NEXTLEVEL WEB STRATEGIES

Project & Content Manager:

Melissa Pinheiro

I've had the pleasure of working with Debra on a number of different projects, from Geo-targeted local landing pages to performance-driven area of practice pages, all tailored to meet the specific needs of the attorneys and law firms our internet marketing business is built for. Each page-type is of high value to our clients, and can often call for multiple rounds of revisions, but because Debra is such a resourceful writer who does the necessary research beforehand, her pages required very little editing from myself or the client. This is because she asks the right questions up front in order to understand not only the content strategy, but the SEO and marketing strategy as well. She saves us time, money and resources, providing us with the best possible value for our spend.

Debra is an excellent writer who tackles each new project with the utmost rigor. From the initial project request down to the very last revision, she is easy to work with and always on schedule. I can count on Debra to hand in clean copies with the exact style and voice I had in mind when we discussed the project during our initial project kickoff call. Most of all, I appreciate her quick response to any questions I have, the tenacity and precision she employs for each new project, and her speedy turnaround time (since she tends to hand her work in well before the due date).

Debra has a warm and welcoming demeanor, which is necessary when working with clients. I suspect that ours will respond well to her professional and friendly approach when she begins interviewing them on our behalf. After working closely with Debra for only a few short months, she made me feel comfortable enough to ask if she would consider working with them directly - a task that I have yet to entrust with any other freelance writer to date. All of these qualities are a huge plus! I highly recommend her for all of your content writing needs.

Melissa Pinheiro
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