

"Content is King."

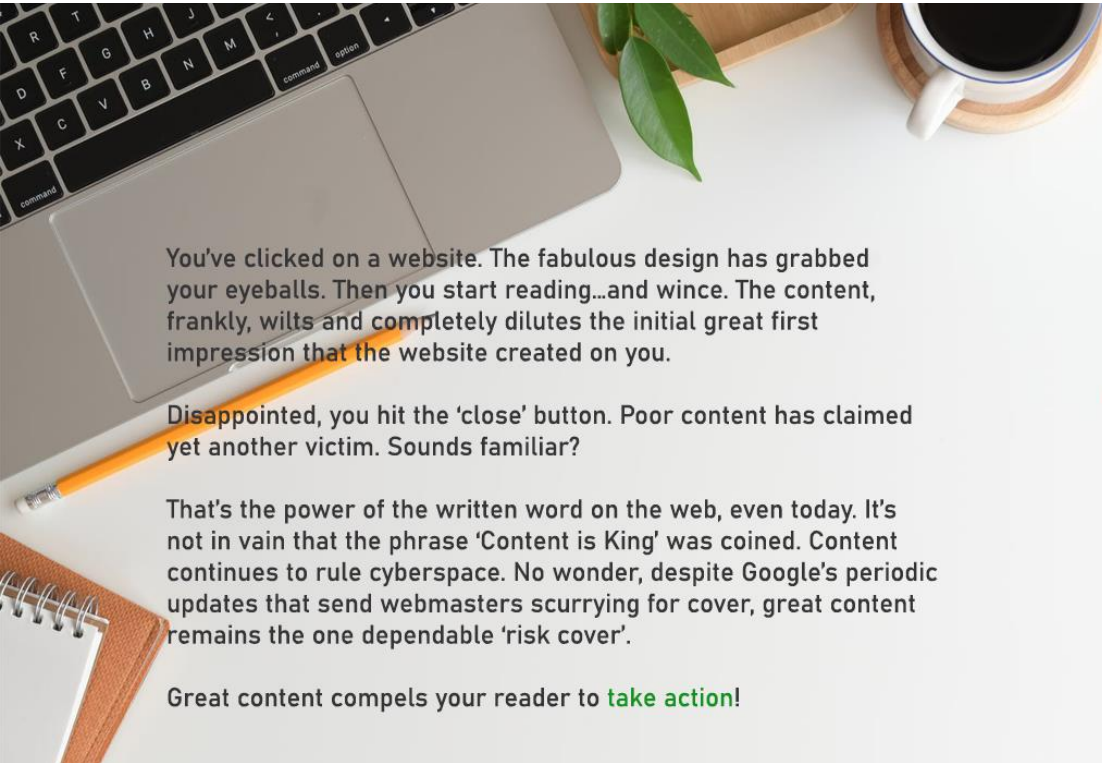
Bill Gates



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We write more than a million words per year that propel some of the world's best brands.



Our professional services that include website and blog content, copy writing, ghost writing, reviews and editing help push brand value, lead generation, and SEO. Authoritative content brings in top organic search while developing trust.

You've clicked on a website. The fabulous design has grabbed your eyeballs. Then you start reading...and wince. The content, frankly, wilts and completely dilutes the initial great first impression that the website created on you.

Disappointed, you hit the 'close' button. Poor content has claimed yet another victim. Sounds familiar?

That's the power of the written word on the web, even today. It's not in vain that the phrase 'Content is King' was coined. Content continues to rule cyberspace. No wonder, despite Google's periodic updates that send webmasters scurrying for cover, great content remains the one dependable 'risk cover'.

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