

content creation **web copywriting** local search

autoresponders **content marketing** SEO

**content strategy** social media **web design**

press releases articles **human-friendly content**

blogging **web videos** e-books

Company Overview

## Web Content Development & Content Marketing Services

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## Company Background

Content Launch is one of the leading web content development firms in the United States. Starting in 2003, we have written and consulted for over 500 companies, in 7 countries, in every major industry in business today. Content Launch is a subsidiary of Telegent Media, LLC, headquartered in San Diego, CA.

As the # 1 provider of online content for web designers, digital agencies and search marketing firms, Content Launch has earned the trust of the most demanding companies in the industry. This separates us from other content providers. These firms understand the optimization process and require high quality, high conversion content for their clients. They have partnered with us because we deliver exactly what they need, when they need it.

Content Launch has worked with the most well known brands today, including Marriott and Hallmark. We have also worked with dozens of start-ups, small businesses and medium sized firms and other Fortune 500 corporations. Our firm has received some of the highest honors in the industry, including an award from Top SEO's.com for Content Creation and Search Engine Copywriting.

Led by veteran copywriter, speaker and online marketing leader Jon Wuebben, Content Launch features over 100 of the world's best SEO content writers and web video editors on earth. Jon is the author of the best selling book, ***Content Rich: Writing Your Way to Wealth on the Web*** (Sept, 2008) [www.contentrichbook.com](http://www.contentrichbook.com), which has helped businesses of all sizes improve their online content, learn SEO copywriting and improve their overall web marketing effort. He has an MBA in International Marketing from Thunderbird, The American Graduate School of International Management.

Content Launch achieves measurable results for their clients. A few examples: From page 20 to page 1 for competitive search terms, a 300% increase in lead generation in 4 months, a \$3,000 reduction in Google Adwords (PPC) expenses over a 60 day period, among many others. If these are the types of results you are looking for, we welcome your inquiry.

## Types of Content Provided

- One-time projects or monthly content development/maintenance plans
  - Website copy
  - Blog posts
  - Articles
  - Press Releases
  - Auto-responder copy
  - Emails
  - Content marketing
  - Newsletters
  - Web videos
  - Brochure copy
  - Flyer or sell sheet copy
  - White papers
  - And much more

## Why Content Launch?

Two reasons: We give our clients more than what they expect and we provide more value to our clients than anyone else in the industry. Companies all over the world decide to do business with us because we are fair, we are honest and we are very good at what we do. Why else are we chosen among many other content providers?

Here is what our clients tell us:

- High Quality, Search Engine Optimized Content that converts
- Great staff of writers – many different industries represented, growing our base of writers every day
- Passion for the web and growing online businesses
- The fact that we provide marketing and brand consulting to our clients *free of charge* with every project
- Affordable rates (\$150-175/page for website copy is half of what some firms charge)
- Fastest turnaround in the industry
- Partnerships with many key industry vendors
- Interested in building long-term partnerships with our clients
- Honored by outside agencies for our content creation and search engine copywriting
- Written for every major industry, from the Fortune 100 to web startups
- Provided white label copy solutions for web designers, ad agencies and search marketing firms
- Passionate and involved Founder/Managing Director who has written the definitive book on content for the industry, Content Rich ([www.contentrichbook.com](http://www.contentrichbook.com)) and speaks at industry events
- We become an extension of your marketing department, providing higher quality content and services than in house staff can provide at a significant cost savings
- We stay up to date on all changes to search engine rankings, algorithms and other important industry developments
- We are one of the most established firms in the industry, in business since 2003.

## Methodology

### Content: Structure & Grammar

This is the first thing that we look at when we're writing new web content or analyzing a page of existing content. In this day and age, there really are two fundamental things that most people do when they are reading copy on a web site: First, they "scan" read – they don't read every word. And second, the copy is better comprehended when it is written *the way people speak*. We make sure we utilize these ideas when we write for a client. Here are the other things we look for when writing new copy and analyzing existing copy:

- **Utilizing bullets and lists.** This can be an important tool to use because you're competing for the readers time. If they don't get the info they need fast, they'll jump to the next web site.
- **Making the Copy Engaging.** Is it interesting and informative? Does it address their needs? We make sure the copy has a rhythm and is interesting to read.
- **Giving variety to the writing.** Are all the sentences long with multiple adjectives and adverbs? We combine short sentences with a few long ones with the end goal being that **we want the copy to flow.**
- **Utilizing Headings and Sub headings.** Websites need these to break up the page into digestible parts. They are also good places for keyword phrases.
- **Checking Word Count.** If there are more than 600 words per page, it's too much. The never-ending Home Page is a thing of the past. People need information quickly.
- **Checking Word Spelling.**
- **Checking Proper use of Grammar.** The fundamentals have to be there. Noun –Verb agreement, proper use of pronouns, direct and indirect objects, etc.

### Content: Integration & Relation to the Site Design

Here are some of the things we look for when we consider the copy and how it relates to the website design:

- **Contrast in the type of fonts, the size of fonts, and the colors that are used.** Some of the most eye-catching web sites use lots of contrasting fonts, with various sizes, and complementary colors. This can only help the copy, as it wraps it up in a great looking package and truly brings it to life.
- **Readable or scannable copy sections.** Are the pages scan-friendly or are they simply placed on the page without regard for usability or the needs of the customer? We ensure your web pages can be scanned in 30 seconds or less.

- **Important areas are clearly visible.** If there's a "Learn More", "Buy Now" or other clickable button, is it obvious? It needs to stand out on the page so it can't be mistaken for something else or be missed altogether.
- **Is the design simple and easy to navigate or is it cluttered?** Some of the very best web sites are really very simple in appearance, even if they do have lots of content. We recommend not "drowning" the copy in a complex design structure or have a million different web pages on the menu. **White space is important.** We recommend letting the copy breathe!

## Content: Search Engine Friendliness - Copy Optimization

Many people know that Search Engine Optimization is a **moving target**. It's a complex process that must be constantly fine tuned and tweaked to keep up with the search engine's changes and your competitor's moves. We understand that. As a result, we keep up to date on the latest developments for the various search engines: Google, Yahoo and Bing

We have the mindset that our client's competitors are jockeying for that first page placement for the same keyword phrase. We want to "out-SEO" them. When it comes to optimizing our client's web content, here is what we pay attention to:

- **Ensuring that the copywriting is balanced.** We use the keyword phrases enough times without compromising the readability of the page. On keyword density, we stay within the 3- 4% range. More often than not, staying close to this range gets us where we need to be.
- **Performing Keyword Research.** We use Word Tracker and Keyword Discovery to take a look at the keywords people are using or the keywords we think our client should be using to have potential customers find their site. We then jump over to the competitor's web sites and view the source code on their home page. We look at the Meta Tags with the keywords they are using. These may or may not be the right ones to use. But we feel it's important to take a look and see what they are using. The next step is to see where they are ranking for those keywords. We try to find them on Goggle or Yahoo. That gives us a good benchmark for comparison.
- **Checking our client's competitors.** We check to see who is on the first two pages for our client's keywords. We take a look at their websites. We notice the copy. We analyze their business. Are they successful? What are they not doing right? We look for the holes.
- **Writing the Copy.** We write much more about benefits than features. We don't focus on copy that exclaims how great the company is. Our client's customers discover that for themselves when they are impressed with the service and our client delivers the perfect product that meets their customers every need. We also make the copy to-the-point and snappy. We ensure that it has impact, and asks the potential customer for the business. The main thing we want to do is **meet the client's objectives on the copy**. If it needs to inform, we inform. If it needs to sell, we sell.

- **Placing the Keyword Phrases.** We usually don't use more than four keyword phrases per page. Sometimes, we use only one or two. We don't include every keyword phrase on every page. We break it up across the pages, depending on what that page is about and what the keyword phrase is.
- **Recommending Link Building.** We know that inbound links are a very important component of the overall SEO effort. With Google, it's extremely important. We know that optimizing the copy alone won't get our clients the rankings they want. We recommend that our clients approach the SEO copy effort **holistically**. That means looking at links.
- **Utilizing Keyword Phrases in Links, Headings, and Sub headings.** These are some of the important places we use keyword phrases to get higher rankings.

## Our Partner Program

Content Launch has dozens of companies participating in our partner program. **Ad agencies, web designers, freelancers, digital marketing firms** and others are among them.

Our partners resell our content services and in doing so, participate in the revenue generated. Whether our partners decide to white label our services and add our team to the services they offer or have us work directly with their clients, **our partners share in 15% or more of the revenue.** They benefit by creating a new revenue stream and at the same time, are providing their clients with high quality content from one of the nations top web content development firms. Our content services are customized for each client, taking into account their product or service, their target market, and their budget. We help our partners and their clients maximize their return on investment for the services they offer.

### Why choose Content Launch as your Copywriting Reseller Partner?

- When you choose Content Launch you get true SEO content experts
- Content Launch is a recognized leader in the SEO copywriting industry
- Content Launch has a long history of providing positive copywriting results
- The 15% revenue sharing plan (Whether White labeling our services or having us work directly with your client, assuming a \$5K project)
  - We work with your client: We send you a check for \$750.
  - White labeling: You retain \$750 from the client invoice from our payment.

### When a partner signs on as a reseller of our Copywriting services they receive:

- Great commission/revenue sharing structure
- Immediate payment after the completion of each project
- The ability to include content from our website for the promotion of our copywriting services on their sites.
- Freedom to pursue their own business. Depending on the preference of our partner, we can take over after the initial contact is made with the client leaving then time to pursue other business.

## Why Make an Investment in Optimized Content?

- In today's economy, it's the best use of your marketing budget – web content can be measured, changed and expanded to meet your immediate needs
- Millions of businesses out there – 50% or more have a limited online presence and are leaving potential customers and money – on the table
- Those that do have a website and/or blog are not maximizing its value
- 70% of those that are online are still operating in a pre-Internet reality and are not taking advantage of new content tactics such as social media optimization
- Improving web content or starting a blog are two of the easiest things a company can do to reach new prospects and sell more online
- Your competitors are online – and some of them are beating you out of additional sales
- Consumers and businesses will continue to buy more goods and services online

## Getting Started with Content Launch

Getting started with Content Launch is easy. Once you decide to move forward with your project, we'll send you an agreement and provide you with our Discovery Process, a simple questionnaire that helps us better understand the project.

Once we receive these items back from you, along with your project deposit, we will schedule your project and begin the competitive and keyword research process. This step usually takes 1-3 days depending on the size of the engagement. We then begin the writing, which typically takes 1-2 weeks.

If you want to find out more, have questions or are ready to begin your project, contact us.

We look forward to working with you!



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