

# The Effects of

# CONSISTENT BLOGGING

## THE CHALLENGE

Help Call Experts develop a blog writing program that creates unique content to regularly engage users and increase website traffic.

“When we first started, the blog had a couple of okay posts. We weren’t going after keywords; it was hard to stay consistent.”

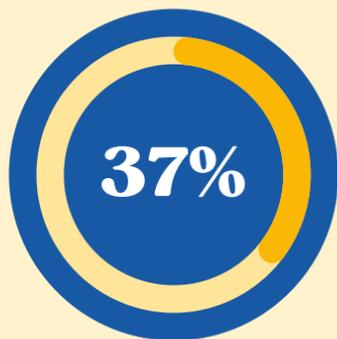
Kip, Director of Business Development, Call Experts

Call Experts is a contact center founded in 1982 in Charleston, SC. With three locations and hundreds of employees, they support clients by providing business process outsourcing solutions.

Call Experts was relying on internal staff and friends of the business to contribute to their blog. Without an internal copywriting team, the team did not develop a strategy, consistently deliver content, and strengthen the voice of their company.

Their goal was to create engaging content in a simple, relevant blog program. Reviewing their competitors and understanding essential search rankings, they knew they needed to develop their blog using outsourced support.

## THE OUTCOME



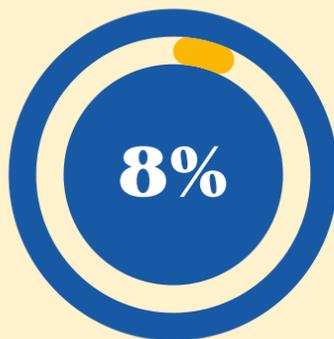
### WEBSITE VISITS

Total visits to the website via the blog increased by 37%, to 5.7k+ annually.



### TOTAL BLOGS

We doubled the total blog count on site from 45 to 90 blogs.



### DECREASE IN BOUNCE RATE

Across all blogs, we decreased the bounce rate by 8% and increased time on page to over 2 minutes.

## OUR SUPPORT

Our team started by creating a comprehensive outline of trends in their industry and amongst their competition. We researched important keywords, queries, and topics for their business. Then delivered findings in a comprehensive, downloadable presentation.

From there, we directed our focus onto aligning topics and keywords with business needs.

At quarterly meetings with sales and customer care, we discuss business initiatives and customer requests. This information informs our writers, editors, and strategists so they can create a 4-month content plan with weekly blogs.

Every blog goes through a three-part editing process, including SEO, grammar + spelling, and context edits.

After finalizing internally, our team sends a copy for edits via Google Docs. After revisions and approval, our team edits and posts blogs to WordPress (Yoast-approved). Then, we share them to all accessible social media channels.

This program improves engagement on the Call Experts website, consistently delivers engaging content for their team and customers, and creates time for them to focus on essential strategies and tasks.

**“Working with Moshe and Cara is so easy. Our sales team routinely uses the blog as a resource. My teams spend less than 10 minutes a week now approving blogs. All we have to do is post and our customers are getting unique, supportive content.”**

Abby, CEO, Call Experts