

CONTENT & INFOGRAPHIC SAMPLES



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INTRODUCTION TO OUR CONTENT CREATION CAPABILITIES

Digital Sapien Interactive is an end-to-end digital strategic audience development, web design and development company located in Worcester, Massachusetts. Our services are designed to allow our clients to grow, thrive and adapt to the constantly changing waves of today's digital marketplace. We work in synchronous with you to ensure that we devise a strategic online marketing plan that exceeds your business needs.

Content is shaping the online marketing space. A good story can change the behavior of the customer and point him or her in your company's direction; and this is the reason "content is king" on the internet.

Digital Sapien Interactive is a hub of innovation that helps small, medium, large companies and agencies with the right content marketing strategies for their campaigns.

We understand the requirement of each business and research to deliver the exemplary outcomes using the power of content.

As a digital marketing agency, with content creation capabilities, we have the ability to generate:

- Website content
- Blog posts
- Articles
- Case studies
- Whitepapers
- Proofreading
- Press-releases
- Email newsletters
- Transcriptions

The purpose of the content samples below is to provide an example of our visual and graphical content creation capabilities.

The copy samples, in particular, have been selected to showcase our ability to create a wide variety of quality technical/scientific content, business content, lifestyle, and educational/instructional content.

INFOGRAPHIC SAMPLES

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6 Critical Elements That Every Local Business Website Needs

- ### 1 CLEAR, CONCISE WELL WRITTEN CONTENT

Visitors to the website are looking for a solution to a problem. Don't just be a solution, be the best solution. Good website content has the ability to turn visitors into customers.
- ### 2 EASY-TO-FIND CONTACT INFORMATION

Over 50% of local business websites still do not have contact information listed on their homepage. Often times, this is all visitors are looking for – so make sure they can find what they need, with the least amount of clicking around.
- ### 3 LOGO, IMAGES, AND VIDEO

Your website is the digital store front of your business. Your branding should be consistent with your store front and business. Images and video of your products and services help potential customers visualize what you provide.
- ### 4 A STRONG CALL TO ACTION

It's 2017. Your website should be more than an online brochure. If you want your website to work for you and generate leads then you'll need to make sure you include a relevant call to action. This compels your visitors to perform some kind of action. Do you want more estimate requests? Then clearly state it. "Get a Free Quote" and have visitors provide the necessary info. Do you want calls instead? Then ask for it!
- ### 5 SOCIAL & SUBSCRIPTION LINKS

When visitors come to your website, encourage them to follow your social pages so you can continue to engage them in the future with useful tips, special offers or promotions, photos & videos. For maximum benefit, encourage your social followers to subscribe to your email newsletter in order to continue the conversation with your visitors.
- ### 6 SEO STRUCTURE

Your information architecture, site structure, and page coding are all critical pieces that will help your web page get discovered and distributed online. It's important that you take your site structure seriously as it can cost you thousands in lost revenue if it's not done correctly.

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CAMPING SAVVY: SEVEN Common Mistakes New Campers Make

Any camper who claims never to make a mistake in the bush is either handling the bush carelessly or doesn't get out there too often. No matter how many years we've been at it, all of us are guilty of an occasional "error of judgement".

If we admit to the blunder, carefully think through it, and try to salvage a lesson from it, each mistake becomes a more effective learning experience than any number of trouble-free camping trips....

It seems that a few campground blunders crop up more frequently than others, particularly among newbies of the outdoor scene. Here are seven camping blunders you should watch out for:

- ### Mistake #1: Poor choice of equipment

No doubt the easiest trip for inexperienced campers (and among that vast array of confused, sometimes proud, equipment and hardware that confronts them in a well-stocked outdoor supplier's store).

Solution: Hold off buying too much stuff until you get a feel for the outdoor lifestyle and activities that most appeal to you and your family. Before going into an outdoor store, research, get recommendations from more experienced campers, and read online reviews. After each trip, review your equipment options, then add (or discard) according to what best suits you.
- ### Mistake #2: A tough first trip

By heading straight into the deep end... perhaps a week-long trip through remote and unfamiliar desert country... it is possible that you or your family may never want to go camping again. Unfamiliar equipment, seemingly hostile terrain, lack of established routes and very little skill add up to a trip you'd prefer to forget.

Solution: Take your camping one step at a time, progressively developing each trip from the one before. For example, try a weekend trip to the top, or a 100-mile desert country town where there is a commercial campground or RV park. Next, visit national parks that offer basic facilities and amenities. Finally, venture into the "back bush" or further into the backlands where higher levels of self-sufficiency are necessary.
- ### Mistake #3: Traveling too far or too fast

Many outdoor people fail to distinguish between camping and touring. They spend more time in a week of their two-week camping vacation just getting to and coming from. Or they travel on such a tight driving schedule that the whole trip becomes one frantic dash from campsite to campsite. Isn't this meant to be a holiday?

Solution: When touring, take time to see and experience the country. A good daily maximum is 300-400 km. On the other hand, when off on a camping trip, try to spend no more than 10 percent of total holiday time traveling. Plan your route or your destination accordingly.
- ### Mistake #4: No stand-up-height shelter

With the increased popularity of small, low-profile tents, more and more campers get caught with a lack of shelter. A tent or three people tent tent is fine for sleeping, but that's all they're good for, who wants to spend a day of foul weather hunched and huddled in a space the size of a dog house? After all, no matter where you go, one day it's going to rain.

Solution: As well as your sleeping accommodation, take along a large tarp or awning to strap up, or best height, between trees, vehicles, poles or whatever, provide shade day living space during morning rain or evening sun. Go for quality and sturdy construction, with sufficient room for all your gear, plus a bit of camp furniture.
- ### Mistake #5: Unsuitable toilet arrangements

If there's one thing that's inevitable in the city or the bush, it's the need for a toilet. On unpaved campsites for a night or two, the camp stove and a long walk to often adequate, but always use the shower. There's just much more than finding toilet waste around the perimeter of a campsite.

Solution: Add a small shovel to your camping gear and take it along on every trip. For camps or four days or more, a bucket or chemical toilet will be more convenient, but you still, eventually, need to bury it. Indeed, in some areas, taking all forms of waste back out with you is from the only legal option, so prepare accordingly.
- ### Mistake #6: No campfire preparations

A good campfire – where they're allowed – is an integral part of camping's attraction, so it's always a surprise to witness the blundering, half-hearted attempts of many new campers. Many mistakes usually end up with more smoke and fumes than heat, safety and comfort. Believe it or not, most campers – particularly the popular ones – rarely provide sufficient kindling for a long firewood.

Solution: Plan ahead. Collect enough dry firewood and kindling for your first campfire, either before you leave home or along the way. A box saw and an empty canister as well as your boots. Also, a supply of waterproof matches, newspaper and lighter fluid should be packed on board where you can get to them soon after arrival.
- ### Mistake #7: Inadequate refrigeration

Carrying an cooler on roof racks or in an open trailer isn't necessarily the best approach. Tall delivery vans to avoid leaving food that isn't supposed to be there through your weekend trip melting about in a cooler of icy water by Saturday night or going bad in the heat. Getting the most out of a cooler requires a bit of thought and careful planning.

Solution: If possible, use rock ice. (Make your own in the freezer at home.) If party ice is your only option, choose blocks that are frozen solid and store them upright. Carry more ice than you think you need. Better still, find a supplier of dry ice. Always carry and store the cooler in a shaded spot, or cover it with a heat-reflective tarp. Place a layer of clean or weighty containers across the bottom to keep food (in containers) out of the water.

Don't be too surprised if, in your early camping days, you bump up against a lot more mistakes than these. But take heart: Each error you make eventually adds to your outdoor savvy.

Mack's Products Find all your camping & hiking needs at Mackmoproducts.com

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SAMPLE 1: 5 IMPORTANT CLINICAL FINDINGS ABOUT RESVERATROL AND YOUR HEALTH

The indulgent pairing of red wine and dark chocolate has long been on point. The two have something in common: resveratrol, a naturally occurring antioxidant that is also present in grape skins, blueberries, cranberries, mulberries, raspberries, peanuts, and pistachios. Resveratrol has long been known to promote good health, including aiding good cholesterol. Here are five clinical findings to keep you abreast on what's hype and what's fact when it comes to this popular red wine antioxidant.

Alzheimer's disease

Purified resveratrol may help counteract the progression of mild- to moderate-stage Alzheimer's disease. Further testing, of course, is still needed to expand on the results of the small-scale study, "A randomized, double-blind, placebo-controlled trial of resveratrol for Alzheimer disease," which appears in a 2015 issue of the journal, *Neurology*. The study made use of pharmaceutical-grade synthetic resveratrol that is not available commercially. The highest dose given to the participants is one gram administered orally twice a day, which is the total amount of resveratrol present in approximately a thousand bottles of red wine.

Bowel cancer

In small daily doses, resveratrol may be effective at thwarting bowel cancer, according to the study, "Cancer chemoprevention: Evidence of a nonlinear dose response for the protective effects of resveratrol in humans and mice," which is published in a 2015 issue of the journal, *Science Translational Medicine*. Research indicates that tumor size reduction is more successful at low daily doses of resveratrol--in amounts somewhat comparable to the resveratrol quantity found in a large glass of red wine.

Multiple sclerosis

Resveratrol intake among people suffering from multiple sclerosis should be discouraged, as recommended by researchers whose findings have been made available in a 2013 issue of *The American Journal of Pathology*. Resveratrol has been discovered to have no neuroprotective benefits. It also exacerbates multiple-sclerosis-like symptoms.

French paradox

The much-hyped French paradox, in which the regular intake of red wine supposedly leads to low rates of coronary heart disease in France, has been debunked. The relevant paper, "Resveratrol Levels and All-Cause Mortality

in Older Community-Dwelling Adults," which appears in a 2014 issue of the journal, JAMA Internal Medicine, explains the lack of direct causation between the two. It has been found that the long-term intake of resveratrol-containing red wine by Italians did not lead to a reduction in the development of cancer or cardiovascular disease. The research, of course, did not take into consideration the potentially beneficial impact of resveratrol supplementation, one that has already been demonstrated in some clinical studies.

Dietary recommendation

A press release from Loyola University Health System's registered dietician, Susan Ofria, outlines her recommendation of moderate consumption of heart-healthy red wine paired with dark chocolate that has at least 70 percent cocoa content. She explains that resveratrol has been found to minimize blood sugar level.

SAMPLE 2: ELECTRA ON THE RISE

So, you're in the market for new crypto, but with the ever-changing market, you have your uncertainties. That's understandable, as cryptocurrencies will always have their risks. One company, however, is looking to take away that doubt.

At the time of this writing, Electra, an up and coming crypto coin has an increase of over 13% in the past six months. That's saying something considering the leaders of cryptocurrency have fallen an average of 40% and that's just in the past month.

Who is Electra and why are you even reading about them? Well, if you are anything like other new crypto-followers, you are looking for the next big thing. Electra (ECA) could be your ticket. Let's take a look at who they are and then why they could be changing things.

Bitconnect's Ponzi scheme reveal was a huge eye-opener in January 2017, giving quite a few banks what they think is the last laugh. It raised panic and doubt over crypto-investors and with good reason. Bitconnect promised an unbelievable experience based on compounded interest -- daily. It was too good to be true, and many investors lost hundreds of thousands of dollars. Time to get out of this crypto craze? Not yet.

Electra is changing the game by taking the best algorithms and combining them with ease of use for the consumer and for the commerce business. They have goals set out in their White Paper, laying it all out that they're not

going anywhere. Their goals spell out even when they'll launch parts of the wallet, how many exchanges they'll need to grow and so forth.

Electra seems to have done their homework, too. The algorithms they use allows the consumer to rest at ease with their transaction. The algorithms are a combination of the best strategies from the top five SHA-3 Finalists from the National Institute of Standards in Technology (NIST).

Electra is also working on making their transaction fees at no cost to the consumer. Electra is looking to launch Atomic Swaps in 2018's second quarter. Atomic Swaps will allow an exchange between two parties. Most cryptocurrency exchanges require a third party, which demands a fee as security. Atomic Swap eliminates the third party and conducts the transaction securely on Electra's blockchain.

You can see where cryptocurrency skeptics may focus on a coin like Electra. Electra's white page report defies the skeptics' vision of it being a slow currency that will never catch on. Atomic Swap and the coin's report on their future shows, they have a game-plan and strategy on how to stay alive in the crypto-world and thrive with it.

Through the white page report, some objectives rely on the community of Electra's holders starting with the company's starters. The cryptocurrency world relies on its community, so that's nothing new. The whole point of cryptocurrency is to be free of a government and banks that control fiat currency. However, the holders of Electra will have to believe in the company's values, as well as the cryptocurrency mission. If Electra can convince their holders and continue their missions, they have a real probability of changing the way the world views cryptocurrency.

To say that this coin will change the cryptocurrency leaderboard is like any other prediction on cryptocurrency. After researching and reading the white paper in its entirety, new holders can see that perhaps Electra will not stay an Altcoin for long but probably will move to the ranks of Bitcoin, Ethereum, and Litecoin. There are many videos and predictions for other coins like Ripple and Salt, but for anyone who is investing wisely into cryptocurrency, needs to seriously move some funds into Electra and watch their White Pages for the quarterly updates.

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Coin Market Cap. (n.d.). *Coin Market Cap*. Retrieved February 10, 2018, from <https://coinmarketcap.com/currencies/electra/>

Electra. (2018, January 31). *Electra White Paper*. Retrieved from Electra Project: https://electraproject.org/electra-white-paper_1.0.pdf

SAMPLE 3: FEELING THE BURN? STEPS TO TAKE IF YOU GET A SUNBURN

Whether your sunscreen wore off or you stayed outside a little longer than planned, you have a shiny red sunburn to show for it. Sunburn occurs when the sun's ultraviolet rays penetrate the skin, damage skin cells, and stimulate inflammatory proteins, including cytokines and prostaglandins. Because it takes the body somewhere between four and six hours to show these symptoms, you often don't know you have a sunburn until you've been out of the sun for a while. While your body works to repair itself, here are some steps you can take to reduce redness, pain, itching, and swelling of a sunburn.

Apply cool compresses

Cool (but not cold) temperatures can help to take some of the "heat" out of the skin and reducing swelling. To accomplish this, place the wet washcloths or towels on sunburned areas of skin and leave on for 10 to 15 minutes. Remove and allow the leftover water to evaporate. Taking a cool bath or shower can also have a soothing effect.

Apply soothing moisturizers

Aloe Vera is a go-to for treating sunburns because it contains cooling and moisturizing compounds. Apply these after a bath or cool compresses to keep the skin from becoming overly dry. Gently pat the moisturizer on to avoid causing further pain or discomfort.

Take an over-the-counter pain reliever

Pain-relieving medications like ibuprofen or acetaminophen can help to take the sting out of a sunburn. These medications also have anti-inflammatory properties, which may help to reduce the extent of your sunburn.

Increase your H2O intake

A sunburn can dry out your skin as well as allow for more significant amounts of water to leave through the outermost skin layer. As a result, you should try to increase your water intake to prevent dehydration. Bring a water bottle and sip on cool water for a soothing and hydrating drink.

Avoid lotions that could make the sunburn worse

Lotions that contain ingredients like petroleum or oils won't work in your favor when you have a sunburn because they trap in heat. That can worsen the symptoms of a sunburn. Avoid products that contain lidocaine or

benzocaine as well. These can irritate the skin instead of helping to reduce a sunburn's effects.

Protect your skin from further damage

Wearing soft, cotton clothing that protects the skin from the sun can promote healing and prevent further inflammation and irritation. Not all fabrics are useful in helping to keep the sun out. Hold the material up to a light. If very little of the light comes through, the weave is tight enough to protect your skin. Also, if you develop blisters, resist the urge to pop or manipulate them. Allowing them to heal on their own is best.

While sun-related skin accidents are going to occur sometime in your lifetime, they can be a wake-up call to change up your sun care routine. Examples include applying sunscreen more frequently, considering a higher SPF, or switching to a more waterproof brand. All of these steps can help to protect your skin from further damage and reduce your risks for skin cancer.

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What happens when you get a sunburn? Retrieved from scientificamerican.com/article/what-happens-when-you-get/

Treating sunburn. (2018). Retrieved from aad.org/public/kids/skin/skin-cancer/treating-sunburn

SAMPLE 4: QUORUM SENSING: HOW BACTERIA COMMUNICATE

Bacteria are simple, single cells, but they still have the ability to sense and respond to environmental signals. Recently, it has been shown that bacteria also sense and respond to chemical signals sent from other bacteria. This quorum sensing allows a population of bacteria to communicate with each other and coordinate their behavior, adapting together to a changing environment.

The discovery of Quorum Sensing

Quorum sensing was first noted in *Vibrio fischeri*, a marine bacterium noted for its bioluminescence. This species lives in symbiosis within a species of squid, gaining nutrients while providing light thought to play a role in camouflaging the squid. When researchers cultured *V. fischeri*, they noted that the bioluminescence did not occur until the bacterial population increased to a certain size. It was determined that bioluminescence occurred when a molecule produced and secreted by the bacteria, called an autoinducer, reached a high concentration. Bacteria were

communicating with each other to determine the density of their population. By waiting until populations were large and coordinating bioluminescence, the bacteria could ensure that the light produced would be visible.

Since the discovery of quorum sensing in *V. fischeri*, many species of bacteria have been shown to signal to each other, using similar mechanisms. As bacterial populations grow, the concentration of autoinducer molecules in the environment increases, until it reaches a "minimal threshold stimulatory concentration". At this point, bacteria in the population alter their gene expression to produce an effect together. In *V. fischeri*, this causes easily observable bioluminescence, but as research on quorum sensing has increased, researchers have found that many other bacterial species use quorum sensing for a wide variety of reasons.

How bacteria use Quorum Sensing?

In some species, quorum sensing causes bacterial cells to settle they switch from a planktonic, moving form to a stationary form. The bacterial cells attach to a surface and form a biofilm, a conglomerate of cells and intracellular material, which can be difficult to eliminate by physical or chemical means. Because of their tenacity, biofilms are a major cause of persistent infections. Some pathogenic bacteria use quorum sensing to become more virulent, releasing toxins. Other species release antibiotics to kill other species when their population reaches a certain density. Other traits controlled by quorum sensing include the storage of nutrients and the formation of spores when environmental conditions worsen.

Benefits of understanding Quorum Sensing

Because quorum sensing can lead to biofilm formation and increased virulence, the ability to interfere with this method of bacterial communication could be quite helpful in treating bacterial infections. Researchers are working on ways to disrupt the signals, by preventing autoinducers from being secreted or by preventing them from being recognized by other cells.

Quorum sensing can be vital to bacteria by helping them adapt to a changing environment, allowing individual cells to work together to promote growth and survival. The challenge for researchers is to use the knowledge of quorum sensing to develop therapeutic agents that cut the lines of communication and help treat bacterial infections.

SAMPLE 5: REASONS TO INVEST IN A WORKPLACE WELLNESS PROGRAM

Employee wellness programs are becoming increasingly popular. These programs usually involve free cholesterol and blood sugar screenings, incentives for activities such as completing exercise and keeping food logs, and access to healthy living programs, smoking cessation classes, and diabetes prevention classes. Some programs offer cash payments, gift cards, or reduced health insurance premiums for participation, and others offer free or reduced-cost healthy living classes or gym memberships. While wellness programs do require a monetary investment on the part of the employer, there are numerous benefits to offering a wellness program to employees.

Reduced prescription costs

Employees who participate in wellness programs might find that their health improves. For instance, an employee who has pre-diabetes could take advantage of a diabetes prevention program and lower his or her blood sugar levels, thereby eliminating the need for expensive medications. This directly benefits the employer through reduced prescription medication costs. A 2016 study in the journal *Value in Health* found that after employees participated in a wellness program for two years, their prescription drug costs and likelihood of requiring prescription medications decreased significantly compared to employees who did not participate in the wellness program. The program resulted in an estimated savings of \$280 per employee per year in prescription drug costs, and the return on investment for the wellness program was \$1.86 per dollar spent.

Better attendance at work

Workplace wellness programs encourage employees to make healthy lifestyle choices, which can result in them staying healthier and missing less work. A 2001 study in the *Journal of Occupational and Environmental Medicine* found that after employees participated in a workplace wellness program that offered reimbursement for completion of health and fitness activities, they lost fewer days at work to short-term disability. The study authors estimated that the monetary savings from this reduction were over \$1,000,000. A second study, published in a 2005 edition of *Preventive Medicine*, found that school employees who participated in a wellness program missed three fewer days of work than employees who did not participate did; this equated to a savings of \$15.60 for each dollar invested in the wellness program.

Lower healthcare costs

Workplaces that implement wellness programs could see a reduction in employee healthcare spending which can result in lower insurance premiums. This is especially beneficial for employers who foot the bill for most of the cost of employees' insurance premiums. A 2002 study in the Journal of Occupational and Environmental Medicine found that after Johnson & Johnson implemented a wellness program, each employee spent an average of \$224.66 less per year on medical expenses including inpatient services, mental health services, and outpatient services. These costs savings are significant, and workplaces that implement wellness programs could save a considerable amount of money on health insurance premiums.

Improved employee health and productivity

Workplace wellness programs have the potential to improve employees' health, which could make them more productive on-the-job. A 2015 study conducted for Rand Health Quarterly found that when compared to those who do not participate, employees who engage in wellness programs experience improvements in exercise participation, smoking reduction, and weight management. These improvements in health-related behaviors can translate into increased productivity. A 2017 study in Management Science found that employees who improved their health through wellness program participation were 10 percent more productive, due to improvements in diet and exercise.

Employees who become healthier and increase their productivity at work are inarguably a financial benefit to their employers. In addition to improving finances through increased productivity, workplace wellness programs provide an economic benefit by reducing the costs associated with absenteeism, healthcare utilization, and prescription medications. Employers would, therefore, be wise to invest in workplace wellness programs, as the research shows that the return on investment is significant.

SAMPLE 6: THE FASCINATING HISTORY OF COFFEE.

Coffee - it's the fuel that gets the workforce going in the morning and provides energy throughout the day. It's the reason for coffee breaks. It soothes, delights and tantalizes the senses in its many forms. Folks drink it at home and in everything from the local diner to the upscale coffee house. But where did it all begin? Take a look here.

Where it all began

Tea has been around for thousands of years, but coffee is a bit younger. The world has been sipping coffee for roughly a thousand years. It all started in the 9th century, according to legend. The first use of coffee in its pure form began in Ethiopia. It is said that the Ethiopian goat herders noticed their goats were a bit more active after nibbling on what is known today as coffee beans. What were they to do but try it themselves? So the caffeine addiction began and spread to many areas of North Africa and Egypt.

Coffee in the middle east

Once coffee hit Egypt as a beverage, it was just a matter of time until the next step took place. Egypt bought and sold products all over the known world due to its many ports. By the 1500s it was a big hit in the Middle East. Muslim leaders tried to ban it and succeeded for a while, but it was impossible to hold the flow of coffee back from its consumers. There were limits in place for exporting at this time. It was being exported to European countries like Italy but couldn't be exported in its raw form, either as a bean, seed or a plant.

A bold new world

Coffee lovers everywhere wanted more, and Dutch traders found a way to answer the call. They smuggled the stuff out during the 1600s. They took the seeds to the island of Java and history was made. Java is still known today as a nickname for a cup of Joe and remains a major exporter. History repeated itself when the seeds were smuggled to Brazil in the 1700s. Today Brazil is the largest exporter of coffee.

Coming to America

Although popular in the Middle East and European countries, it's wasn't until the 1700s that it made its way in popularity to the US. During the Revolutionary War tea became scarce and coffee drinkers increased. It happened again during the War of 1812, but the Civil War is when things really take off. It became the drink of the armies as soldiers needed hot drinks and they counted on the caffeine to give them the extra energy they needed. It was a household word after this.

Spreading throughout the land

By the 1800s this household drink became something for entrepreneurs like John and Charles Arbuckle from Pittsburg, Pa to grab hold of and market. A new coffee roaster had been invented and the Arbuckle brothers were the first to offer pre-roasted coffee beans, sold by the pound, in a paper bag. Their biggest customers were cowboys who seem

to live off of the brown ambrosia. James Folger quickly hopped on the coffee selling bandwagon and hitched his wagon to the gold miners in California. Folgers is a name brand throughout the world today.

Getting fancy

In the 1960s specialty coffees were born and in 1971 Starbucks opened in Seattle, WA. Today you can find specialty coffee shops on every corner. From the small diner to the parking lot coffee kiosk the coffee flows free. No matter what your taste is, from the dark black roast to the latte, you can find it no matter where you live. So, lift a cup today and celebrate the history of coffee.

SAMPLE 7: 5 WAYS TO IMPROVE YOUR SITE'S SEO RANKING

Optimizing traffic to your site requires a combination of strategy and artistry. Here are some tips to help get you to the top of the search engine results and stay there.

1. Harness the power of original, quality content

When your site contains fresh, abundant content, not only does it give potential customers more reasons to visit, it also provides plenty of opportunities for you to use those crucially important keywords. (See #3.) Just be sure to keep each page of content to one or two subjects or keyword phrases for best optimization. Blog posts, articles, news announcements, item descriptions and reviews will not only beef up your site and make it more interesting, but they can potentially be linked to from other sites and social media, which is another essential factor when considering SEO. Don't forget to include plenty of outbound links from your own content, as well.

2. Keep your site in good working order

It's important to check your site regularly to make sure everything is working like it should. It's the little things that can make or break a site's popularity. A website needs to be tended regularly if it is going to flourish. If customers notice that your links are broken, or that your text contains typos or spelling errors, it's likely that they will abandon the site and look somewhere else. One especially important area of your site that should not be overlooked is your contact information. This link should be easily visible and accessible, and the information should be current. If customers get the impression that they can't easily contact you, they may think they are dealing with a company that is untrustworthy.

3. Know what your keywords are, and make sure you use them strategically

Great content is most useful for generating traffic when it's been optimized for SEO through well-chosen keywords. In order to do that, you need to know how your site ranks currently for certain keywords. There are many online tools to use for this, such as <https://serps.com/>. Once you know where you stand, you can begin to refine the keywords that you want to use in your content to gradually improve your search ranking.

4. Remember that your customers are humans

As important as it is to incorporate keywords and links into your site's content, do remember that it's other people who will be visiting your site, not the Google bots. Your keywords really only need to appear in the first paragraph or two. You are ultimately trying to make a connection with other human beings, and that connection is going to be what will convert readers into customers. The goal should be to strive for content that's readable, relatable, and intriguing. So, try to avoid peppering your copy with keywords.

5. Never underestimate the power of good design

Consumers these days are looking for an experience, not just information. A great site incorporates all sorts of great creative design within a well-chosen format. Many people prefer visual aids to plain text, so don't hesitate to include infographics and video within the content of your site as well. Another thing to consider is that a growing majority of people are accessing websites through their mobile devices rather than on their computers, so it's essential that your site should be mobile friendly.

It takes lots of thoughtful attention and strategy to have an active, popular site that ranks high in the search results. But if you begin with some of these small changes and build on them, eventually you will see big results.

SAMPLE 8: OFFICE SUPPLIES STORES

Welcome! Of all the office supplies stores on the web, you've stumbled across one of the best kept secrets. Shop with us for all your home office supply needs and be guaranteed of a satisfactory purchase every time. Our stock ranges from network security products such as secure routers and firewalls to comfortable leather office chairs to printers. We have the products every worker needs to get the job done... and in style. That's right, with us you can shop with confidence for everything from paper

products, laptops, modems, and adhesive products from top brands that fits every type of budget. Whether the main purpose is for personal usage, for maintaining a multi-office organization, or for starting a small business, you'll find information, solution and outstanding service right here. We provide an easy and inexpensive method of finding the odds and ends of day-to-day home office life.

Your online office supplies store

At OfficeSupplyStore.com, there's an art to quality shopping. Because you can buy office supplies online with us, you avoid the exhaustion and stressed-out feeling of running through aisles, going through bargain bins, haggling with tons of people or spending the whole day jumping from one outlet mall to another just to find the right product to suit your needs.

How we're different than other office supplies stores

We're a different type of office supply store. Our commitment to each customer starts with the quality of our products extending to our intuitive website. Additionally, we provide you with detailed product offering and real customer reviews to help you make the right choice. Our dedicated service team desires to give each customer an excellent online shopping experience that's affordable, instantly rewarding, and always available. Our reps are knowledgeable about our products and will help you find the right product to meet your needs. And did we mention that we also have a large stock of their supplies with the entire major brand, providing quality discount office supplies at competitive prices?

SAMPLE 9: BUY OFFICE FURNITURE ONLINE

Shopping for office furniture can be difficult. There are tons of factors to consider: What kind of office furniture do I need? How much money should I spend? Where should I buy it from? What happens if I want to return my purchase

If you're a small business owner or telecommuter thinking about ordering office furniture online, OfficeSupplyStore.com, invites you to browse our wide selection of office furniture, including shelves, racks, & storage units; desks & workstations; and complete office furniture sets. When you shop at The OfficeSupplyStore.com, you don't have to go broke furnishing your home office or small business. We have furniture pieces to fit any budget and carry all major brands. Shop securely knowing that OfficeSupplyStore.com, makes it safe to buy office furniture online because your order will be processed by Amazon.com, a leading and trusted e-retailer.

Office furnishings can make the difference between having a home office or just having a work area in the home. With the right furnishings – a quality desk, filing cabinets, a bookshelf, and a comfortable office chair – we can help you to create a work environment conducive to productivity.

SAMPLE 10: KEEP YOUR BOTTOM LINE ON TOP WITH OFFICE SUPPLIES

It is no secret that many businesses are struggling these days. With the dismal economic picture, many companies' bottom lines are bottoming out in a hurry. As a result, companies large and small are being forced to cut expenses anywhere they can in order to streamline their operation. And when it comes to office supplies, a lot of firms are keeping the bare necessities on hand, or in many cases, are being forced to do without. But all is not lost. You can still purchase all the office supplies your company needs without having to go broke in the process.

If you operate a home-based business, or are one of the growing number of telecommuters, your needs when it comes to office supplies are unique. In many cases, these expenses come out of your own pocket, so you must pay special attention to where every penny goes. And since you don't have the luxury of running to the company supply closet whenever you run out of something, you need to be sure to have enough critical office supplies on hand at all times so that you don't lose a key client just because you didn't have what you needed to service them properly.

By purchasing discount office supplies, you can eliminate the problem of your business not achieving maximum efficiency just because you thought you couldn't afford what you truly need. Whether it is basic office supplies like staplers or file cabinets, or more substantial office equipment like computers or furniture, cheap office supplies can be the answer to your prayers. And don't let the word "cheap" fool you. Just because you are saving money doesn't mean you have to skimp on quality. By choosing the right online retailer for your office needs, you can get top grade merchandise at a price you can afford.

So why pay full price or waste valuable time shopping at those brick and mortar office supply stores when you can get office supplies for a lot less? With names like Canon, Brother, Xerox, and HP, just to name a few, you can be sure that you're getting the best products for your money, whether you purchase bulk office supplies or just a few items now and then. With

so many items to choose from, you won't need to look anywhere else. Now, you can keep your business running on all cylinders while keeping your bottom line looking great.

SAMPLE 11: HOW TO SELECT AN ENTERPRISE CONTENT MANAGEMENT SYSTEM? - TIPS AND SUGGESTIONS.

There are so many different choices out there for finding the right enterprise content management system. With so many companies moving away from traditional business content management and offering enterprise level services, anyone seeking to procure a CMS is going to find a great variety of products and services to choose from.

Enterprise content management systems will give you many more advantages and benefits than traditional or lower-level services. You will enjoy better document management and content control than ever before, which is exactly what you deserve. Here are some tips to find the best enterprise CMS for your business:

- Find a company that offers the solutions that you find important. No matter what those things are, you need to ensure that you're working with a company that can understand and meet your needs.
- Consider all your options for enterprise content management system providers, and research them objectively. Get away from their websites and do a general search to see what other businesses have to say about the various providers that you find. Their website is always going to tell you that they are the best. Other sources, however, will tell you the truth.
- Don't focus too much on cost. Obviously, content management has to fit into your budget, but you shouldn't focus exclusively on prices. By doing this, you won't get to know the reputation and quality of the companies that are out there, and you might sacrifice a great service for the sake of a few dollars.
- Find a system that works for you. You are the one that has to use the system, so at the end of the day all that matters are finding something that you can use and understand. Look for optimal choices, a user-friendly interface, and support that is there 24/7 just in case you need it.

These are all great tips to keep in mind when it comes to choosing the right enterprise content management system. You should always do a little research before you choose, and never settle for the first service that you find. That way, you can enjoy the best business CMS out there and make your business that much easier to manage.

SAMPLE 12: OUTLINING VS. DISCOVERY WRITING

Every writer's method of creation is different, but there are some common questions most writers ask each other and themselves. Are you a plotter or a pantsler? Which is better?

To outline or not to outline?

Plotting simply means to outline the events of your story in advance. A plotter will plan, in various degrees of detail, each step of the journey they want their characters to take. They create this plan before they begin to write their first draft, preparing themselves for the ending, so they don't make any missteps along the way. Writers of twisting plots and mysteries can make great use of outlines. If you like structure, and the thought of gazing at a blank page or sending characters out into the world without any idea of what will happen to them brings you out in hives, then you might want to outline your next story.

On the other hand, a "pantsler" discovers the story as they write it, letting the characters lead them on a journey and surprise them along the way. Discovery writing keeps the story fresh and unpredictable and allows the characters grow organically. It also can help writers who struggle to finish push to the end just to see what happens. Discovery writers tend to be more successful when writing character-driven stories. If the idea of outlining your plot in advance stifles your creativity or bores you to tears, then you should probably make up your next story without a concrete plan in place.

There are pros and cons to both methods. Outlining reduces the chance of writing oneself into a corner, but it can get tedious when you already know what will happen next. Discovery writing provides freedom and flexibility, but it can also lead to a lot of dead ends, unnecessary new characters, or an unsatisfying conclusion.

Blending elements

What works for one writer doesn't work for the next, and so it goes for books. You might want to discovery write one book then outline the next. Thankfully, you can choose between them at will, or even better, combine

elements of both. The key is to be flexible enough to make adjustments when necessary.

An outline can be incredibly detailed, the bare bones of a story, or simply the details of a character's growth journey. Some writers get a feel for their story and characters with a loose outline followed by mostly discovery writing. Some writers rewrite their outlines throughout the process, adjusting for changes that appear during the first draft. Many writers use the framework as a starter point, forgetting about it completely once they begin their first draft. Others use a loose outline as a broad marker for character arcs.

An outline can help to keep a story on pace or ensure it includes certain pivotal scenes. If adhered to too rigidly, however, it can dampen creativity and enthusiasm by taking away the flexibility needed to see where you might improve upon the plot. Even when following an outline, a writer should discover new ideas as they write which can open up the plot to more unpredictability.

Discovery writing is a lot of fun but can wind up with a lot of loose threads. In this case, reverse outlining can help fix a story that's already written. By tracking the crucial scenes and arcs in a story after the fact, the writer can usually spot weak plot points and poor pacing at a glance.

Choosing wisely

An outline can simply let a writer know if there is enough story to tell, while discovery writing uncovers the story, one word at a time. The only way to understand what works for you is to try different methods and see what fits. You may be more comfortable working with preconceived ideas and fully fleshed out characters, or you might need the push of the unknown to finish your story.

Either way, there is no right or wrong method, only the one that works for you and your story. Experiment with ideas, plot and discover simultaneously, or stick to one method or the other--but never be afraid to change methods if something isn't working.



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