

Website Development and Content Writing

Location: Singapore

Industry: Media

Technology Used: WordPress, Invision

Services Provided: Website Development, Content Writing Services

A seasoned freelance writer, editor, and content strategist started her own company and needed a great website to promote it, plus skilled writing assistance. The solution: a WordPress site from DSS, and help with recruiting an experienced remote financial writer.

OVERVIEW

The client is a seasoned freelance writer, editor, and content strategist who specialises in Asian equity and commodity markets, technology, business and finance. She required a company website to promote her services, along with the assistance of a finance writer to help her with feature articles and editing.

CHALLENGES

Although the client has already established her name, having been published by Forbes, Bloomberg, Thomson Reuters, The Financial Times and Nikkei Asian Review, she decided to take her freelancing career to the next level by setting up her own company Verba Content. She needed an online presence for the new business. Another challenge: An influx of writing and editing projects threatened to overwhelm her. An experienced financial writer was required to handle research, editing and related functions.

HOW DSS HELPED

Direct Sourcing Solutions developed a WordPress site for Verba Content, based on her requirements and preferences. SEO best practices were adopted when developing the website, and it is designed for mobiles, tablets and desktops. Also, DSS recruited a skilled remote financial writer to assist Verba Content, thoroughly screening applicants to find the ideal candidate.

RESULTS AND PLANS

The client's website helps her broaden her network and grow the business. Also, by outsourcing much of time-consuming research and editing work to an experienced remote writer, she is free to focus on higher-value activities.

"DSS has helped to find the right candidate for my firm very quickly. They have ensured that the hiring process was fast and smooth, and that staff are happy."

- VERBA CONTENT

