



Intro to Commercial Content Writing

Best Practices and Insider Tips



Intro to Commercial Copywriting



Welcome!

There's a lot of money to be made writing blog posts, landing pages, product descriptions and the like for all types of businesses, but there's also a lot to learn before you can begin. This guide is intended to walk you through the basics so you can see success and start earning money right away.

Once you've finished reading this, [open an account with Crowd Content](#) to get going, and then apply for any or all of the currently open writing or editing positions.

If you need help or have questions, feel free to reach out to our [support desk](#).

Happy writing!

Direction, QA/enterprise production

Crowd content media

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Getting Started

It takes more than a keyboard and the ability to type to be a commercial writer. If you want to succeed in the online content creation industry, you must:

- Understand the basics of writing, including sentence structure and composition
- Have a better-than-average grasp of basic grammar, spelling and punctuation (or take the time to learn it before you start – [Grammar Girl's Quick and Dirty Tips](#) is a great resource for newbies)
- Be able to follow instructions to the letter and ask questions when there's something you don't understand

In the digital content world, things move rapidly. Successful writers and editors are able to absorb information quickly, communicate professionally and, above all, hit their deadlines. It's as simple as that.

Types of Content Companies

Some companies work with freelancers they find on job boards, while others have full-time writers on staff. Most medium and large businesses, however, outsource at least some (if not all) of their content to companies like Crowd Content.

There are many types of content creation companies, but they all fall into one of three basic models:

- **Marketplace:** In a content marketplace, you work directly with clients and communicate with them as questions arise. Most clients edit or review the work you deliver, but sometimes there's a freelance editor in the mix.
- **Enterprise:** With an enterprise model, you deal with an in-house Content Manager or Project Manager rather than directly with the client. Project managers assemble teams, create instructions and place orders; they also review submissions and manage deadlines. Freelance editors are always involved in these types of orders, and some companies use a third layer of review called QA.
- **Agency:** Content agencies often offer clients services that go above and beyond content creation (SEO, strategy, etc.). Those that hire freelancers usually require a higher level of expertise, though they typically pay a bit more.

Why is this important? If you're new to this industry, there's a lot for you to learn. If you have some basic skills or expertise, you're much more likely to get the mentoring you need from an Enterprise operation, where Project Managers are tasked with creating and training teams of workers. Marketplace clients expect writers and editors to already be "experts" before they pick up orders.

Crowd Content is one of the few content creation companies that successfully run both a Marketplace and an Enterprise operation. When you're accepted as a writer or editor on our platform, you can apply to work for either (or both) sides of the business.

What You'll Need

Most content creation companies have proprietary platforms where you write and submit your work, and they'll usually require a PC or Mac laptop or desktop computer. If you have a tablet, you may be able to make it work, but that's dependent on the platform you'll be working on.

You'll also need:

- Internet access
- An internet browser
- Word processing software (optional)
- A valid [PayPal](#) account

Internet Browser

There are a lot of browsers to choose from, but Chrome seems to be the one that most writing platforms get along with best. You do have the option of trying out others, including Firefox, Opera and Edge, but don't be surprised if you run into compatibility issues here and there.

Word Processing Software

You don't absolutely need a word processor to get going, but it can help. The platforms among different companies vary wildly in their capabilities - some don't even have built-in spellcheckers - so you may find it helpful to write in a word processor and then copy/ paste your work into the platform's text editor.

If you don't have access to word processing software, you can download something like [Focus Writer](#) for free or pay a minimal monthly fee for a subscription to Microsoft Word and the rest of the [Microsoft Office](#) programs. Using Google docs is another option.

PayPal

You'll want to get paid for the work you do, and you'll find that most content companies pay via [PayPal](#). Once the funds are in your PayPal account, you can transfer them directly to your bank, or you can request a PayPal debit card, which works exactly like your bank debit card.

How It All Works

Let's walk through what you'll experience when writing commercially for Crowd Content. Note that most other writing platforms are similar but have their own rulesets and ways of doing things.

- After you create an account, complete an application for one or more of the various Marketplace or Managed (Enterprise) teams. Once approved, you'll be given a quality rating based on the work you did on your application. At Crowd Content, there are four tiers: one, two, three and four stars.
- When you log into the platform, you'll have a personal dashboard that shows any work that's available to you on the Marketplace or Managed Content sides of the platform. What you see here depends on your application approvals and the quality rating you were given. You see all open work at your star rating and below as well as any work for teams that you've been placed on or any direct order work. A four-star writer sees all open orders, for example, while a two-star writer only sees open orders placed at one- and two-star orders.
- When you view an order on Crowd Content, you'll see a title or topic, instructions on how to write the piece, when the order is due, how much it pays and any other information the project manager or client included.
- You can choose to pick up orders based on all this information. You're a freelancer, so you always have a choice about whether to accept work or not. That's even true if you get direct orders (orders placed solely to you) that you don't want to write for any reason. You can pass on those orders and even let the client know why via the system chat — for example, you might want to let them know you'll be out of town and can't complete orders next week but would be happy to write content for them when you get back.
- After you've completed the order, submit it — and this is where things differ depending on whether your order was in the Marketplace or Managed Content.

Marketplace: The client may have added editing to the order. If they have, the order will be picked up by an editor before going to the client. But the client is still responsible for ultimately approving or rejecting the order. The client or the editor may send it back to you with notes to make revisions. Once the client has accepted the order, you'll be paid for it on the next payday. In our Marketplace, it can take anywhere from a couple days to a few weeks for the client to review and approve orders.

Managed Content: Once you submit a written order, an editor will review the piece. The order may be edited and submitted, sent back to you for revisions or rejected if it significantly fails to meet the minimum requirements for the task. Once the editor submits the order, it goes to QA. That's where a member of our team reviews the order to be sure it meets the client requirements. QA will either accept, reject or send it back for revisions. Once QA has accepted the order, you'll get paid. When working on Managed Content, completed work is typically reviewed within a few days.

- Even if your order is accepted by the client, editor or QA, they may opt to leave you notes. It's important to go back and read these notes and view the changes made to your order using the tracked changes

tab. In the world of commercial writing feedback is gold. Learn to accept feedback and put it into practice, and you'll do well.

How Much Does It Pay?

Private clients, like those found on job boards and places like Upwork, often pay by the hour or by the piece, but most content companies pay writers and editors a set per-word rate.

The rate of pay varies widely among different companies. At Crowd Content, pay rates for writers range from a few cents up to 10 cents per word and sometimes even more. Editors are paid between 1.5 and 3 cents per word.

The per-word pay doesn't always give an accurate picture of how profitable a writing job might be. The figure you *should* look at is how much money you can make per hour. Short product descriptions that require minimal research but only pay four or five cents per word might work out to be more profitable on a per-hour basis than a 2,000-word feature article that requires heavy research and multiple rounds of revisions — even if that feature article pays more per word.

When Do I Get Paid?

Some content companies pay once or twice per month, but others pay more frequently. Crowd Content pays its writers twice per week — Tuesday and Friday — for all work that's been accepted by the client or Project Manager by the evening prior.

Next Steps

Ready to start? Here's what you need to do next:

- Read this guide in its entirety
- Brush up on your grammar and punctuation skills
- [Open a worker account](#) with us
- Apply for work

Keep in mind that other companies may have different requirements. You may be asked to complete an English grammar test before you're able to apply for work, or you may have to create a portfolio. Before you do any of this, make sure that the company's pay rates are within the range of what you're looking to make.

Best Practices: General

No matter what companies you choose to write for, Enterprise or Managed Content projects tend to have lots of information around them, including style guides, project briefs and in-task instructions. When working in a Marketplace environment like ours, the amount and type of information you get from clients will be all over the map.

When in doubt and *unless the client states otherwise*, follow these simple rules:

Style

- Defer to AP style.
- Use American English spelling.
- Use **title case** for all titles, **headers** and **subheads**.
- Format titles, headers and subheads appropriately using H1, H2 and H3 tags or via the formatting functions of the platform in question.
- For blog posts and marketing copy (product descriptions, etc.), use second person (you). For landing pages and other website copy, use first and third person.
- Vary your sentence structure. Use some simple and some compound sentences.
- Avoid rhetorical questions. If you do use them, limit to one per article.
- Avoid exclamation marks. They do have their place, but they should be used only rarely.
- Avoid cliches and overused jargon (with ease, is a snap, is a breeze, etc.).
- If you cite a fact, study or statistic, link to it. Always try to link to the primary source — not a site talking about the source — and avoid using data that's more than a few years old. The exception here is that something like Census data is perfectly fine to use, as it's only updated once every ten years.
- Never use Wikipedia or random blogs as sources unless a particular blogger is an influencer in the industry you're writing about.
- Stay evergreen — unless you're writing something that's absolutely seasonal or a client has asked for content about current events or news.
- Avoid negativity at all times, particularly in marketing copy. Better to say, *"This cleaner keeps your floors looking like new"* than *"This cleaner gets rid of all the icky goo off your dirty floors."*

- Use common contractions (it's, you'e, etc.).
- Defer to [Merriam-Webster](#) for spelling and hyphenation.
- Watch out for repetition in words and phrases. Don't start back-to-back sentences or paragraphs with the same word.
- Stay concise and avoid fluff and filler.

Structure

- Use bulleted and numbered lists and subheads to break up the text.
- For blog posts and general articles, start with an intro paragraph and end with a conclusion.

SEO

- Before you start writing, Google the primary keyword to be sure you understand the *intent* of the search – what information the reader is really looking for.
- Unless the client tells you not to change keywords in any way, always correct them for grammar, spelling and punctuation.
- Use the [primary keyword](#) in the title, first 100 words of the intro, one subhead and at least once or twice in the text, depending on how long the piece is. When you're writing something like a 50-word product description, you might only use the primary keyword once, for example.
- Try to use all [secondary keywords](#) at least once.
- Cover the topic comprehensively, and work in as many [semantic keywords](#) as possible. If you haven't been given any semantic keywords, you can generate some for free using [LSIGraph.com](#). Don't, however, shove in a semantic keyword that's clearly not related to the search intent of the primary keyword or the topic at hand.
- Do not ever keyword stuff.
- Remember that readability always trumps the keywords.

Best Practices: Metadata

Best Practices: General

No matter what companies you choose to write for, Enterprise or Managed Content projects tend to have lots of information around them, including style guides, project briefs and in-task instructions. When working in a Marketplace environment like ours, the amount and type of information you get from clients will be all over the map.

The most common types of metadata you'll be asked to create are meta titles and meta descriptions. These are the pieces of information someone will see on a search engine results page (SERP) when they make a search query. You can see an example below.

www.amazon.com › dogs-collars-harnesses-leashes-trai... ▼
Dog Collars, Dog Leashes, Dog Muzzles, & More - Amazon.com
Online shopping for dog collars, **dog leashes**, dog harnesses, dog id tags, dog muzzles, training & shock collars, no pull harnesses, and more from Amazon.com.

Meta Titles

You may be tempted to use an article's title as your meta title, but that could be a mistake. Google will only display up to around 70 characters (including spaces) of your meta title in the SERPs. How much of the title is displayed depends on a variety of factors, including what type of device the searcher is using. If your title gets cut off, the reader may not know what to expect.

Many companies also want to get their company or website name in the meta title, and they usually do it like this:

- Title | Company Name

Note that the pipe symbol and company name should also be counted as part of that 50- to 60-character allotment, and you should work your primary keyword in the title if possible.

Meta Descriptions

The purpose of meta descriptions is to get readers to take an action — in this case, to click a link to go to a page listed in the search results. Meta descriptions should:

- Be engaging and enticing
- Contain the primary keyword
- Be up to 160 characters in length, including spaces
- Start with an action verb, if possible

Best Practices: Blog Posts

Companies use blogs for many reasons. These articles can inform or educate an audience or help position a company as a thought leader in an industry. Behind it all, though, search engine ranking is always a high priority, which makes blog posts one of the most asked-for types of content.

When writing blog posts, follow the style, structure and SEO guidelines set forth earlier in this document — unless the client's instructions differ. Before you begin writing, determine the purpose of the content (to inform, educate, convert, etc.) and who the target audience is. How you broach the subject of buying a Bluetooth speaker would probably be very different if you're writing for Boomers instead of Millennials, for example.

Also note that depending on the purpose of the blog post, it may (or may not) require a call to action — typically called a CTA. If that's the case, you'll want to encourage the reader to take action: call, click, schedule service, etc. Unless told otherwise, you should always hyperlink to the page on the client's website where the reader can take that step.

Blog Post Lengths

Most of the blog posts that we produce at Crowd Content are somewhere in the 500- to 750-word range. Clients who are after [backlinks](#) or creating [pillar pages](#) will often create long-form blog posts of 1,000 to 2,500 words or more.

Keep in mind that to really get any decent SEO value out of a blog post, the lowest word count should be roughly 300 to 350 words.

Types of Blog Posts

You may think of blog posts as just being articles, but there's a science behind them and there are many variations you can use to drive the information home in different ways. Here are some of the more popular types of blog posts:

- Listicles: 10 Places for Fun Summer Travel, 3 Recipes for Date Night
- How-To and Tutorials: Learn Spanish in 3 Easy Steps, How to Host a Holiday Party
- Link and Resource Lists: 10 Best Instagram Stories, SEO Tools the Pros Use
- Checklists: Things to Pack When Traveling with Kids, Off to College Checklist

- Reviews: ASUS vs Dell Laptops, Why SEO Pros Choose SEMRush

Examples

- [How-To](#)
- [Listicle](#)
- [Review](#)

Best Practices: Website and Landing Pages

Though every website is different, each one has some pages that are standard. Some common website pages are:

- Home Page
- About Us
- Contact Us
- Our Team
- Services/Products

Landing pages on a website serve a specific purpose. They're standalone pages that are usually created to serve a specific marketing or ad campaign or capture traffic from specific search queries. Rather than informing the reader, a landing page should build a sense of urgency and desire or create that emotional impulse to take the action it's promoting. Most landing pages are designed to do one of these things:

- **Generate leads:** Capture data such as name and email address
- **Take action:** Get the reader to click on a specific link or offer
- **Convert into sale:** Encourage the reader to purchase a product or service

Voice and tone are also critical when creating website and landing pages. Make sure that the instructions you're given provide you with a clear picture of how the client wants the voice to sound. When in doubt, ask them to provide a link to any other site that captures the brand voice as closely as possible. Unlike blog posts, website copy often uses first (I, we) and third (they, their) person.

It's also extremely important that you understand the client's business and that you have a good handle on their value proposition — what makes them different from their competitors. You'd likely approach writing website copy for a plumber whose value prop is that they've been family owned and operated for four generations a bit differently than you would when writing for a plumber who says he's the cheapest in town or has the most professional technicians.

One more thing — if you can't write [effective marketing copy](#), you may want to avoid landing pages and website copy altogether.

Examples

- [Webpage sample](#)
- [Landing page sample](#)

Best Practices: Local/ City Pages

If you're a plumber in Des Moines, Iowa, it's not going to be helpful if the only people coming to your site live in New York City. That's where local pages — often called city pages — come in. These are usually structured like landing pages, but the company's service area is typically used in the title and text. For example, the content might focus on "Des Moines plumbers" or "plumbers in Des Moines, Iowa."

Local pages are often standard web pages designed to sell the company's services to a particular area, and they almost always contain a call to action at the end. The page would be repeated — using unique text — for each city, town or neighborhood the company services.

They can also take the form of educational or informative pages. For example, you might create a page for a landscaping company that talks about how to control garden pests, and you would tailor that for the specific geographic area while working in geographical mentions.

No matter which form they take, the goal for local pages is to have the proper geographic-specific keywords and phrases so the page will rank well for local search terms on popular search engines. It's important that local/ city pages sound like they were written by a local. Unless you're from the area you're writing about or know it well, you may find local pages to be more research-intensive than some other types of content.

Be sure to use variations of geography and the location in general to make a page more organically about the local area. For example, if you're targeting a page for New York City, you might also work in terms such as *Manhattan, lower east side, five boroughs or tri-state area* depending on what the company's service area is.

Example

- [Local page sample](#)

Best Practices: Product Descriptions

Product descriptions are used to sell a specific product or service. They're often short (50 to 75 words), although some companies find better success with product descriptions that are longer (150 to 350 words or longer). In many cases, they'll also contain a bulleted list of product specs or features.

Most companies don't do formal keyword research for product descriptions. For those that do, the keywords are usually reserved for core or high-value products. If you're not given keywords when writing a product description, assume that the product's name is the keyword.

When writing product descriptions, use these general tips ***unless the client says otherwise***:

- Start with an action verb (enjoy, discover, etc.).
- Include the product name in the first sentence and at least one more time in the text.
- Build the product name using this structure: Brand + Attribute (optional) + Product.
 - *Maytag + front-load + washing machine*
 - *Swagtron + electric + bicycle*
- If you're writing for a B2B (business-to-business) audience, include the SKU or model number in the product name, but omit these numbers when writing for a B2C (business-to-consumer) audience.
- Do not capitalize the generic words in the product name (see examples above).
- Keep the PD evergreen and never include price, discounts, etc.
- Always use a positive tone – no negativity.
 - **NO:** *Get all that nasty dirt and grime off your floors with Acme floor cleaner.*
 - **YES:** *Keep floors shiny clean with Acme floor cleaner.*
- Use **feature/ benefit** structure.
- Avoid generic, salesy copy and overused, meaningless words (it's a snap, is a breeze) and phrases (for example "great" and "very").
- Avoid overuse of exclamation marks.
- Write in present tense; avoid future tense (don't write that a product "will" do something).
 - **NO:** *The Acme clothes steamer will get wrinkles out of shirts.*
 - **YES:** *The Acme clothes steamer makes wrinkles disappear.*
- Take time to understand the client's target market; what you write about a laptop might be very different if the market is general home use versus school use versus gaming use, for example.

- When the word count is limited, concentrate on the biggest selling points or differentiators for the product; sometimes clients tell you what they want included and sometimes you have to make a judgement call on what is most important for the product.

Example

- [Long product description](#)
- [Short product description](#)

Best Practices: Category/ Brand Descriptions

Retailers' websites are almost always structured in a way that makes it simple for shoppers to browse products using a taxonomy: Home > Category > Subcategory or Brand. These pages list relevant products or subcategories and link to them, but there's very little text on the page beyond that. Category/ brand descriptions have three main purposes:

- Get some optimized text on the page to help it rank in the search engines.
- Inform and educate consumers about that particular brand or category.
- Draw the consumers into other pages on the site through strategic use of internal links.

Category/ brand descriptions can sit at the top or bottom of the page and are often referred to as *SEO headers or footers*. They can be as short as 100 to 150 words but are typically in the 250- to 500-word range. In some cases, especially when the types of products in the category are complex, they may be longer.

When writing brand or category descriptions, keep the following in mind:

- Keep everything evergreen unless it's a seasonal product. Don't write about price, discounts, etc.
- Link to other category, subcategory or brand pages rather than products, as specific products may come and go.
- Only link to other relevant pages. For example, if you're writing a description about small kitchen appliances, you may want to link to the KitchenAid page or other kitchen subcategories but not a page on bedding.
- Use lifestyle wording so the consumer can imagine themselves using/wearing the products in the category.
 - *Slim-fit jeans are the ideal apparel for grabbing a quick coffee with friends.*

Examples

- [Category description](#)
- [Brand description](#)

Best Practices: Buying Guides

Retailers often publish buying guides on their sites as another way to inform consumers about their products. These pages are objective and informative, and they offer everything a consumer needs to know to purchase the right product or service to meet their needs.

Like category and brand descriptions, buying guides make use of extensive internal linking to drive consumers to other pages on the site. Unlike category pages, buying guides aren't necessarily driven by a specific brand or category. You may see titles like the following:

- *Best Anniversary Gifts for Women*
- *How to Choose the Right Knife Set for Your Kitchen*
- *Christmas Gifts for Toddlers*
- *Which Prada Purse Is Best for Me?*

Buying guides are often landing pages on a site, but some sites publish them on their blogs. Word count is all over the board and can be as little as 350 words or as many as 2,000 words or more.

When crafting a buying guide, follow these best practices unless directed otherwise by the client:

- Keep your tone somewhat objective and neutral. Remember — these are supposed to educate and inform buying decisions, not necessarily hawk a specific product.
- Link to brand and category pages on the client's site where relevant.
- Make the guides comprehensive. The reader should walk away knowing all the basics for choosing that type of product or service.

Example

- [Buying guide sample](#)

Best Practices: Product Reviews/ Comparisons

Product reviews are usually standalone, in-depth articles about a particular product or service. They're often bylined and range in length from a few hundred words to thousands of words.

Product comparisons (sometimes also called product reviews) talk about the top products in a specific category. These types of reviews are highly structured and a bit more objective than a product description. Since they're comparing the top features of multiple products, they're often in the 2,000-word range or more.

Keep the following in mind when writing product comparisons:

- Be completely objective when calling out features
- Always start with the most important features, and compare each product within that feature
 - **Washing machines:** *size, top or front loading*
 - **Televisions:** *size, picture quality, smart features*
 - **Smartphones:** *memory, screen size*
- While remaining neutral, make sure that the primary selling feature of each product in the category is made known
 - **Chevy:** *Made in the USA*
 - **Mercedes:** *Luxury*
 - **Kia:** *Value*
 - **Nissan:** *Fuel efficiency*

When comparing features, don't be afraid to call out the brand(s) that excel in that area. If you were comparing the battery life of smartphones, for example, it would be difficult not to point out that the new Moto G has a battery that lasts up to three days.

Example

- [Product review sample](#)
- [Product comparison sample](#)

Glossary of Terms

A

Above the fold: The portion of a web page that's visible on the screen without any scrolling.

Active/ passive voice: In active voice, the subject performs the action (*John threw the ball*). In passive voice, the subject is acted upon by the verb (*The ball was thrown by John*).

Advertorial: An advertisement disguised as an editorial piece of content.

Alt text: Words or phrases that describe an image. SEO pros often include keywords in their alt text to help images rank in Google's image search.

Anchor Text: Clickable text that appears highlighted in a hypertext link. All anchor text should be highly relevant to the page the text is linked to, and it often includes the keywords that SEO pros intend the page to rank for. Avoid linking to information with anchor text such as 'click here' or 'find out here'.

AP Style: A style of writing that's standard for journalists and news writers in the U.S.

Aspirational: A style of marketing writing that lets the readers envision the product making their lives better. *Wear this cashmere sweater as you hop on your private jet for a weekend in Dubai.*

B

B2B: Businesses that sell products or services to other businesses.

B2C: Businesses that sell products or services to consumers.

Backlink: A link from one site to another site that helps SEO

Below the fold: The portion of a web page that's not visible until you scroll down.

Boilerplating: Reuse of content across articles with only minor changes made or following an exact same format across articles with similar but different wording. This is often seen in contracts but is not acceptable in the content creation world unless the client requests it. **Examples:** *The brown dog jumped very high when he saw his mom. — The furry cat jumped very high when she saw her dad. —The little boy jumped very high when he saw his sister.*

Buyer persona: Snapshot of your target audience that provides a data-driven look at demographics, behaviors, motivations and goals.

Byline: A line usually preceding a print or online article that contains the author's name.

C

Call to action (CTA): A sentence or short paragraph, often at the end of an article or blog post, that encourages a reader to take an action (fill out a form, click a link, etc.). CTAs can also come in visual form, such as a clickable button that says “Buy Now.”

Cluster pages: A group of web pages that are interlinked and are related to the same topic.

Comprehensive content: Content that covers a topic thoroughly and answers common questions. It should also cover the implications for the reader and current trends.

Content marketing: Marketing a company, brand, product or service by the creation and sharing of online content such as social media posts, videos, blog posts and articles.

Copyscape: An online app that detects whether a piece of content has been plagiarized and to what extent.

CPW: Cents per word or cost per word.

D

Deadline: The date/ time a writer’s or editor’s work is due to be submitted.

Duplicate content: Content that appears on more than one website or web page. Though the results are the same, plagiarism is typically when one site steals content from another site, and duplicate content is typically an intentional internal act. A manufacturer that has one product in five colors may write one product description and use it on five pages that contain those individual products.

E

Ecommerce: Sales that take place online, typically through an online retailer or internet store.

Editorial calendar: A chronological road map that lays out the content that needs to be produced to back a content strategy.

Evergreen: Content that continues to be relevant over time. **Not evergreen:** *Earlier this month...*
Evergreen: *In March 2020...*

F

FAQ: Also known as frequently asked questions. A section on a website that lists common questions and answers for that particular business or company.

Feature/ benefit: A style of marketing writing that calls out the features of a product or service and ties them in with benefits to the consumer. This upright vacuum has a built-in light, making it simple to see in dark corners.

G

H

Header: The title of an article or blog post. Headers are usually formatted as H1 and there's usually one on the page.

HTML: A coding language used to build and display online web pages. To bold text using HTML, for example, you would use `text`.

Hyperlink: A link attached to anchor text that is clickable. Hyperlinks are typically shown in colored text that may be underlined.

I

Internal/ external links: Internal links are links on a page that lead to other pages on the same website. External links lead to pages on other websites.

J

K

Keyword: A word or phrase used in content that lets the search engines know what the content is about. When someone enters a word or phrase into a search engine, such as Google, it searches content across the web to find the most relevant pages that contain the keyword or keyword phrase or answer the intent of a search with that keyword.

Keyword density: The total number of times a keyword is used in a piece of content divided by the total number of words. Though keyword density isn't regarded as critical as it was in years past, some believe a good keyword density is 1% to 3%.

Keyword stuffing: The act of stuffing a piece of content with as many instances of as many keywords as possible, which usually impacts readability. *I love peanut butter sandwiches because peanut butter sandwiches have lots of peanut butter on the sandwich.*

L

Lifestyle: A style of marketing writing that lets readers envision them using the product or service in their daily life. *Enjoy the comfort of these stretch pants while having a quick latte with friends at your local coffee shop.*

Long-form content: Content that is typically 1,000 words or more.

Long-tail keywords: Keywords or phrases that are very niche and specific and therefore have a lower search volume than traditional keywords. These keywords are often made up of phrases that contain three words or more, but the length of the phrase is not what makes them long-tail.

M

Metadata: Words or phrases that describe things on a page. Metadata can be meta descriptions, alt text, title tags, etc.

Meta description: A 150- to 160-character blurb that describes what a piece of content is about and

entices the reader to click through to read the article. Meta descriptions are the blurbs that show up when you search for something using a search engine.

N

O

P

Pillar pages: Also known as cornerstone content. Long-form pages on a site that contain the most essential information for your company's industry or products. They also should answer the most basic questions a consumer would ask. Pillar pages often link to and from cluster pages.

Plagiarism: A piece of content copied from another piece of content and reused as if it's unique. Copying another article's complete outline, spinning copy or reusing copy you've used for another client are also forms of plagiarism. Plagiarism is not accepted at any content creation company, and it's also grounds for account closure.

Perspective: Ways of describing points of view: first person (I, we); second person (you, your); third person (she, he, they, it).

Primary keyword: The most important targeted keyword on a page. Primary keywords are typically used in the page title, H1 and in the article itself.

Project brief: A document designed to guide writers and editors when crafting content for clients. It contains overarching style and requirement notes that apply to all pieces of content for that client's project.

Q

R

Revision request: When an editor sends something back to a writer to correct or QA sends content back to the editor or writer for revisions.

Rejection: A rejection occurs when the editor or QA deems a piece of content not easily fixable. Rejected content is deleted, and the writer is not paid.

S

Sales funnel: The phases a consumer goes through before purchasing a product or service.

- **Top of funnel:** This is the awareness stage when content should aim to educate.
- **Middle of the funnel:** This is the stage where consumers are interested, and content should be geared toward engaging them.
- **Bottom of the funnel:** Consumers are now in the evaluation and selection stage, and content should try to convert and retain.

Sentence case: A method of capitalizing a phrase, title or sentence with initial caps only for the first word and any proper nouns. *Example: Types of fountains in France (compared to title case, which would look like: Types of Fountains in France).*

Secondary keyword: The next-most important keyword(s) on a page after the primary keyword. Secondary keywords help attract additional visitors to your site.

Semantic keyword: Words or phrases that are semantically related to the primary and/ or secondary keywords. These are typically words that would commonly be used by people talking about the subject related to the primary keyword.

SEO (search engine optimization): The practice of increasing the quantity (and quality) of traffic to a website by ranking higher in the search engine results for targeted search terms.

SERP: The search engine results page is the listing of results you get after typing a query into a search engine.

Style guide: A document that contains information about style, formatting, tone and voice, etc. that guides a particular project.

Subhead: A word or phrase that's used as a subtitle to break up an article into sections. Subheads are formatted as H2, H3, etc.

T

Target audience: The group of people a piece of content has been written for. This could be something simple (males ages 20 to 30) or complex (business professionals between 30 and 49 who have vacation homes in the south and are looking to retire).

TaT (turnaround time): The amount of time that elapses from the moment a worker picks up an order until they submit it.

Templating: See *boilerplating*.

Title case: A way that most titles and subheads are capitalized. See titlecase.com.

U

V

Value proposition: Also known as the unique selling proposition or USP. The main selling angle of a product or service. A small plumbing company, for example, could have one of several value props: *family owned for generations, best value, highly trained technicians*, etc. The value proposition helps writers determine the angle to take when creating content.

W

X

Y

YMYL (Your Money or Your Life) content: Content that can directly impact a reader's health, safety, financial stability or happiness if written in an incomplete, inaccurate, deceptive, or untruthful manner.

Z

Resources

Crafting Headlines

- Sumo.com [Kickass Headline Generator](#)
- CoSchedule [Headline Analyzer](#)
- Sumo.com [51 Headline Formulas to Skyrocket Conversions](#)

Keyword Ideas

- Neil Patel [UberSuggest 5.0](#)
- [LSIGraph](#)

Grammar and Style

- Mignon Fogarty's [Grammar Girl](#)
- [AP Stylebook](#)
- Purdue [Online Writing Lab \(OWL\)](#)
- [Thesaurus](#)
- [Merriam-Webster](#)

Content Types

- Neil Patel: [Buying Guides](#)
- Lexico.com: [Product Reviews](#)
- Brainrants: [Product Comparisons](#)
- Hubspot: [Blog Posts](#)
- Unbounce: [Landing Pages](#)
- Agorapulse: [Social Media Posts](#)
- CopyBlogger: [Website Copy](#)
- BigCommerce: [Category Pages](#)
- Neil Patel: [Product Descriptions](#)

Examples of Great Content



Sample Blog Post (Listicle)

Is Now a Good Time to Refinance Your Home? 7 Factors to Consider

Many people contemplate refinancing their home when payments get too high or they need to free up income for other expenses. This isn't always a good decision, though. Refinancing can get risky, especially if you rack up new debts or end up dealing with high closing costs. Learn the ins and outs of refinancing before you take the plunge.

What Is Refinancing?

When someone says they're thinking about refinancing a home, they mean they want to pay off their current home loan and get a different one. Sometimes this is a cost-effective option for homeowners, especially if your credit score has improved significantly since you purchased your home. U.S. mortgage rates are influenced by several factors, including credit history and industry trends.

A high mortgage rate isn't always a homeowner's fault. Inflation and other economic issues can make loan rates skyrocket, but that does not stop people from buying homes. Not everyone can rent an apartment or live with family members while they wait for the market to stabilize, so many homeowners end up at higher interest rates than they deserve. That is why refinancing is such an appealing option. It's not for everyone, but it may help improve your financial situation. If you are thinking about refinancing, consider these seven factors before you sign the paperwork.

1. Your Home Has Enough Equity

Equity refers to the cash value of your home. After you purchase a home, you begin earning equity when your payments exceed your loan balance. If you buy a \$250,000 home and still owe \$200,000 on your loan, then your equity is \$50,000.

Experts recommend waiting until your equity is at least 20% before you explore conventional refinancing options. That means you would need \$40,000 in equity for a \$200,000 home before you refinance. You can still apply for a mortgage refinance if your equity is lower, but you'll have to request a loan from private lenders. You may also have success with low-to-no equity mortgage refinancing options from Fannie Mae or Freddie Mac.

2. Mortgage Rates Aren't Expected to Jump Soon

In early 2019, the [average mortgage rate](#) was 4.68%, but it decreased to 3.93% by the end of the year. Experts predict that mortgage rates will remain low in 2020. Inflation increases mortgage prices since lenders demand more money when purchasing power declines. Simply put, you need more money to buy a \$225,000 house during an inflation period than you do when the housing market is stable.

Other factors that influence interest rates include supply and demand, loan type and government actions. If there is a large demand for homes in your desired neighborhood, interest rates may skyrocket as lenders keep up with the trend. If very few people are buying homes in your state, expect interest rates to decrease. This helps entice buyers to purchase a new home or refinance right away.

3. You Want to Consolidate Debt

Homeowners commonly refinance mortgages in an attempt to consolidate debt. Sometimes this works, but you need to consider other debts you might incur during the process. Can you afford to pay closing costs on your home again? This [often costs](#) 2% to 5% of your loan amount, which means you would owe up to \$15,000 on a \$300,000 loan. That cost might cancel out any benefits you receive from a reduced interest rate.

Let's say you end up paying \$5,000 in closing costs for a monthly mortgage rate reduction of \$100 dollars. In this situation, it would take you more than four years to recoup your closing costs, even though your monthly mortgage payments are lower. This only has short-term benefits if you also borrow from a loved one the closing costs of your home and repay them gradually over time.

4. You Have Lived in Your Home for a Long Time

We mentioned earlier that equity is important during the refinancing process. However, you may want to avoid refinancing your home if you've owned it for a lengthy period of time, such as 10 or 15 years. Many loans only last for 20 or 30 years, so it doesn't always make sense to open a new loan when you're halfway done with your current one.

Remember, mortgage payments go toward the principal amount, not the interest rate. You might lose money by refinancing a home where you've already spent the last decade.

5. You Want a Different Type of Loan

First time homeowners often find the process confusing, and the loan you initially choose may not benefit you five or 10 years later. Some home buyers choose an adjustable-rate mortgage with the goal of paying it quickly. However, life changes, such as the birth of a child or the loss of a high-paying job, which can derail your plans. When this happens, you may find it beneficial to switch to a fixed-rate mortgage, so you know exactly what to expect.

You may have also selected a loan based on your credit history or buying needs. Some homeowners utilize rural loans due to the lax lending requirements but later discover that they are financially ready for a switch. Talk to a lending expert before switching your loan, as you may discover it's better to stick with your original mortgage plan.

6. You Need a Shorter Loan

Not everyone needs 30 years to pay off a home, especially if you've got a loan with a low-interest rate. Let's say you took out a 30-year fixed-rate mortgage for a beautiful \$200,000 home a few years ago. Your current interest rate is 9%, but refinancing could decrease your rate to 5%. It could make your payments slightly higher but enable you to pay off your home in 15 years. That's beneficial for many home owners, so consider this option if you are certain you can pay off your home quickly.

7. You Need Fewer Monthly Expenses

Sometimes high monthly bills are overwhelming, especially if you are planning on a future income change. Perhaps you are planning to start a family in a few years, and you or your spouse are going to stay home with the kids. Maybe you are retiring and know you'll have a fixed income in 5 to 10 years. These are all

valid reasons to lower your monthly mortgage, even if you initially end up paying a large percentage of closing costs or incurring other expenses.

Refinancing is often viewed as a short-term solution, but you can also use it for long-term goals. Talk to a mortgage specialist if you have questions about how your mortgage rate may impact your income over time.

How Do You Refinance a Home?

You can refinance a home by speaking with the Realtor who sold you your home or contacting the lending company. Some homeowners prefer to switch lenders, as they find a new lender is more likely to meet their needs. Shop around for the best mortgage rate before you refinance, and compare fees from at least three to five lenders. This helps ensure you get the best value for your money during the refinancing process.

Make sure you understand the different loan types when you refinance your home, and ask for information about any long-term requirements. You may have different guidelines for a mortgage refinance than the original loan, so it's essential that you understand everything.

Sample Blog Post (How To)

How To Prepare Your Commercial Property's Grounds for the Winter Months

Whether you're gearing up for holiday sales or hunkering down to wait out the slow season, don't let the fade from summer to autumn trick you into thinking your landscape tasks are done for the year. While mowing, weeding and floral care may not be on the to-do list once leaves start to fall, properly preparing your commercial landscape for winter is important for aesthetic and safety reasons. Here are a few tips to consider.

1. Invest in the Right Shrubs and Trees

If you want your commercial property to remain inviting during the cold months, consider having evergreen bushes and trees planted. Plants that remain green year-round help your property look alive, even when leaves have forsaken other trees. You can also ask for bushes that flower during winter or early spring to add visual interest. Options might include Loropetalum, which flowers as early as February, or Blue Cascade Dystilium, which flowers between January and March.

2. Add Mulch to Flower Beds

Perennial plants and ground cover typically die back as winter approaches, but they can return heartily in the spring. Protecting existing plants from harsh winters can help ensure your property is ready to wow customers when warmer weather arrives. Ensuring flower beds and other areas are insulated properly with mulch can be a good idea.

3. Know Where Snow Mounds Will Go

Plants aren't the only thing you should consider when preparing your commercial property for winter. If your business is in an area that gets snow, plan ahead for plowing. You can't leave snow in walkways or parking lots; it's a safety issue and can discourage customers from visiting your locations. But piles of plowed snow in the wrong locations can create an even less appealing look and can block functionality on your property. Decide before the first snow fall where you'd like parking lot snow piled so it can melt slowly out of the way.

Planning ahead for the cold season with your landscape company can help ensure your property looks great and is safe for employees and customers.

Sample Blog Post (Review)

HIIT vs Cardio: Choosing the Right Exercise to Help You Meet Your Fitness Goals

Whether you're an exercise novice or you can run a 5k in 15 minutes, continuing to set new goals for yourself is an important part of your fitness journey. No matter where you are, there's always room to improve and move forward. Setting thoughtful, deliberate goals and tracking your progress is how you know when you arrive at your desired fitness level.

The best goals are SMART: specific, measurable, attainable, relevant, and time-based. A goal such as "get stronger" is much harder to measure and attain than "be able to do 10 push-ups by September 30th." Focusing on the why behind your goal is also important to ensure you have something to help motivate you on the days where you're tired or life gets busy.

When it comes to HIIT vs. cardio vs. strength training, the exercises you choose — and how often you do them — can help you make your fitness goals a reality. Here we go over a few of the more common goals and how you can get the most of your [Aptiv workouts](#).

Increasing Endurance

Building endurance and aerobic capacity is a common goal for fitness enthusiasts of all levels. Whether you're working toward running your first non-stop mile, want to shave some minutes off your 10k time, or just need to be able to keep up with the grandkids, being able to stay active over a prolonged period of time is important.

Many people think it's HIIT vs. cardio for increasing endurance, but these two can actually be partners. To get the best results when training for stamina, you need to consider your aerobic capacity, which is also sometimes referred to as VO2 max, as well as your anaerobic capacity.

This sounds complicated, but your aerobic capacity is just how long you can keep up a light-to-moderate pace, such as an easy jog or a brisk walk. Anaerobic capacity is how long you can keep up a max-effort pace, such as when doing sprints.

High-intensity intervals like those that happen in HIIT can help you increase your stamina by pushing you to the point of max effort before you get a short rest. Cycling through this over several intervals can help increase your endurance over the long term, especially when coupled with training that regularly includes steady-state cardio.

Building Muscle

Few things are as satisfying as feeling your body's raw power as you pick up a barbell, but building muscle is a marathon not a sprint. To increase muscle fibers, you create microscopic tears in the muscle through strength training, and when the body repairs those tears, it adds a little extra. Over time — and with

proper recovery built in — you end up with larger muscles and more strength.

If you're trying to decide between HIIT vs. cardio, HIIT that incorporates body weight or other strength-based movements is the better bet because it focuses on pushing your muscles to exhaustion over small sets. However, a dedicated strength training plan that includes deloading weeks and plenty of recovery time between heavy sessions is the best way to build muscle and increase strength.

Improving Flexibility

Mobility isn't important just for overhead weightlifting or a great squat depth. It can also be a major contributing factor in how well you can get about your daily life activities pain (and injury) free. This becomes increasingly important as we get older and lose the natural flexibility that comes with youth.

Working on flexibility requires a gentle approach and respect for your body's limits. Flexibility develops over time, and rushing it is a good way to injure yourself. While cardio and strength training can help you increase overall fitness, they also often cause tight muscles. And limited mobility can make you more susceptible to injury in your other workouts.

One of the best exercises to help improve flexibility is yoga. It incorporates stretching and lengthening the muscles while also providing an all-around cardio and strength training workout. Even if downward dog and tree post aren't really your thing, cross-training with yoga can help you achieve the mobility you need for things like handstands, muscle ups, and deep squats.

Boosting Mental Health

While it may not be the first thing we think of when discussing fitness goals, your mental state is a vital component of your workout, and cultivating a steady, calm mind is key. When it comes to improving mental health, decisions such as whether to do yoga or weightlifting — or HIIT vs. cardio — is more personal preference in what makes you feel the best post-workout because each has their benefits.

HIIT and strength training — and the mental grit it takes to push through these workouts — can help you tap into your inner power and realize that you're a lot stronger physically and mentally than you thought. This can increase self-confidence and give you a productive outlet for anger or frustration.

Cardio lets you get lost in the rhythm of your run or steady pedaling of your cycling session, letting go of the day's stresses and anxieties and leaving you with a great post-workout endorphin rush. Getting in a workout right after you clock out can also help you transition from work to home, letting you be more present with your family and friends.

When it comes to centering yourself and breathing out the anxieties and stress that come with daily life, meditation and yoga are hard to beat. And they offer the extra advantage of being able to be done anywhere you have some space the size of a yoga mat or a cozy corner you can sit in.

If you're trying to choose between HIIT vs. cardio for today's workout or are ready to unwind with some yoga, Aaptiv has you covered.

Sample Website Copy

About Us

Whether you're targeting small boutiques or large retailers, the essentials on your linesheet stay the same — but that doesn't mean there's a one-size-fits-all design that suits every brand. At Acme App, we take the key elements you should always include with templates and easy-to-use guidelines that help you whip up gorgeous line sheets faster than you can say "sale!"

How Acme App Came to Be — aka The Day Jane Made Linesheets Make Sense

I'm Jane Doe, CEO & Founder of Acme App, and I used to be exactly where you are right now.

Once upon a startup, I launched a jewelry business. As we continued to scale, I began reaching out to retail stores ranging from ecommerce giants like shopbop.com and revolve.com to major department stores such as Nordstrom and Bloomingdales. I quickly found out that all the buyers wanted a set of linesheets.

*What the heck is a **linesheet**?*

All hail the power of Google, but with knowledge came two realizations:

1. Linesheets are really, really important.
2. I would either need to hire a professional graphic designer at \$75/ hour or sign up for an Adobe Pro account and spend my days and nights teaching myself the ins and outs of design. Bootstrapped and ambitious, I opted for the latter.

Here's the truth:

- It takes about 4 hours to outline 15 products.
- It will cost you about \$100 to hire an average freelancer to do the same.

About halfway through my DIY design process (which felt like years later, all the while taking me away from other crucial tasks and leaving my business in the lurch), I knew I could better. The process itself could be better.

And, thus, the Acme App was born.

We've created a powerful sales tool that transformed a grueling time-suck of a task into an automated utility that cuts your time by 75% (insert trumpets and confetti here) and still churns out an eye-catching, fully functional, dare-we-say gorgeous finished product that does your product line justice and turns buyers' heads.

For just \$29.99 per month, you get access to a multifaceted tool that delivers everything you need to build an unlimited number of linesheets, empowering you to best tell your company story.

Say goodbye to disorganization.

Bid confusion a not-so-fond adieu.

Acme App has arrived, and I'm so happy to have you on board.

Yours in bold, beautiful content creation,

Jane

Sample Landing Page

Holistic Florida Detox: Gain Control of Your Life

Battling addiction can be an isolating process. Whether you're dealing with a substance abuse disorder or hoping to help a family member struggling with chronic addiction, our south Florida detox center can help.

First Step Detox isn't a standard drug or alcohol abuse treatment center. We couple medically supervised detox with proven behavioral therapies to treat the entire person, making our patients as comfortable throughout the process as possible. A private group setting, with 16 beds and caring staff members on hand through the entire journey, helps you or your loved one gain a foothold in the journey of recovery.

The Benefit of Medically Supervised Inpatient Detox

Physical withdrawal symptoms, which can range from mildly annoying to medically dangerous, are one reason it can be difficult for individuals to maintain sobriety. Withdrawals can be extremely unpleasant and even cause long-term health problems, and dealing with symptoms such as aches, nausea and vomiting, depression and even seizures for days or weeks often forces individuals to return to using.

Withdrawals are also a top reason that many individuals find it impossible to quit using drugs and alcohol on their own. Addiction isn't simply a bad habit you can change with will power; it's a chronic condition that can require expert help to develop a long-term treatment plan.

At our Florida drug detox, we help you avoid the discomfort and danger of withdrawals through carefully monitored medical detox. Clinical staff administer prescription drugs designed to help your body reduce its dependence for specific substances, such as opioids or alcohol, over time. At the same time, 24-hour medical staff are available to treat any withdrawal symptoms that do arise.

The staff at our detox center understand the will power it takes to regain control of your life, and our detox process provides more support to help you stay the course with your recovery decision.

Comprehensive Florida Drug Detox

Recovery should never be a one-size-fits-all process because every person caught in addiction is unique. Their story, their body and even their dependency on drugs is unique to them, which is why our treatment teams work with you to develop a detox program and recovery plan that best works for you.

We help people who are struggling with addiction to a variety of drugs, including:

- Benzodiazepines, such as Valium, Xanax and Ativan
- Cocaine
- Heroin
- Methadone

- Opiates, such as Oxycontin and codeine

Compassionate Florida Alcohol Detox

Many people downplay alcohol abuse and addiction, partly because alcohol is legal and abuse of it is so prevalent. Since alcohol is legal, relatively inexpensive when compared to some other substances and easy to obtain, it's especially dangerous for anyone who struggles with addiction.

Our clinical staff know that recovery from an alcohol addiction isn't simply a mind-over-matter proposition. If your body is physically dependent on alcohol, stopping use can lead to withdrawals, just like with other substances. That's why our detox center in Florida provides medically supervised treatment for those struggling with alcohol addiction.

The Success Rate of Medically Supervised Detox

While it might seem weird to treat an addiction to one substance by starting with a prescription for another, rest assured that our treatment methods are proven and safe. Medical staff monitor every step to ensure you or your loved one is as safe as possible throughout the process, and medically supervised detox is actually a recognized approach in recovery treatment. Numerous studies published by organizations such as the National Institute on Drug Abuse show that, in many cases, medical detox coupled with behavioral therapy is more successful than behavioral therapy alone.

What Can You Expect From Our South Florida Detox Center?

Once you make the decision to seek outside help for addiction, you can meet with our experienced, certified and compassionate staff. While every person and treatment plan is unique, some common steps in the detox and recovery process at our detox center in Florida are summarized below.

- Admissions meeting. Our admissions counselors spend some time talking to you to understand your addiction, your physical and mental health history and other factors that may contribute to plans for your recovery.
- Treatment planning. You work alongside experienced medical and behavioral professionals to create a treatment plan that addresses your specific needs.
- Inpatient detox. You're admitted to our inpatient program, where you'll find a comfortable bed, excellent meals and comprehensive clinical care as you detox from drugs or alcohol. Depending on what type of substances you've been using — and how much and how often — detox might include tapering down use or substituting illicit drugs with safer prescription drugs that help you taper down. Medical staff also provide supervision and treatment to help alleviate withdrawal symptoms.
- Residential treatment. After successful inpatient detox, some patients are able to leave our Florida detox program and seek treatment in an outpatient capacity. Other patients may not be ready for that step, which is why we offer a residential recovery program. Whether you're still dealing with some withdrawal issues, have a psychological addiction in addition to a physical one, or have co-

existing mental health diagnoses, continued treatment in a residential environment can help you build a stronger foundation for long-term recovery.

We think the best Florida detox center is one that provides comprehensive and customized solutions for individuals battling a drug or alcohol addiction. If our qualified clinical and behavioral staff believe residential treatment is right for you, some treatment methods you may take part in include:

- Individual and group therapy to help you identify triggers for substance abuse and address the impact of mental health and medical diagnoses on your recovery.
- Education and support from counselors, so you can develop healthy coping mechanisms and learn about holistic recovery, which can include changes in diet, exercise and even social activity.
- Recreational therapies that help you practice healthy coping mechanisms and work through addiction, psychological and other issues in creative ways.

Our expert staff believes in holistic treatment. We know that addiction doesn't come from a single place, which is why we provide a number of services to keep our patients comfortable and help them through the process. That includes chiropractic and acupuncture services for patients that agree to these holistic approaches.

Whether you're discharged directly after inpatient detox or you go through our residential recovery program, you'll leave First Step Detox with a complete treatment plan and appointments or recommendations for follow-up care with individual providers, outpatient programs or groups.

The Benefits of Recovery in a Florida Detox Program

Effective detox and recovery requires a comfortable, safe environment where you can concentrate on your needs and addiction recovery process. Inpatient detox is a proven method for helping individuals begin a long-term recovery because it allows for these things. Our south Florida detox center provides these benefits in a welcoming, relaxing environment.

Here are some specific benefits of treatment in our inpatient Florida detox program.

- **Luxury rooms.** Recovery should never feel like captivity, which is why we strive to create a homey atmosphere you can enjoy. Rooms include comfortable beds, flat-screen televisions and other amenities.
- **Enjoyable common areas.** Spend time with other residents or alone in scenic outdoor areas or recreational and entertainment spaces.
- **A relaxing atmosphere.** There's a reason so many people vacation in or retire to south Florida, and that ambience is definitely present in and around our detox center. Just being able to walk outside in the warm Florida sun offers a positive boost to many people in recovery.
- **Professional staff.** Led by board-certified psychiatrists and counselors, our experienced, compassionate staff are well-versed in recovery needs and treatment methods. They take time to listen to your needs, respond proactively and guide you through every step of the inpatient detox and recovery process.

- **Joint Commission accredited.** Our facility holds an accreditation from the federal Joint Commission, which means all our services stand up to strict regulatory guidelines.
- **We accept insurance.** We work with a variety of federal and commercial insurance payers. Before we provide any treatment, we verify your insurance so you know whether we accept your plan and what services it will cover.

Don't Wait to Get Help with Your Addiction

It's never too late to seek help, and you don't have to continue living in the shadow of your substance abuse disorder. Our caring staff is available to answer questions and provide additional information about our Florida detox program 24 hours a day, all year.

Call us now at 877-555-5555 or complete the online information request form.

Don't let fears of withdrawal symptoms keep you from recovery. We can help make you comfortable during detox from drugs or alcohol. We can help you take the first critical steps to sobriety.

Sample City Page

Choosing House Painters in St. Charles, IL

Acme Painting is creating happy customers throughout St. Charles, IL. Head to work in Chicago, take the kids to Otter Cove, or enjoy a leisurely walk along the Fox River Trail. Then, come home to a living space that's been transformed by these awesome house painters in St. Charles, IL.

The secret? Acme Painting's top-notch, speedy painting services.

Painting a house can be a big project, but it doesn't have to be disruptive. Whether a home has a few faded walls or needs a major makeover, this friendly and efficient crew of painters in St. Charles, IL, oversees everything from prep work to painting and cleanup so customers can do other things with their busy day.

Transform Your Living Space with Interior Painting

A crisp coat of paint is an easy way to give a space a new look. An accent wall adds visual interest, and different color palettes can change the vibe of a room.

Acme Painting's skilled team of house painters in St. Charles, IL, can spruce up any space by giving a little love and care to walls, ceilings, doors, and trim.

- Update a living room with contemporary colors.
- Create a soft and serene feel in a bedroom.
- Add playfulness to a child's room.
- Brighten a kitchen and dining area.
- Use complementary hues to freshen up hallways, stairwells and foyers.

The team can also remove outdated wallpaper and repair drywall to make sure the end result is amazing.

Make an Impact with Exterior Painting

There's something satisfying about returning to a beautiful home at the end of every day. A fresh coat of paint is a simple way to increase a home's curb appeal or get it ready to go on the market for new owners.

Acme Painting's professionals are experienced with all kinds of materials. They can paint:

- Stucco
- Brick
- Wood
- Composite
- Fascia and eavestroughs
- Aluminum and vinyl siding

- Cedar shingles
- Decks and patios
- Fences
- Railings

It's important to apply paint properly to protect the exterior of a house from all kinds of Illinois weather, such as snow, rain, and wind. This skilled team of house painters in St. Charles, IL, can fill holes and cracks and power wash surfaces to make sure the paint goes on smoothly and lasts for years.

Expert Painting Process

Acme Painting makes home improvement hassle-free.

- Book an estimate for your paint job.
- Receive a detailed proposal that includes price and timeline.
- Schedule a painting day.
- Leave the work to Acme Painting's expert team.
- Walk through to make sure the work is up to your standards.
- Enjoy your amazing new space.

What a difference a day makes!

Schedule Your St. Charles Painters Today

Acme Painting is putting the wow in homes in Harvest Hills, Artesian Springs, Pottawatomie Park, Cambridge, and many other neighborhoods.

Contact Acme Painting for a free estimate from house painters in St. Charles, IL, whose work is guaranteed awesome. And fast and friendly.

Sample Product Description (Long)

Elevate tabletop decor with this stylish Darice decorative easel. Whether you use it as a plate stand or picture holder, this small easel lends elegance to your displays with its black finish that meshes with light, dark and vibrant design palettes alike and scrolled feet and top accents for fuss-free pairing with both classic and contemporary subjects and decor. Use this easel stand to showcase your small personal art, highlight prints of your favorite works or show off a photo of your kids, spouse or pets. The sturdy base keeps this metal display easel firmly planted on flat surfaces for hassle-free decorating. For added flexibility, this black easel has a medium-size 12-inch height, helping it fit effortlessly beside everything from tall flower arrangements and figurines to shorter sculptures and signage.

- **Adaptable design** – Enliven table displays with the simple design of this small easel, or dress it up with ribbons, garland and silk flowers to create elegant displays perfect for gift tables at wedding receptions or anniversary parties.
- **Classic look** – Scrolled feet and top accents make this picture holder an attractive addition to traditional sofa table arrangements and entryway console displays. The black finish complements black-and-white photography for a chic, classic look.
- **Simple matching** – Pair this metal display easel with virtually any home palette. The black finish does equally well with bright modern interiors and rich classic decor for a look that stays fashionable for the long haul.
- **Easy placement** – The compact 12-inch sizing helps this decorative easel fit well with other table, mantel and shelf decor. It's big enough to hold its own with larger design elements yet doesn't overwhelm smaller knickknacks.
- **Stable display** – A trio of feet and sturdy metal construction ensure stable display with this small easel. Two rugged hooks jut out from the front to put your contents at the ideal viewing angle and create a balanced look.

Sample Product Description (Short)

Make sandbox playtime extra-fantastic with this Little Tikes Dirt Diggers toy truck. The removable loading container lets ages 3 and up enjoy scooping, piling and unloading sand, dirt or toys while helping them develop their motor skills. Constructed of rugged plastic, this Little Tikes Dirt Diggers toy truck is suitable for indoor and outdoor play.

Sample Category Description

Bags & Luggage

Explore Acme's online marketplace to find a bevy of deals on a variety of luggage and bags for your next big getaway or daily commute to work. Whether you're planning the ultimate vacation and looking for fashionable, roomy luggage to tote your wardrobe and essentials or browsing to purchase a reliable laptop backpack for work, the options are nearly endless for any occasion when you shop with us. Peruse brands you love at prices that don't leave a large dent in your bank account. And with our Acme Super Points rewards program, you earn points with everything you buy to redeem for more savings on future purchases.

Gear Up for Time Away

Browse Acme's marketplace now to find high-quality luggage, bags and backpacks for your upcoming trip. We have luggage sets featuring three to five bags, making it easy to bring everything you need for your family's adventure, or pack just enough clothing and necessities for a quick couple's weekend retreat. Hard shell luggage is rugged and tough, which is a great choice for the rough-and-tumble atmosphere of baggage processing.

Leather luggage and bags have an upscale look and a durable choice for the avid traveler. Shop rolling luggage that's easy to maneuver through the airport, bus terminal or hotel lobby. Find kid-friendly luggage for boys and girls in cute patterns to give your young world traveler their very own special bag. And don't forget to upgrade your carry-on bag with a bag featuring airline-approved specs for stowing in the overhead items you need to access fast.

Fuel Your Passion for Purses

From luxury and designer bags to basic purses from top brands, Acme's marketplace is brimming with all types of handbags you'll love. Leather, faux leather, canvas and fabric handbags in a range of sizes, shapes and styles are available in our ever-evolving inventory of options, so it's easy to find the right bag for that casual or special outing when you shop with us.

Take Along Your Tech

Tethered to your tablet? Go nowhere without your laptop. Whether you're trekking across campus to class or heading across town for a meeting, shop tech-friendly handbags and backpacks that hold your device securely with room left over for other necessary items. Browse laptop sleeves for an added layer of protection against damage for your laptop or notebook computer.

It's All About Accessories

Shore up your luggage or bag purchase with the right travel accessories to make every trip — no matter how short or long — more convenient. Various special cases to hold your cosmetics and toiletries, jewelry, electronics, or game system can keep everything organized and safe until you reach your destination. Travel packing cubes make it easy to keep outfits together and neatly folded inside your suitcase until you're ready to wear them.

Car travel accessories, including pillows and throws, make it easier to relax while you make your way from one place to the next. Tag your luggage with identifying information to speed through baggage claims when you disembark from the airplane.

From luggage carts to passport covers, shop Acme to find the best travel accessories that make your traveling less stressful and more fun.

Sample Brand Description

Yumi Kim

Salute spring and summer all year long in floral designs by Yumi Kim clothing. Each piece has been expertly crafted to combine luxurious fabrics and flowing lines for a uniquely feminine look that suits a wide variety of occasions. From vacationing in sunny climates to strutting down main street in your hometown, you'll feel comfortable and confident in pieces by Yumi Kim.

Catch the breeze in a delightful Yumi Kim dress. Easy-to-wear wrap styles allow you to accentuate your waist and stay cool even as the temperature rises. Details like spaghetti straps, sweetheart necklines and side slits add even more visual interest, creating standout pieces that are stunning on their own but still play well with all kinds of accessories.

Mix and match to build a signature outfit using Yumi Kim tops. Off-the-shoulder blouses are truly on trend and look lovely with a pair of fitted capris or white denim shorts. Use dipping necklines as an opportunity to add an artful tangle of chain necklaces or opt of an of-the-moment choker to capture a look that celebrities are showing off on the red carpet and beyond. Explore [jumpsuits and rompers](#) as a clever alternative to mini dresses — they look amazing with a pair of platform sandals or strappy heels, and depending on how you accessorize, a romper can easily take you from day to night. When you find yourself craving a bold splash of color, follow your heart and honor your love of exotic prints with signature evocative designs Yumi Kim clothing.

Sample Buying Guide

Essential Things to Know About Applying for a Loan

Whether you're searching for loan providers for a personal, auto, or a debt consolidation loan, or you just need to borrow some extra cash to renovate your home or take a vacation, you must be well-prepared for the application process. Lenders usually require a large amount of personal details from borrowers when determining their eligibility for a loan, and without the right identification and information, most won't even consider processing an application.

There's also a wide range of features to look for in both the terms of a loan and the loan providers. Before entering into an agreement with any lender, it's vital to make sure that you understand the process. The information below covers the typical requirements when applying for a loan and how to find a trustworthy loan provider.

What Types of Loan Providers Are There?

Consumers borrow money from financial institutions and private lenders for a variety of reasons. While you can obtain many types of loans through major banks, plenty of private lenders provide loans as well. While loans may be issued for any reason, some of the most common types of loans include:

- Auto loans
- Mortgages
- Student loans
- Debt consolidation loans
- Personal loans
- Small business loans
- Lines of credit
- Payday loans

Closed-End Credit

Closed-end credit is the term used to describe loans that are issued for a particular item or amount, such as auto loans and mortgages. Closed-end credit and loans disappear once you've been paid them off, and available funds don't replenish.

Open-End Credit

Open-end credit, also known as revolving credit, describes loans and credit products that you can use again and again. Open-end includes credit cards, lines of credit, and some personal loans. Once you make

a payment on an open-end credit account, those funds become available again to use as you wish.

What's Typically Required When Applying for a Loan?

Different loan providers generally have different requirements for the application process and qualifying terms. Typically, banks and mortgage lenders have the strictest lending rules and require the most information from applicants, while payday loan and some personal loan providers may ask for much less.

In all cases, when applying for a loan, it's necessary to be prepared with valid photo identification and some personal data that can help the loan provider verify your identity. Most lenders also require details about your current employment, income, and previous addresses, as well as personal information about your credit history. Lenders may use some of the facts to perform a credit inquiry, which helps loan providers determine your trustworthiness when it comes to repaying the borrowed money.

How Applying for a Loan Affects Your Credit Score

Your credit score is important. It's how financial lenders monitor your ability to pay off your debt and can make or break your ability to obtain credit. You may have heard that applying for new credit or loans can hurt your credit score, and while this is partially true, it's not the full story.

There are two different types of credit checks: soft inquiries and hard inquiries.

- A soft inquiry occurs when prequalifying for a mortgage, credit card, or another type of loan. Checking your own credit score is also considered a soft inquiry. Soft inquiries don't affect your credit score.
- Hard inquiries are what loan providers do when you're applying for loans or other credit products. This type of inquiry pulls the same information as a soft inquiry; however, it appears on your credit report and remains for up to seven years. While hard inquiries usually only cause your score to fluctuate by a few points, applying for multiple loans or credit cards at the same time can cause a major dip in your credit score. It's important to be responsible when applying for loans and only inquire about borrowing with one or two lenders at a time to avoid this issue.

In some cases, loan providers may lend you money without performing a credit check. This practice is common among payday loan providers and some private personal loan companies. This type of loan usually appeals to those with poor to moderate credit scores who can't obtain a loan from their bank or other major lenders. These loans often carry above-average interest rates.

The Cost of Borrowing

When borrowing money from a bank or a private lender, it's important to consider the cost of the loan. Loans are paid for with interest, which may be calculated daily, monthly, or annually. Interest rates can vary drastically and typically range from 5% for standard mortgages and bank loans to as high as 40% for payday loans and personal loans.

What to Look for in a Loan Provider

When you're considering taking out a loan, regardless of the reason, it's essential to make sure you're using a reputable loan provider. Some of the most important things to look for before entering into a loan agreement are:

- A strong reputation and positive customer reviews
- Affordable interest rates
- Quick response times
- Payment flexibility

It's also critical to make sure that the loan provider you choose gives you adequate documentation of your loan agreement. You should receive copies of all signed contracts, a payment schedule, and documented information about interest rates.

Where to Apply for Loans

There's a very large selection of loan providers working in today's market. With so many options, it can be difficult to determine the best places to apply. While banks and major financial institutions are almost always a good place to start, plenty of private lenders also offer loans to suit nearly any need and financial situation. Using this list of loan providers makes it much easier to find a reputable and trustworthy lender.

Sample Product Review

Why Choose Quicken Loans?

Quicken Loans is a mortgage lender that operates primarily online to reduce costs and pass on savings to borrowers. Homeowners and homebuyers can choose to apply for mortgage products themselves or work with a Home Loan Expert. Online calculators make it easy to understand what you can afford and choose loan options that best meet your needs, and secure online verification supports a streamlined process. You can choose the closing date and order mortgage paperwork beforehand, and once you close, you can manage your entire loan online to make payments, tax matters and other home-ownership obligations easy.

Pros:

- Flexible online mortgage processes that put you in control.
- Provides numerous government-backed mortgages with low down payments.
- Interest rate locks to lower risks when the home search takes longer than expected.

Cons:

- Not ideal for homebuyers set on face-to-face interactions.
- Considers basic, traditional credit data rather than any alternative information.
- Loan options don't include home equity lines of credit.

How Quicken Loans Works

Quicken Loans doesn't require individuals to visit a bank or broker office to apply for and receive a mortgage. In fact, in some cases, the entire process can be handled online. Borrowers begin by completing an application on the Quicken Loans website or by calling the customer service line to speak to a Home Loan Expert.

One benefit of Quicken Loans is that individuals can get information on a number of mortgage or refinance products with a single application. You can also navigate the website menus to read about dozens of loan options so you have an idea of what loan product might be right for you. Quicken Loans supports its mortgage offerings and application process with a robust selection of features to make the task as easy and seamless as possible.

RateShield Approval. If you're approved for a loan product with this option, your interest rate is locked in for 90 days. That means if base rates go up due to a shift in the economy within that time period, you still get the original rate when you close on your home. Alternatively, though, if rates go down, Quicken Loans doesn't hold you to the higher rate and gives you the lower rate. RateShield Approval provides peace of mind for homeowners who haven't quite made a final buying decision or who are negotiating with a seller on specific details before closing.

Power Buying Process. Quicken Loans provides numerous approval levels via this process to support

buyers who may need to bring negotiating power to the table.

- The first level of approval is prequalification. You simply have to answer a few questions and agree to a hard pull on your credit. That lets Quicken Loans provide some basic parameters for how much borrowing power you have. Once prequalified, you can download a letter showing your status, ensuring you're able to provide proof of serious considering to sellers.
- After the prequalification process, a Quicken Loans Home Loan Expert works to verify details such as assets and income. With that in hand, the company is able to generate a Verified Approval Letter as little as a day after receiving all the documents required for the process. A Verified Approval Letter proves that you have the financial founding to make an offer — in short, it gives you similar negotiating power as a cash buyer.

Rocket Mortgage. This is what Quicken Loans calls its all-online mortgage application and approval process. Ostensibly, it's a reference to the speed of the process. It's important to note that the verification and approval process is only speedy if you provide all the relevant documents and respond to Quicken Loans' requests for information in a timely manner.

Closing Documents. Because of the legalities associated with property changing hands, closing documents typically must be in hardcopy format with real signatures. Quicken Loans makes it easy to get your closing documents — whether you need them in digital or hard-copy format — before the date of your closing. And because you choose when you close, you're not at the mercy of physical mortgage company locations or even real estate agents or attorneys.

Loan Management. Some mortgage providers don't service loans past the original approval process, but Quicken Loans continues to service the vast majority of mortgages it originates. That means you can log into the Quicken Loans tool to make payments, see your balance, initiate automated payments, access insurance or tax information and get assistance with your mortgage at any time.

Mortgage Loan Options

Quicken Loans offers a robust array of mortgage loan options, including fixed-rate and adjustable-rate mortgages.

- Adjustable rate mortgages let you take advantage of lower monthly payments for the first 5 to 10 years, creating flexibility in how you manage your loan payments.
- YOURgage fixed-rate mortgages let you choose 8- to 29-year terms to fit your preferred time line for homeownership and individual financial goals.
- Traditional 30-year and 15-year fixed mortgages provide a stable, long-term path to homeownership for individuals who plan to remain in the same house for years or know that property values will go up in the short term and allow for flipping the property for a profit.
- VA loans let qualified veterans finance a home purchase without a down payment.
- FHA, USDA and other government-backed loans may be options for qualified buyers and properties and let you finance a home through Quicken Loans with a small or no down payment.

- Jumbo loans for large properties make it possible to find mortgage options to cover homes that cost as much as \$3 million.

Options for Refinancing Your Mortgage

Quicken Loans also offers numerous options for those who want to refinance an existing mortgage. If interest rates have gone down since you bought your home or you find yourself in a mortgage with terms that don't sit well with your personal financial goals, the refinance guide and application process at Quicken Loans offers the chance to turn the tables.

You can refinance with HARP or other programs designed to lower your payments via Quicken Loans' Rocket Mortgage application tool. The company also provides the ability to chat with a Home Loan Expert online or via telephone to get help with this process.

Our Verdict

Quicken Loans is a user-friendly, expansive option in the mortgage loan arena. The website is easy to navigate and offers numerous resources homebuyers can leverage for education and decision-making purposes even before they apply for a loan. Quicken Loans is powered by the innovative Intuit mindset, so it's not surprising that the self-serve processes are well-explained and streamlined. And if a homebuyer has his or her ducks in a row and understand the basics behind mortgage applications, approvals really can take less than a day or two.

The one downside of Quicken Loans that might not fly for some borrowers is the lack of face-to-face interaction. While you can call the friendly staff at any time with questions, that's not always enough for borrowers who are especially anxious or confused about the entire process. We recommend Quicken Loans for experienced home buyers or first-time buyers who are especially savvy about lending and financial products.

Sample Product Comparison

Gas vs. Electric Refrigerators for RVs: 5 Reasons to Consider the Acme Arctic DC Refrigerator

The RV lifestyle might be about living off the grid or taking a vacation away from the trappings (and traps) of your busy life, but most people would agree that RV living is **not** about sacrificing some of the best aspects of modern living. Safe, refrigerated meats you can toss on the grill anywhere you land and ice cold beverages to chase the savory down are just a few of the many pleasures people enjoy while traveling in RVs — which is why you want an RV fridge that sticks with you through the journey. Find out more about the Acme Arctic DC refrigerator below and why you might want to pick it over gas models.

Gas vs. Electric Refrigerators: Why DC Refrigerators Win

Safety

Around 4,000 RV fires occur annually, and the second leading cause of flames in RVs is incidents with fridges. While gas appliances have come a long way, they still require a gas line, and gas is highly volatile and flammable. That means bumps or poor road conditions can lead to sparking, which can quickly escalate to a full-RV fire if you have a gas fridge.

Electric refrigerators don't run on flammable gas, making sparks and movement less of a worry. Even when you're not moving, the presence of gas is a safety concern; ventilation is critical, and you must remain aware of potential leaks. Electric units don't come with these concerns.

Performance

Electric refrigerators tend to provide more consistent cooling and lower temperatures, ensuring your drinks really are ice cold and helping your consumables last longer on every trip. One of the reasons electric trumps gas in this arena is that gas-powered absorption units can be more affected by the temperatures around them.

Exploring a hot region of the country means your gas fridge can only maintain an interior temp that's a certain level below the sweltering heat around it. Compressor refrigerators don't have this problem; it can be 100 degrees F outside, 80 degrees F in your RV and still an ideal 37 degrees F inside the fridge.

Efficiency

A DC refrigerator usually consumes less energy than its gas-powered brethren. Plus, you don't have to worry about the 12-volt battery dying as often as might happen with an absorption refrigerator. While absorption fridges run primarily on gas, they also rely on a 12-volt battery. But they suck so much life out of the battery that you might be changing it out more often than you like. Electric fridges run on both 120-volt AC power and 12-volt DC power from the battery. Between flexible power options and increased efficiency, you usually get a lot more life out of the battery.

Convenience

Efficient, consistent electric battery power lets you safely power your fridge in transit. That means you arrive at your destination with cold food and beverages immediately ready. Unlike absorption units, which must remain level to function efficiently, electric models also keep things cool whether you're driving up a mountain or parked on a slope.

Flexibility

With electric appliances, you can draw power from solar, which is a huge benefit for those looking to go RVing off-grid. The sun might be powerful, but it can't fill the gas line to fuel an absorption fridge.



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