



CONTENTWRITER

ENGAGING. INFORMATIVE. OPTIMISED

CLIENT CASE STUDIES

AMKay Care Support



AMKay Care Support Ltd are specialised in the care and accommodation for teenage and young adults living with learning difficulties and disabilities, autism and vulnerable people.....



Ensuring that in every service provided, they are giving personal support and care, as well as meeting the needs of every individual with complex health needs to ensure that the culture and atmosphere of home is preserved.



The challenge & objectives

An industry as large and competitive as care services requires punchy, informative content that will get a business noticed and more importantly – benefit their search engine rankings, improving the websites chances of being found on Google and Bing.

Solution

The client completed a content brief with key points about AMKay Care and the services they provide. We then set to work on keyword research in order to optimise the content writing for effective search engine results.

AMKay Care were very specific with how they wanted the content writing to translate to potential clients, considering the nature of their business. Part of the business is recruiting care staff, therefore they needed to target potential employees, and requested to keep the recruitment page specifically, simplified as possible, yet professional and

informative – so it was crucial to keep these points in mind.

Results

Four pages of content were written for the website's key pages, allowing AMKay Care to promote the business as knowledgeable and credible in their field, whilst increasing their visibility on search engines.

Client Testimonial

Our website content was just perfect. It precisely described who we are, what we stand for and the sort of customer/client that we serve. Excellent work guys and I am loving it."

