



P.O. Box 50807 ■ Eugene, OR 97405 ■ www.contentclear.com

Thank you for your interest in my pet industry background as a web SEO and direct response copywriter providing solutions to help you convert more prospects into buyers — online and offline. Most of this information pertains to my website optimization skills since so marketing is shifting to online.

Pam Foster
Senior Web SEO Copywriter
PETCOPYWRITER.COM
and Founder, ContentClear Marketing (*PetCopywriter.com part of ContentClear Marketing*)

You may have downloaded this information kit out of curiosity. Some folks do — especially those who never hired a freelance web SEO (search engine optimization) copywriter before.

But, more likely, you need an experienced pet industry copywriter with proven web SEO skills for your underperforming site or new site — someone who combines these five key elements for successful web content that really works in turning website visitors into buyers:

- **Clear, persuasive sales copywriting skills** that focus on motivating each web visitor to become a customer, subscriber or other participant in your pet business or veterinary company.
- **Ethical SEO copywriting skills**, masterfully weaving targeted keywords into the copy on each web page and in “behind-the-scenes” meta tags so prospects can FIND your site.
- **Extensive web marketing, usability and site architecture skills**, with a keen understanding of how single landing pages and multi-page sites guide pet enthusiasts to a buying decision.
- **Plenty of “geek” skills to work smoothly within the technical needs** of the web designer and web developer through every phase of a content optimization project.
- **And of course, an understanding of your needs as a busy marketer in a pet or veterinary company**, based on my years of experience in corporate marketing communications and as a consultant to all kinds of B2C and B2B pet companies including LL Bean dog products, IDEXX Laboratories, the Pet Health Network and others.

"Pam focuses on customer needs and helps you frame your thoughts/ideas in a voice that is clear to them. I highly recommend Pam to help you out."

— **Todd Paige, President**
Pet Health Network

The great news for you is — you’ve just found an experienced, savvy and successful pet web-SEO copywriter who brings all five of these elements to every web project.

But just in case you'd like some details on what it's like to work with a skilled web-SEO copywriter before you hire him or her, here are some of the most common questions marketers ask about working with me.

“WHAT ARE YOUR QUALIFICATIONS AS A WEB-SEO COPYWRITER?”

In 2008, after 28+ years of writing and guiding successful marketing campaigns offline and online (13 of them online, and 10 of them in pet and veterinary marketing), I founded the ContentClear Marketing Method for Website Optimization to help marketers follow a unique, methodical and proven approach to developing web content that works.

Using my Content Clarity Tools and working closely with you, I can help you determine the best way to reach your target audiences and achieve your sales and lead-generation goals. That's because my services go well beyond just content writing. I'm focused on a successful user experience; expertly guiding visitors through your site's sales funnel.

"Pam's ContentClear approach is right on the money."
— **Nick Osborne, Web Content and Author of NetWords**

To date, I've written hundreds of web pages and web marketing projects for dozens of companies including consumer pet companies, B2B companies related to veterinary care, and many other pet-related organizations

I've work with all kinds of virtual teams of web experts — including keyword researchers, web designers and programmers, and marketing teams. I can pull together a team or work with your own web team as needed to support you in creating a sales-focused website.

In addition to founding ContentClear Marketing and PETCOPYWRITER.COM, I'm the author and co-author of several web-SEO related books, including:

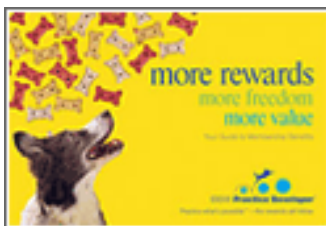
The Web Copywriter's Clear Path to Profits and ***The Web Marketer's Clear Path to Profits***

The New Media Marketing Series: several web marketing books marketed through New Media Marketing Power.com.

“DO YOU HAVE A PET-INDUSTRY BACKGROUND?”

Yes, I've written marketing materials for pet companies and veterinary-industry companies for 10+ years. My pet-industry clients have included consumer and business-to-business companies such as L.L. Bean, IDEXX Laboratories, Pet Health Network, Sir Earl Ink, Radiopet, Animal Emergency Clinic, and many others.

While at IDEXX, I also worked on consumer education related to Lyme disease, FIV-FeLV, and many emerging diseases.



I've literally written hundreds of web pages and sales materials related to pet care, pet products and running a successful veterinary practice. You'll find samples of my work inside this packet and I'll gladly supply more upon request



I've also been a dog and cat owner my entire life.

These days, Louie my Westie mix pup is a happy, loving daily reminder of how pets enrich people's lives.

“WHAT KIND OF RESULTS CAN I EXPECT FROM WORKING WITH YOU?”

You can expect well-planned, well-written and well-executed web-SEO content from me — compelling, reader-friendly content that turns prospects into qualified sales leads and/or buyers.

That's because no other method provides you with a clear, complete and ethical process including tools for strategic thinking that drives a thorough understanding of your audience's needs and your site objectives.

And when you follow my clear, step-by-step optimization method, your site will include benefit-driven, SEO messages that connect with your customers and search engines ... and on every page of your site.

I help you do this by demonstrating how your pet-related products and services uniquely solve your prospects' greatest needs.

“WHAT KINDS OF ASSIGNMENTS DO YOU HANDLE?”

Count on me for all aspects of effective web content and online marketing, including:

- Site Audit to evaluate usability and identify opportunities for optimization
- Web copy critique
- Strategic planning
- Keyword research
- Site architecture to map out the sales process
- Content writing, including “white hat” ethical SEO copywriting
- Web content makeovers
- Single landing pages and order pages
- E-mail marketing
- E-newsletters
- Video scripts
- Training, coaching, teaching
- Speaking to groups about web-SEO copywriting

"Pam Foster's comprehensive understanding of the unique requirements of web and e-mail copywriting has proven to be an incredible asset."

**— Neil Johnson, President,
Cadent Technologies Corporation**

In addition, you can also hire me to write effective offline materials that support your sales goals, including:

- Brochures
- Direct response mailings
- Posters
- Videos
- Ads and Advertorials
- Packaging
- Studies
- Articles
- Many others

“WHAT DOES IT COST TO HIRE YOU FOR A PROJECT?”

It’s hard to answer this question without knowing the details of your project. The main reason is — every company and project is different. No two websites or missions are exactly alike. For example, you may need new web pages, updated existing pages, an optimized order page, or a complete overhaul from soup to nuts. There may be tons of great content to work with and it simply needs optimizing ... or there may be no copy yet or pages of non-sales copy that was written by an engineer 10 years ago. And there may be a need to do extensive work in phases.

So by taking a customized approach for your project, you can expect me to:

- Recap your mission to demonstrate that I heard your concerns and needs
- Provide an action plan for the specific aspects of your project
- Address your expectations regarding timeframe and budget
- Deliver a thoughtful proposal that meets your unique challenges and goals

“HOW LONG DOES IT TAKE TO WRITE MY WEB-SEO CONTENT?”

Again, it all depends on what’s involved. Once we have a conversation, I can put a rough timeframe into my proposal, and then we’ll firm up a schedule once we get going.

“WHAT HAPPENS IF WE WANT TO REVISE THE CONTENT?”

All of my PETCOPYWRITING.COM proposals are backed by my ContentClear Marketing promise and reputation of content optimization excellence, quick turnaround time, timely communications and ethical, on-target marketing and SEO recommendations.

"Pam is an excellent web content writer. She writes from the inside out - digging in to gain a thorough understanding of her client's products, services and target audiences, and then translating that into appropriate messaging on the web. Pam takes a holistic view of projects - her skills cross over into information architecture, search engine optimization, project management and even graphic design consultation. Pam's friendly attitude, sense of humor, and commitment allow her to become a trusted member of her client's team and make the web development process an enjoyable experience."
— **Heather Peters,**
Project Manager, Image Works

This means: tell me what you want improved and what the changes are, and I'll make them ... fast. There is NO CHARGE for rewriting. Revisions are included in the flat fee we've agreed to for the assignment, provided they are assigned within 30 days of your receipt of the copy and are not based on a change in the assignment made after copy has been submitted.

Most of my clients are pleased and enthusiastic about my copy. But if you're not 100 percent satisfied, I'll revise the copy according to your specific guidelines ... at my expense.

“HOW DO I PLACE AN ORDER WITH YOU?”

Putting me to work for you is easy. Simply pick up the phone and give me a call at 843-597-6515 ... or drop me an email at pam@contentclear.com. We'll go over your project and I'll answer your questions. Then I'll provide a detailed estimate and confirmed scope of work.

Dozens of pet-related organizations and companies have found my web-SEO copywriting and consulting services ideal for promoting their business online and increasing their bottom line. So why not try my services for your next web-SEO project? I promise you'll be delighted with the results.



Sincerely,

Pam Foster
PETCOPYWRITER.COM
Part of ContentClear Marketing

P.S. If you have an immediate need call me right now at 843-597-6515 ... or email me at pam@contentclear.com. There is no charge to discuss your project with you and give you a proposal. And there is no obligation to buy.



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What Clients and Colleagues Say About PETCOPYWRITER.COM: Pam Foster's Web-SEO Copywriting and Consulting Services

Your complete satisfaction is my goal on every web, seo and print copywriting project.

In fact, you'll always be able to count on me to provide strategic thinking, customer-focused messaging, clear content and usability consulting — with a solid foundation in pet care, pet products and veterinary marketing. That's why many of my current clients have been with me for years. Here's what several of them, as well as colleagues, have said about the quality of my work.

“passionate, focused marketing copywriter”

“Pam is a passionate, focused marketing copywriter who can translate complex technical concepts into a variety of formats depending on the audience, and of course under very tight deadlines. Pam consistently works with marketers to hone their messages to one key message while making sure she writes in the proper tone for the project at hand.”

— **Todd Paige, President, The Pet Health Network**

“wonderful talent, attitude and work ethic”

“Thanks, Pam for your wonderful talent, attitude and work ethic. We really appreciate you!”

— **Blake Boyd, Sire Earl Ink.com (eco-friendly greeting cards featuring pet photos)**

“creative and on target”

“I have worked with Pam Foster on various projects over the past several years. I have found her copy to be creative and on target, I think largely due to her great listening skills. Additionally, her organizational skills make her projects run smoothly.”

— **Sharon Collin, Marketing Director, Companion Animal Group, IDEXX**

“consistently delivers strategic copy”

“Our business is complex and fast-moving, so it's critical that our writers be able to quickly understand the business situation driving the creative direction. Pam consistently delivers strategic copy that is on brand, and is a great creative and brainstorming partner.”

— **Andrew Knupp, Account Executive, IDEXX Laboratories**

“she can produce the most effective branding copy possible”

“Pam Foster is one of the most detail-oriented and quality-focused creative writers I have run into in my history of managing Marketing Communications groups. She is very thorough in understanding her clients so that she can produce the most effective branding copy possible. She is very good at following up with clients to ensure the messaging is appropriate for the audience. All in all, Pam is someone I would hire and/or recommend to write copy for me for anything! She is very flexible in her application of work!”

— **Diane Hills, Marketing Communications Operations Manager, IDEXX Laboratories**

“turns information into compelling and informative copy”

“I’ve worked with Pam for approximately 5 years and her work has always been exceptional. She has a great skill for researching and gathering the appropriate information needed to write about a given topic. She turns that information into compelling and informative copy. As an added bonus, Pam is also very personable and fun to work with.”

— **David Sullivan, Marketing Communications Design Consultant, Ad Media Communications (IDEXX consultant and partner on many pet-related projects)**

“end result is well designed and well received”

“I had the pleasure to work with Pam on several projects while she was employed at IDEXX Laboratories. Pam has a unique ability to make sure she keeps all parties in when developing copy or a marketing piece. She can balance what the customer needs and what the business wants so the end result is well designed and well received. She is fantastic about incorporating feedback from all parties to ensure success, does not take constructive feedback personally and makes work fun.”

— **Laura Casey Etter-Tuczinski, Senior Training Manager, IDEXX Laboratories, IDEXX**

“full of ideas, dependable and deadline driven”

“I’ve known Pam Foster for years, but had the opportunity to reconnect and work with her as a colleague at LL Bean several years ago. She was always upbeat, vigorous and passionate about her work, and she always welcomed input from others. Later, I reported to Pam at IDEXX Laboratories, where we partnered on many projects, brainstormed and acted as each other’s writing support group as the only two in-house marketing copywriters on the team. Pam was a great mentor, a trusted source of information (as one with many years of writing experience) and a pleasure to work with. Her passion for good copy and her energy have never flagged in all the years I’ve known her. She’s full of ideas, dependable and deadline driven and her resume speaks to her depth of experience.”

— **Thomasin Heyworth, Copywriter, IDEXX Laboratories**

“I highly recommend her!”

“Pam is a seasoned professional in the marketing and advertising industry who I strongly recommend for a variety of communication needs. She has a strong strategic approach that is based on solid marketing and communications objectives. She uses this base of understanding as a platform for her copywriting skill which she can then apply to a combination of expertise whether it involves collateral, direct mail, video/broadcast or website development...She is flexible to work in a variety of communication environments. I highly recommend her!”

— **Jeanne Lavoie, Owner, JLDdesign (my design partner on many pet-industry products)**

“... an excellent Web content writer”

“Pam is an excellent Web content writer. She writes from the inside out - digging in to gain a thorough understanding of her client’s products, services and target audiences, and then translating that into appropriate messaging on the web. Pam takes a holistic view of projects - her skills cross over into information architecture, search engine optimization, project management and even graphic design consultation. Pam’s friendly attitude, sense of humor, and commitment allow her to become a trusted member of her client’s team and make the web development process an enjoyable experience.”

— **Heather Peters, Project Manager, Image Works**

“clear, direct, efficient and insightful”

“I’ve worked with Pam on several projects, both as a colleague with her and as a consultant for her. Pam’s is clear, direct, efficient and insightful. It is both a pleasure and a learning experience to work with Pam. I highly recommend her!”

— Lori Dombek, Consultant/Web Developer, digimama

“well researched with the client’s goals at the forefront”

“Pam is incredibly dedicated to her clients and meeting their objectives. She works tirelessly to make sure their marketing and web content is on strategy and on deadline. She is prompt, easy to work with, and has always been a team player on the client work we have created. Her recommendations and content are always well researched with the client’s goals at the forefront of every project produced. And, her enthusiasm is boundless!”

— Whitney Campbell, Owner, Whitney Campbell & Co. Design

“confident and experienced perspective”

“I am impressed and pleased by your work product and style. You're a great communicator, and I appreciate your confident and experienced perspective.”

— Amanda Hollowell, Catalog Copy Manager, L.L. Bean

“wonderful work”

“I can't tell you how proud I am of all the wonderful work you are doing and have done for Primrose Schools. We are so proud to have you on our team!!!”

— Jo Kirchner, President and CEO, Primrose School Franchising Company

“makes the process so easy and painless”

“Pam has written our tax and financial newsletter for eight years. Our clients love it because Pam is able to take dry, technical subjects and put them into words our readers can understand, digest and apply to their own situation. And, she makes the process so easy and painless. I just give her a few ideas on topics and she takes care of the rest. We love it!”

— Jane E. Honeck, CPA, PFS, Partner, Honeck-O'Toole, CPAs

“... amazing”

“Dear Pam, I'm so pleased with my new home page and all the suggestions you made for the rest of my web site. It's amazing how you were able to give the pages a completely new and dynamic look and yet still capture the essence of Diane York Weddings & Events. It looks great!”

— Diane York, Diane York Weddings & Events www.dianeyorkweddings.com

“the word wizard”

“Pam, as always, you're a genius! You always get it! You are more than awesome — you're the word wizard!!!! Thanks for turning it around so quickly.”

— Keri Kirchner, Primrose School Franchising Company

“count on her getting the job done”

“Pam takes all the hassle out of our projects. She's so organized and reliable; I can always count on her getting the job done!”

— Betsy Morrell, Downeast Energy

“her sharp mind saves time and money!”

“Pam is a pro. Working with her is a pleasure, and more often than not, her sharp mind saves time and money!”

— Heidi Hansen, Business Consultant and President at HN Hansen & Co.

“highly skilled, thorough and very detailed”

“Pam is a pleasure to work with. She is a highly skilled copywriter that gets the job done in a timely manner. She's thorough and very detailed. She keeps her clients top-of-mind while conducting business with them. You'll be glad you enlisted her services.”

— **Jim Turner, Direct Response Copywriter at Abundant Resources Inc.**

“a rare gift for identifying the key emotional triggers of a target group”

“Pam is a very effective copywriter. She has a rare gift for identifying the key emotional triggers of a target group, and using those to drive her copywriting. The result is extremely persuasive copy that has paid off for her customers in all the ways that matter. We have worked with each other by reviewing copy and brainstorming marketing and promotional ideas. We are also members of a private group of copywriting entrepreneurs whose purpose is to be a support to each other. You will find Pam to be very professional, as well as an enthusiastic source of new ideas and approaches.”

— **Becky Baker, Strategic Copywriter, RB Communications**

“world-class”

"Pam is a real pro. She is much more than a great writer; she's a good communicator which makes her work all the more helpful. She is world-class and I recommend her without hesitation."

— **Lynnelle Wilson, Bold Vision Consulting**

“comprehensive understanding of the unique requirements of web and email copywriting”

“Pam repeatedly demonstrated her responsiveness to our client's requests. Her quick turnaround and the high quality of her work helped keep our project on track, plus made the client very happy. Pam's comprehensive understanding of the unique requirements of web and email copy writing has proven to be an incredible asset for this project. It's a pleasure to work with someone who consistently demonstrates such competence and professionalism.”

— **Neil Johnson, President, Cadent Technologies Corp.**

“I highly recommend Pam to help you out”

“Pam is a creative, writing machine. She focuses on the customer needs and helps you frame your thoughts/ideas in a voice that is clear to them. I highly recommend Pam to help you out.”

— **Todd Paige, Founder, Pet Health Network**

“skilled at interpreting complex, technical material and creating pithy, persuasive copy”

“Pam's an experienced, professional copywriter who's skilled at interpreting complex, technical material and creating pithy, persuasive copy. She's a strong collaborator who's a real pleasure to work with and who'll dive in to tackle tough writing challenges. I'd look forward to working with Pam again any time.”

— **Ken Danieli, Brand Strategist at Danieli Consulting, LLC**

“professional work”

“Thanks for your professional work — it was very good!”

— **Bob Taylor, Executive Director, The Council For Disability Awareness**

“on target and reaches the audience”

“Pam's work is exemplary. We have had many campaigns that have been successful because of Pam's writing. My staff has always believed she is on target and reaches the audience. I highly recommend Pam for web content, web architecture/strategy, copywriting, marketing strategy, and more!”

— **Lee Scott, Marketing Consultant specializing in Franchise and Education Companies**

“one of the best marketing writers”

“Pam Foster is one of the best marketing writers I know. Plus, she's a deadline whiz! We always get our money's worth from Pam.” — **Martha Muldoon, Kennebunk Savings Bank**

“Pam's copy is top notch”

“Pam's copy is top notch! Her survey letter is excellent -- I wouldn't change a single thing. It's one of the best I've seen from my coaching students. I'm very impressed.”

— **Chris Marlow, thecopywriterscoach.com**

“superior level of professionalism”

“Pam worked on a thankless project for me. We were looking to create a brochure that pulled information from various sources...wanting it to feel cohesive and fresh as a single unit. Pam's estimate was right on; her delivery schedule was right on and the finished product was exactly what we had in mind. I've also worked with Pam in different places on other things -- and know she brings a fabulous attitude and a superior level of professionalism to every project she touches.”

— **Shireen Shahawy, Marketing Consultant**



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**Pet companies, veterinary companies, and LL Bean
(plus many other companies) have worked with Pam Foster**

Below is a partial list of the clients I've been fortunate enough to work with —
either directly as an employee or freelance copywriter, or through an advertising agency;
providing web seo content writing, consulting, or print copywriting:

PET and VETERINARY INDUSTRY CLIENTS

- Agritech (became IDEXX)
- Animal Emergency Clinic
- Cornerstone Practice Management Software
- IDEXX Laboratories (6 years as a marketing communication staff member)
- LL Bean Dog Products
- The Pet Health Network
- Radiopet
- Sir Earl Ink

OTHER CLIENTS

Business Associations

- Ad Club of Greater Portland
- American Writers & Artists, Inc.
- Art Directors Club of Maine
- Association of Chilean Salmon Farmers
- City of Auburn Chamber of Commerce
- Greater Portland Convention and Visitors Bureau
- Maine Education Services
- Maine Financial Institutions Insurance Trust
- Maine Lobster Promotion Council
- Maine State Housing Authority
- NAWBO Boston

Consumer Goods

- Bonney Farms
- Downeast Kitchens
- Emery Waterhouse/Trustworthy Hardware
- Freaky Bean Coffee Co.
- Gift Shops of America
- Hannaford Bros. Co.
- L.L. Bean
- Pierre's of Exchange Street

Education

Harper College, Chicago
Hebron Academy, Maine
Primrose Schools Franchising Co.
Sweetser Children's Services
Sylvan Learning Systems
uBoost.com

Financial Organizations

Androscoggin Savings Bank
First Suburban Title Company
Fleet Bank
Kennebunk Savings Bank
Maine Education Services (student loans)
Maine Savings Bank
Maine State Housing Authority
Mechanics Savings Bank
Peoples Heritage Bank
Practice Developer Rewards Program (a business unit of IDEXX Laboratories)

Franchise Companies

Goddard School
Peerless Franchises Inc.
Primrose Schools
Sylvan Learning Systems

Hospitality

Sonesta Hotel

Insurance

Blue Cross Blue Shield of Maine
Blue Cross Blue Shield of Maryland
Crown Life Insurance
Council for Disability Insurance
UNUM Life Insurance

Manufacturers/Industrial (B2C, B2B)

Agritech (became IDEXX)
Bath Iron Works (shipyard)
DeLorme Mapping
Dingley Press (printer)
Enterix (human medicine)
IDEXX Laboratories (veterinary medicine)
National Semiconductor/Fairchild (computer chip technologies)
Pine State Trading Co. (distributors to convenience stores)
Portland Glass (windows, garage doors)
Post Machinery
Sprague Electric

Media/Advertising

Burgess Advertising & Associates
Garrand & Co. Advertising
HatchHaus Design
Image Works
Maine Association of Broadcasters
New Media Marketing Power
Port City Life Magazine
Portland Press Herald
WCSH Television
WPOR Radio
Z-Card

Non-Profit Organizations

American Cancer Society
Families for Disability Awareness
Maine Arts Commission
Maine Special Olympics
United Way of Androscoggin County

Service Companies

Agile Executive Search
All-N-1 Landscape
AWAI (American Writers & Artists, Inc.)
Bold Vision Consulting
Brown & Meyers (Court Reporting, Document Management, Scanning, Transcription)
Diane York Weddings & Events
Hiresites.com
Honeck-O'Toole CPAs
ITN America
Job-Interview.net
Mr. Lakefront
Pheasant Tail Ridge
Peerless Franchises
Precision Textile Color
Premiere Web Services
The Law Offices of Stephen G. Rodriguez
Workshops International

Software/Telecomm

Contel Business Systems
Northern Data Systems of Maine

Utilities

Bangor Hydro-Electric Co.
Downeast Energy



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HOW I WORK:

As part of PETCOPYWRITER.COM, together we'll follow the ContentClear™ Marketing method and develop online content that leads to more conversions — no matter what web goals you have.

For every project, I tap into my 7-step method and content clarity tools to ensure that your site is following industry best practices.

These steps, adjusted for your particular audience and products/services, can help you achieve your marketing mission, whether you're looking to generate more inquiries, sign up new members, or sell more products.

1. Initial Contact and Proposal

After an initial conversation with you to determine your goals, I briefly assess your site and develop a strategic proposal including tasks, deliverables, timelines and a cost estimate as appropriate for your project.

2. Discovery Phase: Web Purpose Brief and Online Research

I work with you to establish your site's mission, purpose, goals, competitive positioning and target audience. This is also where I look at your site analytics, keywords and competition.

3. Current Site Analysis and Recommendations: 21-Point Usability Checklist

I evaluate your current site from the customer's point of view, identify opportunities for improvement, and offer a detailed plan for site optimization. This includes recommended enhancements to strengthen your marketing messages and incorporate SEO keywords.

4. Key Message Clarity (Promises/Benefits) for Target Audiences: Web Creative Brief

I develop a marketing strategy document outlining your target audience's main "pain points" (the need or concern they're trying to solve), your website's value proposition (how your products or services offer the best solutions), your compelling offer, your call to action, your primary keywords, etc.

This helps you prioritize your most critical messages for content optimization so prospects and search engines can find your site and solutions.

5. Information Architecture Site Map

Based on your site's purpose, I can serve as the Information Architect, working with your web team to develop a blueprint for your site. This includes an official Site Map confirming the number of pages, what they include, and how they flow from the home page and through the buying process.

6. Detailed Marketing Content in a Content Map/Wireframe, and User-Focused SEO Copy

Content Maps (also known as wireframes) indicate specific message blocks for each page and where they "live." Once the content maps are approved, I write your detailed, optimized marketing content (in Word or PDF) in page layout formats for total clarity to everyone involved in developing the site. I also provide SEO keywords and page titles.

Once you approve the content, the web team builds each page. I also participate in page review phases, checking all layouts for genuine clarity, proper flow and usability.

7. Marketing Your Site: Content for Specific Tactics

I play a key role in helping you market your site through a variety of approaches (PPC advertising, Blog posts, web user forums, links, articles, landing pages, directories, banner ads, podcasts, videos, e-mails, e-newsletters, direct mail, TV and more). Together, we can test copy and offers as you gain new insights from your customers' responses.

Important! An optimized site is never "done." Regular updates, articles, newsletters, blogs, etc. keep your site fresh and give customers a reason to return often (search engines like it too).

I look forward to playing a partnership role in ongoing site enhancements that help you stay ahead of the competition.



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Pam Foster's Career Resume

Pamela M. Foster

www.contentclear.com

3 Rising Tide Drive, Unit A, Beaufort, SC 29902 Phone: 843-597-6515

[E-mail](#), [Twitter link](#), [LinkedIn link](#)

Strategic sr. copywriter specializing in web-SEO content, search marketing, direct response copywriting and e-newsletters

CAREER OBJECTIVE: To contribute my 28+ years of marketing communication, direct-response copywriting and web-SEO content writing experience to progressive PET-INDUSTRY organizations, helping to generate leads, boost sales, build brands, strengthen market position and communicate effectively with target audiences.

PROFESSIONAL EXPERIENCE:

ContentClear Marketing (formerly Pam Foster Copywriting) Beaufort, SC (Freelance, worldwide)

Owner, 1995-present. Provide senior-level creative strategy, sales copywriting, web-SEO content writing and editing, site critiques and SEO audit services.

Founder, the ContentClear Marketing Method to Web Site Optimization, a unique 7-step process for developing clear, optimized web content that works.

Niche markets based on my background: PETCOPYWRITER.COM, [Franchise Marketing](#), [B2B](#).

I also train copywriters and in-house corporate web teams on web-SEO copywriting techniques. My program, [The Web Copywriter's Clear Path to Profits](#) was launched in February 2009.

Please see my entire profile with samples, clients and testimonials at www.contentclear.com.

Pet Health Network Portland, Maine (Startup pet-owner communications technologies for veterinary practices)

Content Director and Managing Editor-January 2008-present

- Provide strategic creative direction, content management and copywriting for touch screen and Web site products revolutionizing pet health education at all pet care touch points
- Write and produce or edit all copy for product, marketing communications, and member (doctor) relations
- Developed and manage process and systems for mapping out and executing content priorities
- Manage brand voice standards, styles and messages (ranging in medical explanations to "home care")
- Manage relationships with physicians and veterinary industry leaders to develop leading-edge content

[IDEXX Laboratories](#) Westbrook, Maine (Global diagnostic, pharmaceutical and software solutions for animal health and food safety)

Senior Copywriter and Creative Leader-Marketing Communications 2003-2006

- Provided strategic creative direction and copywriting for a wide range of corporate marketing campaigns and materials (about 1,000/year), including sales promotion, direct response, Web, training and education
- Developed process and systems for streamlining the creative process and enhancing customer satisfaction; help drive continuous improvement via leadership, teamwork
- Managed brand name standards and corporate brand messaging
- Managed creative team (5 professional designers and copywriters)

Senior Copywriter-Marketing Communications 2000-2003

- Provided strategic creative direction and copywriting for a wide range of corporate marketing campaigns and materials (about 1,800/year), including sales promotion, direct response, Web, training and education
- Developed copywriting standards and conventions for department under new branding guidelines
- Established brand name standards

Marketing Project Manager-Marketing Communications 1999

- Managed all marketing communications/sales promotion projects for Food and Water Safety Divisions

[L.L. Bean](#) Freeport, Maine (National leader in sports clothing and equipment; home furnishings)

Catalog and Ecommerce Copywriter, L.L. Bean Home 1999-2000

- Developed all product and seasonal “themed” copy for all L.L. Home catalogs and LL Bean Dog
- Contributed to record sales for the L.L. Home division (recognized in *Catalog Age* awards)
- Provided copy for public relations efforts aimed at shelter magazines (Better Homes, etc.)
- Developed targeted promotions for hugely successful pet product and holiday/balsam mailings
- Provided copy for E-commerce site devoted to L.L. Home products

[American Cancer Society](#) Maine Division, Brunswick, Maine

Maine Public Health Information Officer 1999

- Managed all statewide cancer programs communications to the public, including extensive public relations campaigns for event attendance and fundraising
- Established October Breast Cancer Month event calendar for statewide kickoff with Governor's wife

[Maine Education Services](#) Portland, Maine

Marketing Manager 1998

- Managed strategy, media planning, and creative for all marketing efforts related to reduced-rate loans
- Managed all local and regional marketing for the firm's three Sylvan Learning Center franchises

[Anthem Blue Cross/Blue Shield](#) South Portland, Maine

Marketing Communications Project Manager 1995-1998

Main achievement: wrote and managed health-related and sales-generating materials for insured members, physician/practice members, and sales brokers

[Garrand & Co. Advertising](#) Auburn, Maine (Full-service advertising agency)

Business Communications Account Executive, Senior Copywriter, Production Manager 1993-1995

Main achievement: wrote results-generating copy for dozens of thriving consumer and B2B businesses, including hospitals and medical product companies

Maine Savings Bank/Fleet Bank Portland, Maine **Business Communications Manager** 1989-1993
(closed)

ImageWorks Portland, Maine (Multi-media presentations for national marketing and training clients)
Account Manager, Scriptwriter, Soundtrack Producer 1985-1989

UNUM Life Insurance, Portland, Maine: **Marketing Communications Consultant** 1984-1985

WCSH Television, WPOR Radio, Portland, Maine: **Copywriter and Broadcast Producer** 1981-1984

EDUCATION:

- University of Maine (Orono), B.A. in Broadcasting/Film 1980
- Trained in direct-response copywriting via AWAI (American Artists & Writers, Inc.) 2005-present
- Numerous post-graduate courses/workshops in marketing, copywriting, resource management, leadership

RELATED SKILLS:

- Microsoft Office Programs: Word, PowerPoint, Excel
- InDesign and Quark proficiency (copy placement and some design skills)
- Web site content development, information architecture and SEO, limited HTML; audio and video production

AWARDS:

More than 100 awards: National Telly Awards; *Catalog Age*; National Annual Report Awards, Graphic Design USA's In-House Design; New England Direct Marketing Association; New England Multi-Image Awards; Broderson and Kane Awards (Maine); Maine Public Relations Council

AFFILIATIONS:

- AWAI (Founders Circle member, Copywriters Wall of Fame honoree)
- Maine Ad Club (Member, former Board member, secretary and chairperson of several committees)
- Art Directors Club of Maine (Former Executive Director)
- American Cancer Society (Former Relay for Life committee member, ongoing volunteer)

PERSONAL INTEREST AND HOBBIES:

- Pets and all things related to pet happiness, as well as pet-owner happiness
- Singing jazz, particularly a cappella, and other types of group singing
- Stained glass art
- Dancing
- Traveling
- Concerts
- Gathering with family and friends



P.O. Box 50807 ■ Eugene, OR 97405 ■ www.contentclear.com

PETCOPYWRITER.COM Schedule of Web-SEO Copywriting Fees

NOTE: Every project is estimated based on your particular needs and these industry standard fees.

Site Audit: Page-by-Page Review and Report with SEO Recommendations: \$2,500-\$5,000

This is based on a typical 10-15 page website. A custom rate can also be provided for larger sites.

Simple SEO: Optimizing a Page: \$200-\$400+ per page

Re-write current web copy, so it can be found by the search engines for a desired keyword or phrase.

Home page content: sales copy and SEO blended \$2,000-\$5,000

This is the single most important page on the entire site. It's the #1 factor in whether or not visitors stay to learn more about your business or leave.

Sub-page content: \$500-\$750

Sub pages are very important and can work hard to drive inquiries and leads. There's a great deal of thought and planning into the best way to optimize each one.

Landing page content: \$3,00-\$5,000 (long copy); \$1,000-\$3,000

Landing pages are often the main conversion page for specific promotions or audiences. These can bring a high ROI to a business; sometimes higher than a Home Page if a campaign is built around the landing page.

Inquiry form or Order form content: \$500-\$1,000

There's an art and science to building inquiry forms that people are actually willing to complete. The abandon rate of inquiry forms is very high!

E-mail promotion (standalone promotion or announcement): \$500-\$1,500

(Depending on length and promotion)

E-newsletter editorial strategy and setup: \$2,000

This involves helping the client plan an e-mail newsletter program (developing a voice and style, list of topics, format, and setup with myemma.com, constantcontact.com or other automated service).

Web banner ad: \$250-\$750

(Keywords supplied by client or analyst)

E-mail newsletter ad: \$250-\$1,000

(This is an ad within a newsletter; usually an affiliate arrangement)

Search engine/PPC ad: \$250-\$500 for 5 ads

(Keywords supplied by client or analyst)

Initial keyword research from free sources: \$250-\$500 per web page

NOTE: My highest skills are in applying keywords to content for optimization purposes. I can use keywords from my client's keyword analysis report or from their vendor's research. Or, I can do the research or supply a skilled keyword analyst for assistance — estimated on a project-by-project basis.

General PRINT Marketing Communications

Sales brochure

- **Standard: \$1,500-\$3,000** (3-panel/2-fold, 8.5x11 folded)
- **4-panel: \$2,000-\$3,500** (11x17 folded)

Sell Sheet/Flyer: \$500-\$1,500 ((one 2-sided sheet, depending on complexity and return)

Corporate brochure: \$1,000-\$2,000 per page (8.5x11 flat size pages)

Case Study: \$1,500-\$2,000

Free Report/White Paper: \$2,000-\$7500 (depends on length and the extent of research/interviews)

Press Release: \$500-\$1,000

Article: \$500-\$1,000 (from scratch), **\$250** (editing a draft)

Copy for product package: \$500-\$1,500 (Individual product descriptions **\$50-\$100** each)

Displays, posters, other in-store or booth signage: \$500-\$1,000 each

Direct mail package to generate leads: \$2,000-\$3,500
(Includes a 2-4 page letter, reply card and envelope teaser)

Postcard or self-mailer: \$750-\$1,500

Direct mail package to generate orders for a product or service

- **Simple package: \$2,000-\$4,500** (1-2 page letter, order form, envelope teaser, brochure)
- **Complex package: \$3,500-\$7,500+** (4-10 page letter, order form, envelope teaser, brochure)

Print ad

- **Half to full page: \$1,500-\$3,000**
- **Quarter page and smaller \$1000-2000**
- **Classified \$250-\$500**
- **Yellow pages or directory display ad \$250-750**

Advertorial

- **Full page: \$1,000-\$2,000**
- **Partial page: \$750-\$1,500**

Broadcast

Radio ad (15 to 30 second spot): \$500-\$1,000

Television commercial script (30 second): \$500-\$1,000

Video script for Website or DVD production

- **Short (less than 5 minutes): \$750-\$1,000**
- **Longer: \$200 per scripted minute**

Marketing Strategy and Advice

Strategy, recommendations, marketing planning: \$150 per hour

Training in-house staff on copywriting/content skills: \$2,500-\$4,000 per day plus travel

All other projects not listed here will be estimated on an individual basis.



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Terms

My proposed PETCOPYWRITER.COM projects fees are always backed by my ContentClear Marketing promise and reputation of content optimization excellence, quick turnaround time, timely communications and ethical, on-target marketing and SEO recommendations.

My estimate guarantee

My estimates come with a guarantee that I'll revise the content until you are completely satisfied with it.

A note about my fees

I require a 50% deposit up front per project or for an agreed-upon set of projects, and I invoice you for the balance upon completion of the project(s) (to be paid upon receipt).

If my estimate is agreeable to you, you'll be asked to sign it and fax it to 1-888-801-5395 or email it to me as a PDF attachment. I submit a PDF invoice and then begin work once I receive the deposit payment via check or credit card.

Deadline

I work with you to determine a schedule for each action step outlined in the proposal.

Caveats

If you need to cancel or put the project on hold once I have begun work, a cancellation fee will be applied. This fee is equal to the deposit amount.

Although I make every effort to ensure that your copy complies with the law, I'm not an attorney. Therefore, you accept responsibility for the content validity (and you submit the copy for legal review as you see fit). Your team is responsible for final proofreading of all copy.

Results

There are many factors in your marketing effort — product, market, price, list, demand, visitor preferences, major events — that I cannot control. Therefore, while I can and do guarantee your satisfaction with my guidance, ethics and content, I cannot guarantee specific results.

Screen Shots and Other Samples

Websites

The following screen shots are from websites I've written for pet product companies and veterinary marketers.

Pet Health Network. *Better Communications, Better Pet Care* [Login](#)

[> Home](#) [> About Us](#) [> Press Room](#) [> News](#) [> Product Information](#) [> Contact Us](#)

AAHA
RECOMMENDED
The Standard of
Veterinary Excellence
[Preferred Business
Provider](#)

What is Pet Health
Network?

With Pet Health
Network, veterinarians
tap into 3 products that
enhance client
understanding, improve
patient care and grow
revenues:

- > Exam-room touch-
screen computers
- > A Members-only
website
- > Client web library

See how well
combining sight, sound
and interaction
improves adult learning
- for clients and teams.

*"It really enhances
our practice image
with clients."*

For details, please make your selection below.

**Veterinary
Professional**

Secure Member Login ?

User Name:

Password:

LOGIN

[Non-Member >>](#)
Discover how
targeted how-to
videos and 3-D
anatomy models
quickly help clients
SEE what their pets
need and COMPLY
with your medical

**Pet
Owner**

Locate the pet care information you need by
visiting your veterinarian's customized Pet
Health Network site.

(If your veterinarian is a member.)

[Search by practice name or by ZIP Code](#)
NOTE: All U.S. small-animal veterinary practices are
included on this site. In each state's list, Pet Health



- ▶ [Home](#)
- ▶ [About Us](#)
- ▶ [Note Cards](#)
- ▶ [Greeting Cards](#)
- ▶ [Earl's Worthy Paws](#)
- ▶ [Wholesale](#)
- ▶ [Contact Us](#)

Every card is eco-friendly.

We print our photo cards on FSC®-certified recycled card stock, using soy-based inks.



Every photo is original.

We personally photograph each

Our eco-friendly photo cards are people-pleasing, animal-saving and earth-friendly.

Greetings! We're pleased to offer this wonderful way to express sentiments with deeper meaning ... through eco-friendly greeting cards.

Being green and animal-friendly has been our lifelong passion. We founded SIR EARL INK in early 2007, making photograph note cards and prints for friends and family, and donating to local animal shelters and rescue groups. Since then, we've created a complete line of original [photograph note cards](#) and [greeting cards](#), including unique holiday greeting cards.



Sir Earl Ink cards are inspired by our love of animals and their world.

Rescue animals are featured in our pug greeting cards and other dog cards, plus our cat greeting cards and horse cards.

That's why we founded Earl's Worthy Paws ... proudly donating 5% of our gross proceeds to animal welfare groups annually (in cash and card donations), plus our time,

Meet our rescue pug family:

Julie grew up riding horses, surrounded by all kinds of animals in her small town Texas home. Blake grew up in north Texas, and shares that same love for animals and our planet. Between them, they own three rescue pugs. Blake and Julie often ask, "Who rescued whom here, really?" Neither can imagine their life without these incredibly forgiving and loving animals. "These are our constant reminders of what really matters", Julie says.



SIR EARL INK was named for Julie's Pug, Sir Earl Pugslee (AKA: Piglet)



IDEXX WORLDWIDE FACILITIES

COMPANION ANIMAL HEALTH

[In-House Tests](#)

[In-House Analyzers](#)

[Reference Laboratories](#)

Services

[Pathologists/Internists](#)

[Laboratory Locations](#)

[IDEXX-Direct](#)

[LabREXX Software](#)

Wellness Testing

[Wellness Tests](#)

Next Generation Diagnostics

[Cardiopet proBNP](#)

[RealPCR](#)

[Lyme Quantitative C6](#)

[Spec cPL](#)

[Spec fPL](#)

[Support/Ordering](#)

[Contact Us](#)

[Pharmaceuticals](#)

[Digital Imaging](#)

[IDEXX](#) > [Companion Animal](#) > [Reference Laboratories](#)

IDEXX Reference Laboratories

IDEXX Reference Laboratories is a nationwide network of local laboratories. We consistently deliver accurate, comprehensive results **up front**, so you can make more informed and confident medical decisions. Thank you for choosing us for diagnostic testing and clinical support.

- [Learn about our test offering and diagnostic accuracy](#)
- [Customer Support](#)

No other laboratory can offer this level of information and service up front for a complete patient picture.



INTEGRATED PRACTICE

Experience the benefits of an integrated practice.

- [Integrated technology](#)
- [Start a complete tour](#)
- [See how this product fits](#)
- [Calculate your savings](#)



INDUSTRY NEWS

[IDEXX to Integrate Sysmex Hematology Analyzer into its Reference Laboratories](#)

[IDEXX equine specialty reference laboratory site now at IDEXX Equine Health](#)

[New IDEXX RealPCR™ Tests now available](#)

[Pet Food Recall](#)

Direct Marketing and Other Print Materials

Tap into my experience as an L.L. Bean staff copywriter – I was the featured writer for their dog beds and dog products catalog supplements. A *Catalog Age* winner 2 years in a row.

Recently I wrote all the ecommerce copy for www.sirearlink.com, an eco-friendly pet-photo greeting card company (wholesale and retail).

Below are two sample catalog page images, plus several other images representing my pet-industry copywriting work.

Please note that I'll gladly supply specific samples at your request.

BEAN'S DOG BEDS

We've re-engineered our kennel-tested dog beds to provide unmatched quality at a major savings. Made in our Maine factory, these comfortable pet retreats are built to last, in rugged denim, a colorful bandana print or fluffy fleece. Solid Denim cover is 100% cotton (Blue) or cotton/polyester (Green or Tan). Bandana print is polyester/cotton. Fleece-Top is polyester/acrylic. All covers zip off for easy machine wash and dry. Our Basic Cushion Insert is a sturdy, 100% colored nylon cloth filled with high-loft, odor resistant polyester. Spot clean. You may also choose our new Dry Weave Cushion Insert. Please see chart for prices and specifications. Choose Small for cats and smaller dogs, Medium for pets up to 40 lb., Large for 40-70 lb., Extra-Large for 70 lb. and up.

Denim colors: Green, Tan, Blue.
Bandana prints: Red, Green, Blue.
Plaid Fleece-Top colors: Green, Tan, Blue.

BEAN'S PET BLANKET

This blanket serves double duty as a comfortable travel bed and a protective cover for cars and furniture upholstery. Polyester/acrylic plaid fleece on one side, denim on the other. 48" x 60", USA. Machine wash and dry.
Colors: Green, Tan, Blue.
RL25073 \$65

Nothing performs like our exclusive Dry Weave™ Technology

Liquids roll right off. Easy to clean.

Strong and durable. Keeps cushion dry and odor free.

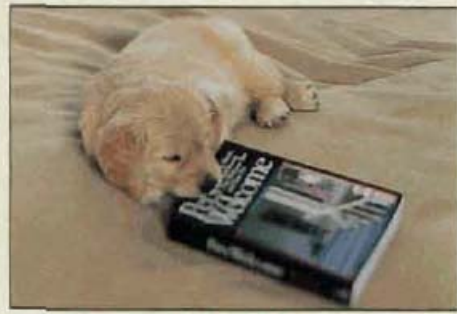
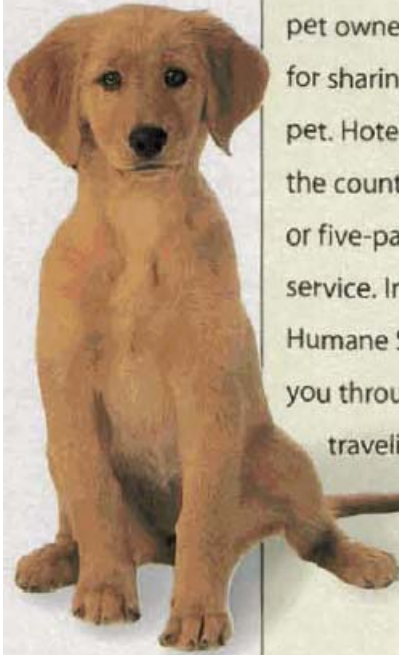
This amazing cushion insert wowed pet owners and kennel staff in recent tests. Dry Weave is an innovative water-shedding technology, developed exclusively for L.L. Bean. It offers revolutionary performance in water repellency, odor resistance and easy cleaning. Airflow helps maintain cushion loft and breathability for your pet's comfort. 100% polyester cover and fill. USA. Spot clean.

Choose from four sizes

3:30 p.m.
Two speeds:
On and Off

Round	Rectangular	Items	24"	18"x24"	34"	26"x34"	42"	32"x42"	52"	40"x52"
RL35850	RL35851	Denim Cover	\$20	\$30	\$40	\$50				
RL35852	RL35853	Printed Cover	\$20	\$30	\$40	\$50				
RL35854	RL35855	Fleece-Top Cover	\$25	\$35	\$45	\$55				
RL35856	RL35857	Basic Insert	\$15	\$25	\$30	\$40				
RL35858	RL35859	Dry Weave Cushion Insert	\$15	\$25	\$30	\$40				

Are we
there yet?



PETS WELCOME

We found a travel guide book for pet owners that opens new doors for sharing adventures with your pet. Hotels, resorts and inns around the country are given three-, four- or five-paw ratings for quality and service. Information from the Humane Society of America guides you through the special needs of traveling with your pet. To order

Pets Welcome, please call **1-800-524-6826** or visit **www.millpub.com**.

Health implications

- These retroviruses are highly contagious to other cats, and can cause a suppressed immune system, making your cat more susceptible to other illnesses.
- Although the virus is preventable and can pose a significant risk, your cat may appear healthy for several years... or may also experience signs of illness.

What we can do together to help your cat

Our team can treat any current symptoms and track your cat's progress to help maintain the best possible health. We also advise the following:



At Home

- Watch for changes in your cat
- Isolate your infected cat from other cats in the household
- Provide nutritional support
- Keep your cat(s) indoors
-



At the Veterinary Hospital

Follow-up examinations **twice a year** to monitor health (1 year recommended)

- Immunizations
- Flea/tick check
- Heartworm check
- Dental health
- Complete blood count (CBC)
- Chemistry panel
- Urinalysis
- Fecal exams
-
-



Let's work together to help your cat.

The key to safeguarding your cat's health is to **watch closely** for any changes in your cat's behavior and condition.

Quickly identifying and addressing secondary illnesses is essential to your pet's well-being, so **contact us immediately if you notice changes in:**

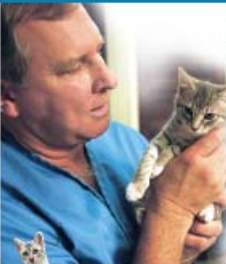
- Appetite
- Activity
- Grooming/hygiene
- Weight
- Or if your cat is vomiting

Next follow-up **re-evaluating date:** _____

Practice what's possible!

ICM
LABORATORIES

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Your cat has tested positive for a retrovirus infection.

- Feline immunodeficiency virus (FIV)
- Feline leukemia virus (FeLV)

With proper care, infected cats can often live long and healthy lives.

Retrovirus infection

What it means for your cat...



...and for you





more rewards
 more freedom
 more value

Your Guide to Membership Benefits



IDEXX Practice Developer™
 Practice what's possible™—the rewards will follow

Earn \$25 in FREE points
just for calling IDEXX to learn
how you can
earn more rewards!
 Call now—offer expires June 10, 2005.

more rewards • more freedom • more value

Contact Name
 Clinic Name
 1234 Clinic Street
 City, State, ZIP

Dear Contact Name:

Great news! You have been enrolled as a Practice Developer™ member, which means your practice now has more opportunities to save money and enjoy member-only privileges.

Congratulations! As an IDEXX Practice Developer™ member, you can earn purchase points based on many of the IDEXX products you use each day to deliver patient-focused care and to manage your business. One purchase point equals one dollar to use toward a wide range of products and services, including medical equipment, educational tools and much more.

MORE REWARDS!

As a participant in SNAP Up the Savings and/or an IDEXX VetTest® or SNAP® Reader Rental Program, and now as a new Practice Developer member—all your earned credits and purchase points roll into one big rewards bank account.

Your first Practice Developer™ statement in July will show your total number of points from all your IDEXX rewards programs. Call ISAM at 1-800-551-0998, ext. XXXX by June 10, 2005 to learn how to maximize your points, and you'll get an extra \$25 in FREE bonus points.

Now you can redeem your points toward the widest range of medical, educational and practice-building products and services available anywhere. Exciting new rewards are added each quarter, so be sure to read your statements. You'll find a sample of these benefits in the *Guide to Membership Benefits* and *Members-Only Rewards List* enclosed with this letter.

(Over, please)



**Discover
unprecedented
sharpness
and clarity—
digital radiography
like you've never
seen before**

IDEXX EquiView™ DR
Digital Radiography System