

# Top Reasons to Hire a Content Writing Service

By dezinsINTERACTIVE

A well-constructed marketing strategy includes active, quality content that can push your online marketing efforts to new heights. Having a solid database of well-written content backing your digital platforms can result in search engine optimization, landing clicks, lead generation and sourcing credibility. For companies who are unable to keep up with effective content writing, there are a few reasons to consider working with an experienced content development company:



## 1. The Ability to Focus on Core Competencies

As a manager and business owner, it is vital to understand the importance of content writing and development as a means of driving attention to your digital platforms. Writing and publishing quality content regularly requires a hefty amount of research and attentiveness to stay relevant. Even if you do not need a full-fledged marketing service, outsourcing your content writing allows you to keep an eye on the bottom line and focus on running your business.



## 2. Timely Publishing

Having few articles archived on your website and social media is not enough incentive to keep users coming back. An audience will return for frequent posts, and a solid content development service will provide a timely schedule for publishing regular posts. For small to medium-sized businesses, it is recommended to post at least once per week; however, for a larger company, the average recommendation is around 4-5 posts per week.



### 3. Keyword Expertise/ Rank Optimization

Writing services study keyword searches to ensure your audience and search engines will be able to find your content. Mastering search engine optimization (SEO) can be both difficult to learn and expensive to operate, but content services specialize in relaying traffic with the right use of words.

Subcontracting writers is complex, and maintaining an effective content development strategy could prove to be difficult for a company manager. Content services are made of professional writers with the ability to create interactive and lasting articles. Here at dezinsINTERACTIVE, we seek to give you the best possible content writing services necessary to stay relevant and keep your digital media fresh and effective. Give us a call at (225) 615-8358 or visit us at [www.dezinsinteractive.com](http://www.dezinsinteractive.com).



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225.615.8358 • [www.dezinsinteractive.com](http://www.dezinsinteractive.com)  
10311 Jefferson Highway, Suite B1 • Baton Rouge, LA 70809