

WordDirect Solutions

PAVING THE ROAD TO YOUR SUCCESS



ABOUT US

We focus content on search visibility and customer journey

Content Marketing Expertise

- Strategy
- Planning
- Execution
- Optimization

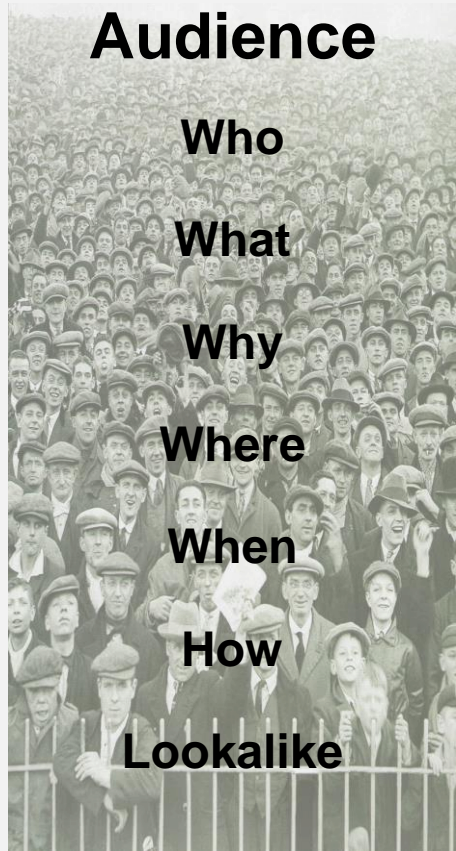


An abstract, textured background featuring a variety of colors including red, yellow, green, blue, and purple. The surface has a cracked, marbled appearance, similar to aged paint or stone. The colors are layered and blended, creating a rich, multi-dimensional visual effect.

**HOW DO WE HELP
YOU?**

STRATEGY

Audience




Who
What
Why
Where
When
How
Lookalike

Brand



Who
Why
How
Compare
Past
Present
Future

Product



What
How
Why
Options
Compare
Reviews

Content & Resources



Past
Present
Future
Results
Purpose
How
Where
When

SERVICES

Our Road to Success

Content Strategy

Content Planning

Content Production

SEO | SEM



OBJECTIVES

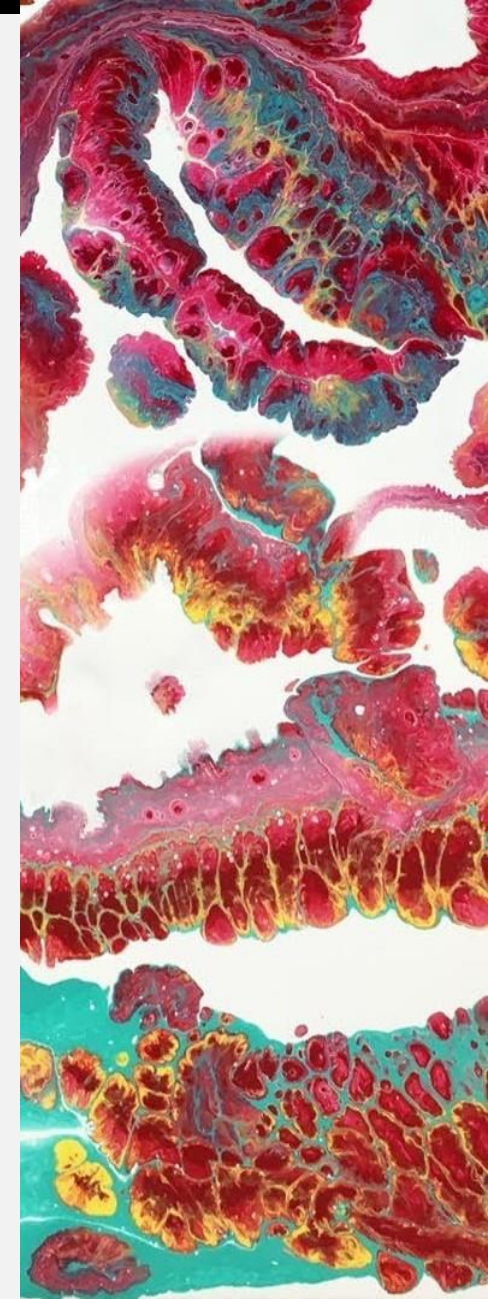
Our commitment to you

Primary

- Increase online discovery (SEO & content)
- Increase online engagement (social, website, ads, email)
- Improve website metrics (conversion rates, dwell time, etc.)

Secondary

- Sharpen focus on audience
- Optimize content workflows
- Unify messaging across channels & products



OUR CLIENTS

CALIPER



Informatica

LinkedIn

KCD|PR



Maine Medical Center
MaineHealth



Adobe



ELSEVIER

