



SEO Blogging

You've helped your clients create visually captivating, optimized websites, but how do you drive traffic to these sites to ensure your clients' digital marketing success? SEO blogging is part of the solution; it drives consumers to a given client's website by providing helpful, detailed information written in such a way to increase search engine visibility and boost site traffic. Still, effective blogging requires an ongoing effort with monthly, or better yet, weekly or daily posts along with significant industry knowhow relevant to each client. So how do you provide the content that your clients need without creating substantial overhead with a team of writers on your staff? Partnering with Pennington Creative can let you offer blogging services without your own in-house writing staff, allowing opportunities for a subscription-based revenue stream to bolster your business.

At Pennington Creative, we have years of experience in SEO blogging, and we are able to adapt our writing services to fit the needs of your business and your individual clients. We invite you to schedule a consultation with us, in which we can discuss your specific goals and create a content delivery schedule that works for you. We're able to tailor our wide array of blogging services to your clients with orders of all sizes, from add-on blogging services for your existing clients to total SEO overhauls for more aggressive marketing strategies.

- **WHY SHOULD YOU OFFER SEO BLOGGING SERVICES TO YOUR CLIENTS?**

Create a more diverse portfolio of marketing services while adding new revenue streams to your business that encourage clients to stick around.

- **HOW CAN YOU SELL CLIENTS ON SEO BLOGGING?**

Blog content offers a customized solution to a common problem. Many businesses have difficulty finding their footing in the digital marketplace, failing to be seen among competitors in search engine results. With regularly updated blogs, businesses can inform consumers of their services and be seen in areas potential customers are looking. Bottom line: Brand awareness.

- **WHAT MAKES PENNINGTON CREATIVE RIGHT FOR YOUR CLIENTS' BLOGGING SERVICES?**

With Pennington Creative, you have access to a highly trained, experienced team of writers, editors, and account managers who are all dedicated to helping your clients see results. Not only are we great at creating content, but we specialize in working with agencies to gather the information we need to produce an amazing finished product the first time around. Still not sure? Check out some samples of our work or contact us to see us in action.

Partner with Pennington to offer your clients monthly blog services without the hassle of hiring an in-house team. Pennington Creative's experienced writers and editors will provide the custom content your clients need to get noticed. Get in touch with us today to set up a discovery call!