

Content Marketing



Create search-engine-optimized "news" to tell your story in a way that helps your website get found online

Content Marketing Works For:

- Service Companies
- Retail Companies
- Online Retailers
- Trade Associations
- Philanthropies
- Political Campaigns
- Issue Campaigns

Search Engine Optimization

- Create content for your website that helps you to rank well with search engines so you can be found online

STRATEGIES

- Keyword Research
- Evergreen Content
- Content Planning
- Content Timeline / Calendar



Step 1: Kick off consultation to identify your needs and business objectives.

Step 2: We research your content areas to fully grasp the subject matter.

Step 3: We analyze which terms and issues are most likely to help you rank well.

Step 4: We draft SEO content for your approval.

Step 5: We post the content on your website using coding to reinforce SEO.

Step 6: We continually repeat steps 2-5 for the duration of the contract term.



Content Marketing Portfolio



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IMPROVING ACCESS TO MENTAL HEALTH SERVICES IN RURAL AREAS IN 2022

June 13, 2022 | mental health, mental health professional



While both rural and urban communities face prevalent mental health issues, the services made accessible to both are drastically different. Oftentimes, the needs of rural communities in regard to mental health are not met or adequate services are not present. According to the [National Rural Health Association](#), rural communities lack logistical accessibility, professional availability, affordability, and acceptance which contributes to the stark division amongst communities.

What is Behavioral Health Equity?

Behavioral health equity is the right to access quality health care for all populations regardless of the



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