

## **Online Communications Business Adds Blog Writing and Content Management to its Services**

*Virginia-based Philip Day Communications breaks into the blogging and web content management markets with these additions to its digital lineup*

**Charlottesville, Virginia, (PRWEB) Monday, April 29, 2013:** Philip Day Communications has added two new options to its menu of web-based business services: Blog Writing and Content Management.

When Philip Day Communications, based in Charlottesville, Virginia, opened in 2012, it offered copywriting, SEO/SEM, voiceovers, newsletters and content editing. But, as the popularity and credibility of blogs and blog writing has grown in the marketplace, it became imperative for the company to expand and offer it as a key service.

Additionally, many companies need fresh content when traffic arrives at their site. In response to the market need, Philip Day Communications refined its “Content Editing” service to “Content Management” meaning that the client’s site would have fresh, evergreen content from copy to video to white papers and other business-related items which may decrease bounce rates and increase conversions.

“Blogs have become an essential element of business communications now,” says Philip Day, Owner/Operator of Philip Day Communications. “If a business wants to bring traffic to its site, it must have a compelling, informative and entertaining blog for readers to enjoy. Then, once they have read it, they’ll go to the site where there will be fresh content to read because of the evergreen content management. In the world of online commerce, traffic and conversion are the most important elements of a profitable business. I’m excited that we are stepping into the world of blog writing and content management. It’s a good fit, for sure.”

About Philip Day Communications:

After more than fifteen years in the non-profit public relations and management, Philip Day opened his business, Philip Day Communications, in 2012. PDC offers copywriting, blog writing, voiceovers, Search Engine Optimization and Marketing, content management, newsletters and photography for businesses and organizations.

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