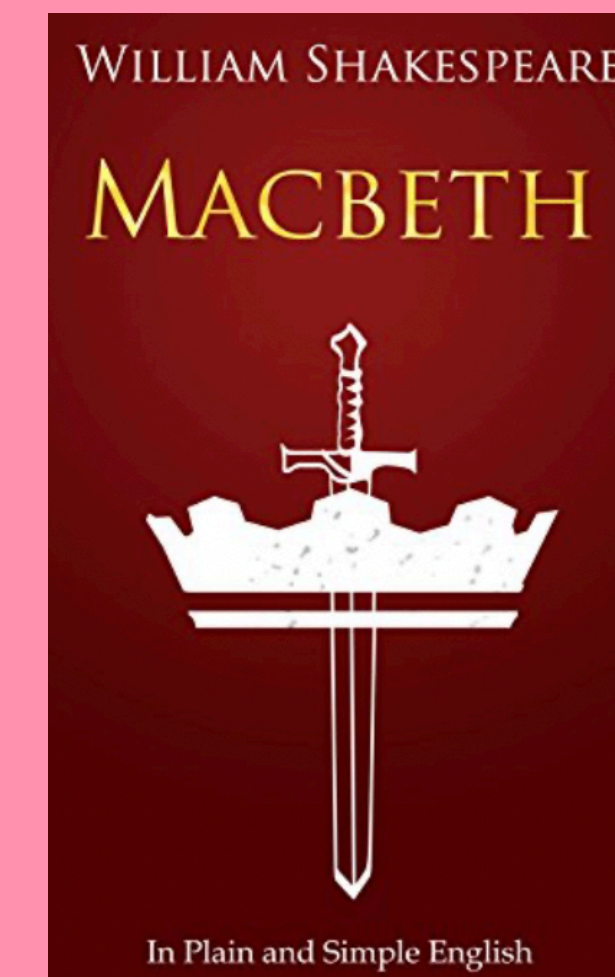
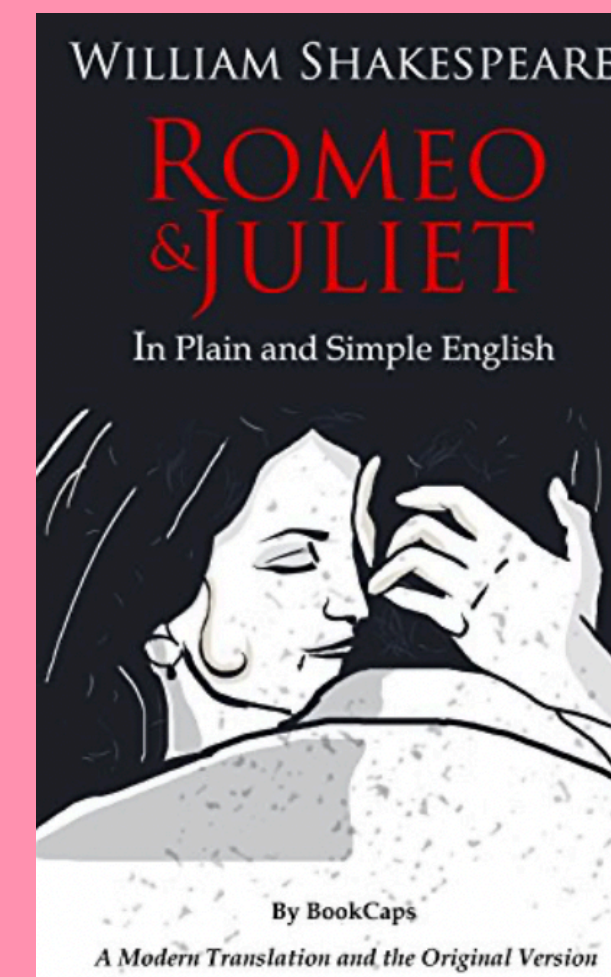
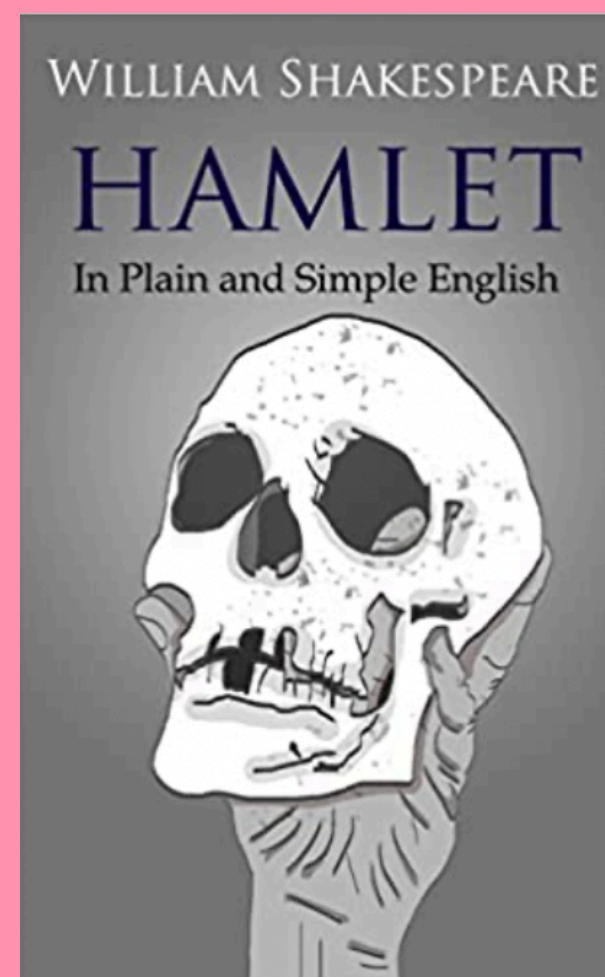
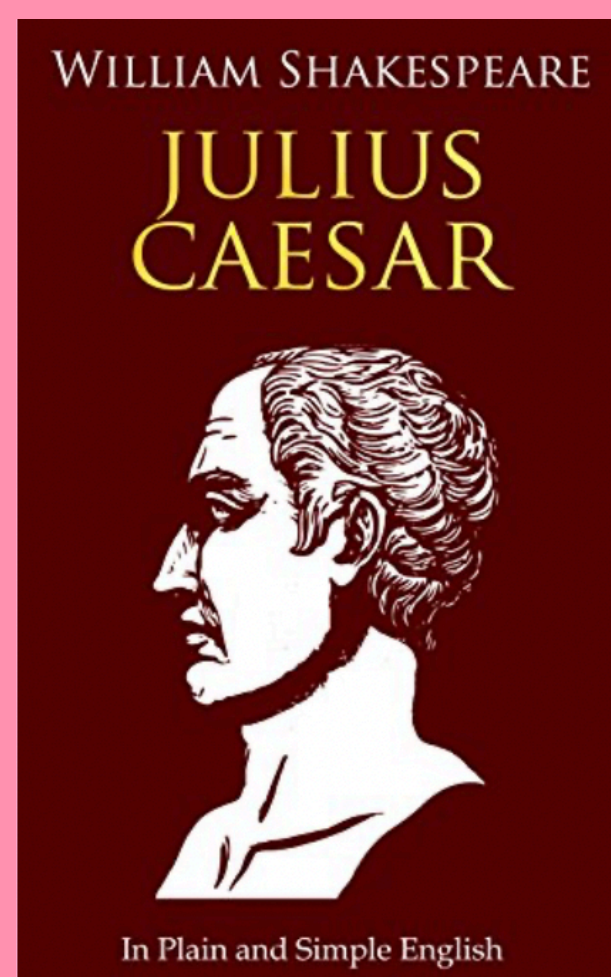
Challenges

- Manage a remote team of several writers; ensure quality and accuracy with each book.
- Work with an offshore developer to create an app experience.
- Turn eBooks into print books.

PROOCESS

I started with Shakespeares' most popular books based on trends and keywords I saw in the Kindle Store. These would be the proof of concept. Because the goal was to pay for additional books with income from the first books, it was essential to pick the books with the best return.

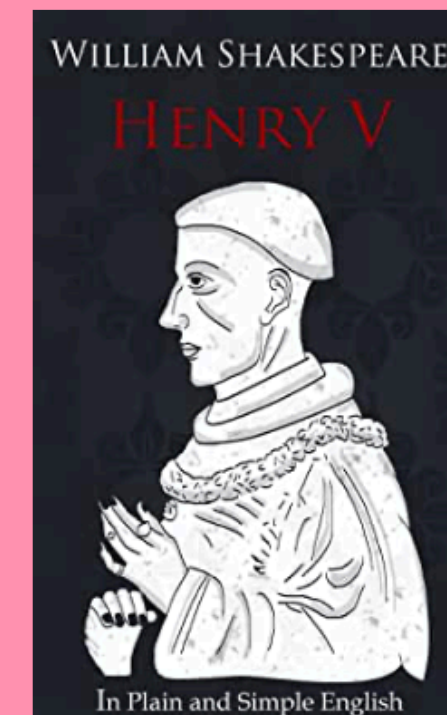
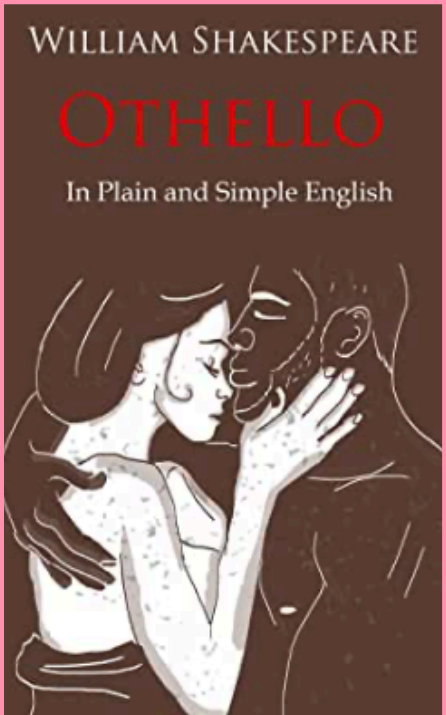
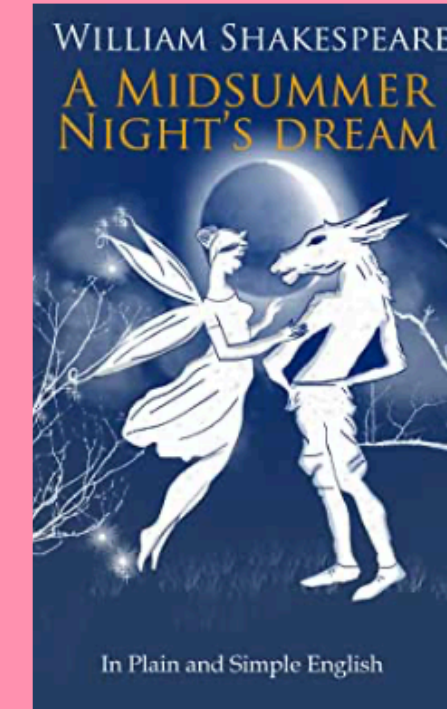
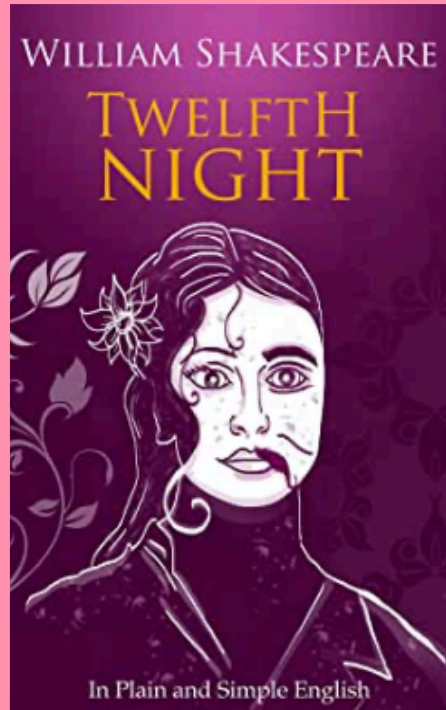
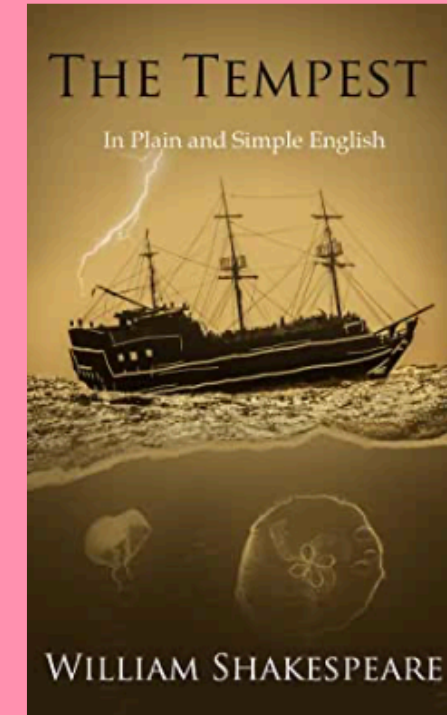
Using Upwork, I found graduate English literature students who were capable of the task. After editing and designing each eBook, I researched the best keywords and subjects and got them selling. They quickly climbed bestseller ranks on the Amazon store and paved the way to complete the series, and continue the experience through apps.



RESULTS

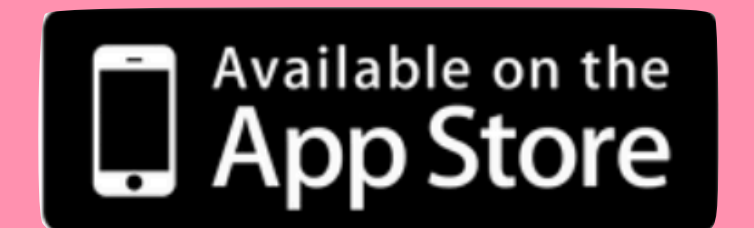
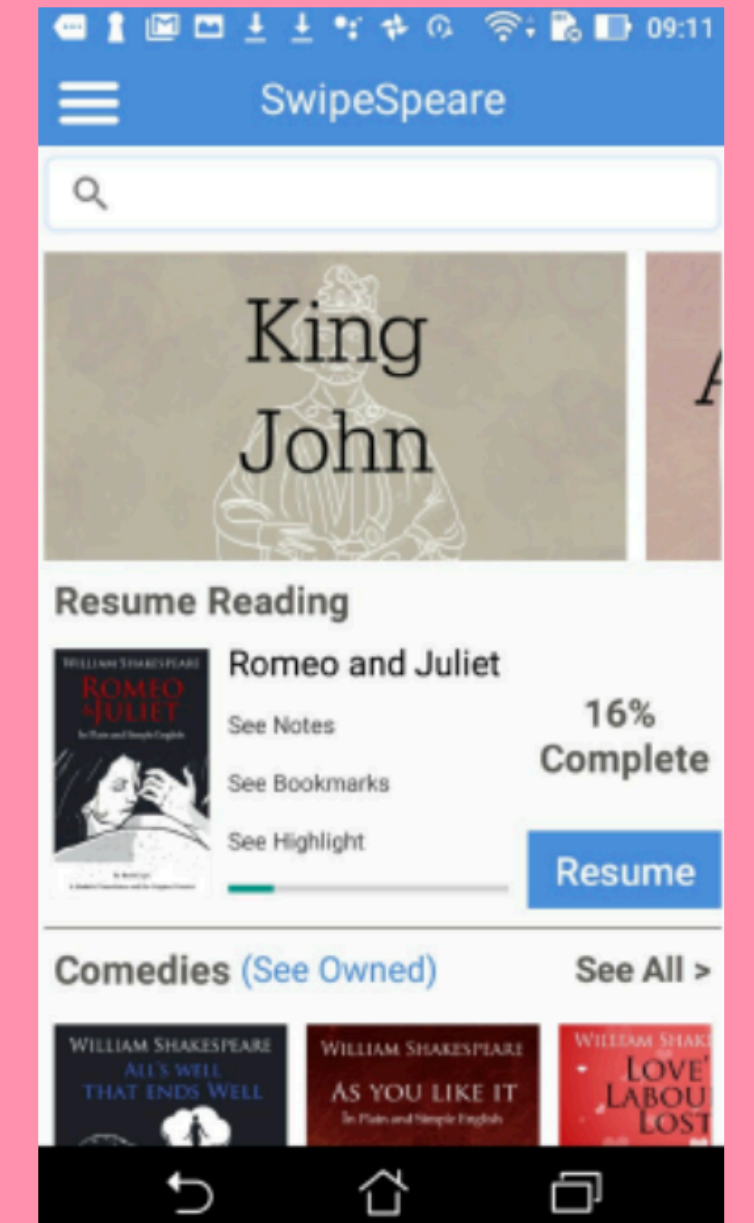
**300,000+
Books Sold**
**(Amazon,
BN, iBooks,
Kobo
Bookstores)**

Books Sold



**500,000+
Downloads**
**(iTunes,
Android,
Microsoft
Store)**

Apps Sold



A physical therapist, wearing a dark green t-shirt, is assisting a client. The therapist is holding a teal resistance band with both hands, and the client is holding one end of the band. The therapist's hands are positioned to guide the client's movement. The background is a plain, light-colored wall.

A physical therapist who had lost his way in a SEO World

The Business had been going well for this small business owner...until SEO caught up to him.

His competitors were getting smarter about their ads, Google was changing its algorithm, and he found himself in a constant battle to find more clients.

He needed to regain his presence in local search without going over budget.

Project Start Date
2019

Client Name
Focus On Health PT

Industry
Health

Services Provided

- Content Strategy
- SEO
- UX Writing
- Analytic Analysis

Description and Objectives

The stakeholder's WordPress website had not been updated in several years. It was developed with a keyword stuffing approach. It worked well prior to Google's Panda algorithm shift. As the website's organic traffic dropped, the stakeholder focused heavily on ads instead of website improvements. Over time, ads began to underperform as well. I came on board for a short-term project to help the stakeholder revamp his content approach and regain organic traffic.

Challenges

- The stakeholder was using borderline black hat tactics that were hurting his SEO.
- The stakeholder had Google Analytics running, but he didn't understand what any of it meant or how he was doing overall.
- There were lots of local competitors spending thousands on ads.

PROCESSES

Optimization Report

There were several easy website optimization fixes these included things like:

- Missing phone numbers
- No direct Call to Action
- No meta description in SEO
- No testimonials

Keyword Report

Identified all the keywords the website showed up for (48 total), and found the best targeted keywords they could achieve quickly.

Competitive Research

The stakeholder had a good idea of who his competition was, but had spent little time thinking about what they were doing right and how he could copy what they were doing.