

Contact

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(Other)

Top Skills

sales copy
Travel Agencies
Content writer

Languages

English (Native or Bilingual)
Afrikaans (Full Professional)

Certifications

120-hour TEFL Course
Redactium.com Editors Course

Chanel Coetzee

Freelance SEO Content Writer | Pet Writer | Travel Specialist
City of Cape Town, Western Cape, South Africa

Summary

Is your blog gathering dust and cobwebs at the top of your website's navigation bar? Updating it can generate leads, but do you have the time, expertise, or desire to handle it yourself?

Don't have a blog yet? You're missing out on potential leads. Is that why you're here? I certainly hope so! Welcome!

Customers can only buy from you if they can find you. That's why 86% of businesses have a blog! Let's discuss how I can assist you.

Why I'm the Right Choice:

Outsource Your Business Blog Writing

If you lack the time, expertise, or inclination to write your business blog, I'd love to take on the task for you! Starting at \$100, you can contact me at chanzee88@icloud.com.

Who Am I?

Passionate SEO Content Writer

Having worked with animals throughout my adult life, I am well-suited to create content for your website, brand, or blog. With over 10 years of experience in wildlife and pet care, I have the skills and knowledge you need!

Not only did I served as an animal care technician and volunteer coordinator at Cheetah Experience, a big cat sanctuary in South Africa, where I also contributed to their blog. I also worked in the animal cruelty department at the ASPCA in New York.

During the pandemic, I shifted careers to freelance writing on Fiverr and Upwork, quickly earning 5-star ratings. Since then, I've written

over 600 SEO-optimized articles for A-Z Animals, focusing on pet-related topics.

Stay Ahead and Inspired

I strive to provide you with the best blogs, website copy, and overall experience by continually investing in my professional development through:

Researching industry trends, products, and services

Updating my SEO, writing, and marketing skills

Attending industry events, training, and webinars

Attention to Detail

Every detail matters when it comes to understanding your business. I take a meticulous approach to ensure top-quality work—no stone is left unturned!

If our values align, you find me interesting, and you'd like to work together, check out my portfolio in the featured section to see examples of my writing.

Experience

Freelance

SEO Content Writer

March 2011 - Present (13 years 3 months)

South Africa

As an SEO Content Writer, my primary responsibility is to craft compelling and optimized content that drives organic traffic, enhances online visibility, and engages target audiences. My role blends creative writing with strategic SEO tactics to create content that not only captivates readers but also ranks well on search engine results pages (SERPs). Here's an overview of what I do:

1. Keyword Research and Analysis:

I conduct thorough keyword research to identify relevant search terms and phrases that align with the target audience's intent and the company's goals.

This involves using SEO tools to analyze search volume, competition, and user behavior to inform content strategy.

2. Content Creation:

I create various types of content, including blog posts, articles, website copy, product descriptions, social media posts, and more. My content is well-researched, informative, and engaging, tailored to resonate with the target audience while incorporating strategically placed keywords and phrases.

3. On-Page Optimization:

I optimize content for search engines by implementing on-page SEO elements such as meta titles, meta descriptions, headings, and alt tags. My goal is to ensure that each piece of content is properly structured and formatted for maximum visibility and relevance.

4. Content Optimization:

Beyond on-page elements, I optimize content for readability, user experience, and search engine algorithms. This includes strategically using internal and external links, incorporating multimedia elements where appropriate, and ensuring content is mobile-friendly and accessible.

5. Stay Updated with SEO Trends:

I stay abreast of the latest SEO trends, algorithm updates, and industry developments to ensure your content remains relevant and effective. This includes participating in training, attending conferences, and engaging with online communities to expand your knowledge and skills.

A-Z ANIMALS

Writer for A-Z-Animals.com

June 2022 - May 2024 (2 years)

Remote

Writing SEO-Optimized encyclopedia-type articles about various animals.

Writing SEO-optimized pet-related blog posts.

Flight Centre Travel Group

Travel Specialist

November 2018 - June 2020 (1 year 8 months)

Cape Town, Western Cape, South Africa

Sales Copy

Product descriptions

Email

Sales

Customer Service

Administration

Strong computer literacy

Meeting targets

Daily running of the store

Answering phones

Working with a team

Cheetah Experience Ashia

Animal Care Technician and Volunteer Coordinator

June 2017 - September 2017 (4 months)

South Africa

Wrote content for their blog about my experience with the big cats

Oversaw 20+ volunteers

Assigned duties to volunteers daily

Managed Volunteer house

Created and cooked 5 week menu for volunteer's lunch

Cared for over 30 big cats (cheetahs, leopards and servals)

Tour guide

Administration

Enclosure maintenance

Animal enrichment

Sales and fundraising

ASPCA

Animal Care Technician

November 2016 - April 2017 (6 months)

New York, New York

Managing feeding and medicine schedules

Maintaining and cleaning kennels/pens

Performing light grooming duties such as washing, brushing, trimming coats, etc

Animal enrichment

Administer medication

Sticking to strict protocols (Use of PPE and sanitation)
Assisting with any related duties or special request as needed

Cheetah Experience

Animal Care Technician and Volunteer Coordinator
March 2009 - April 2014 (5 years 2 months)

Wrote content for their blog about my experience with the big cats

Oversaw 20+ volunteers

Assigned duties to volunteers daily

Managed volunteer house

Created and cooked 5-week menu for volunteer's lunch

Cared for over 30 big cats (cheetahs, leopards and servals)

Tour guide

Administration

Enclosure maintenance

Animal enrichment

Sales and fundraising

Education

Nelson Mandela Metropolitan University

Associates Bachelor's degree, Nature Conservation · (2008 - 2010)

Northern Cape High School

High School diploma · (2002 - 2006)