



# KEISHA SINGLETON

SEO CONTENT WRITER, EDITOR,  
MANAGER





## ABOUT ME

I'm a results-driven SEO writer and Editor expert with 5 years of experience helping brands grow their online presence.

As the Senior Blog Editor at Whop, I've led a team to scale our blog to over 200 monthly articles, driving significant traffic and revenue growth.

My expertise spans on-page SEO, keyword strategy, and team management.

I specialize in industries such as ecommerce, SaaS, entrepreneurship, and Web3, and I'm passionate about turning data-driven insights into actionable strategies that deliver measurable results.

Whether building a content strategy from scratch or optimizing existing assets, I focus on driving sustainable organic growth.

# CORE SKILLS AND EXPERTISE

- **Keyword Research and Strategy:** Identifying high-intent keywords to align with user behavior and business goals.
- **On-Page SEO:** Optimizing content structure, meta tags, and internal linking for better rankings.
- **Content Marketing:** Crafting engaging, optimized blog posts and articles that rank and convert.
- **Data Analysis and Reporting:** Using tools like Google Analytics and Ahrefs to track performance and ROI.
- **Team Management:** Recruiting and onboarding high-quality writers and sub-editors.
- **Training Resources:** Creating detailed training guides and resources on SEO best practices.



# EMPLOYMENT HISTORY

## **Whop - Senior SEO Blog Editor**

- Building a team of content writers, from 3 writers to 25 writers, 2 agencies, and 3 sub-editors
- Growing organic blog traffic from an average of 14,000 views per week to 140,000 views
- Working closely with content creators, founders, CEO and external PR team to create and deliver campaigns

## **Ledger - SEO Content Writer**

- Working for the largest crypto-security brand to create learning guides.
- Presenting complex information on blockchain and Web3 trends in a succinct way.
- Adhering to strict SEO guidelines.

## **NFT Evening - SEO Content Manager**

- Assigning daily news content: includes discovering news from various sources, assigning content to writing team: including article length, key phrase, and H1. Then, editing the daily news articles to meet SEO markers, provide feedback and training resources to the writing team.
- Producing the newsletter (currently has over 32,000 subscribers and goes out five days a week). Additionally, acting as the contact for all PR agencies and representatives.
- Recognising opportunities for future trending content, and creating SEO reports, including extensive keyword research. Using this information to create structures for guides (evergreen content), and improve existing guides.

# CASE STUDIES

## Case Study One: Whop

**Objective:** Increase organic traffic and drive creator signups and consumer sales for Whop's platform.

### Strategy:

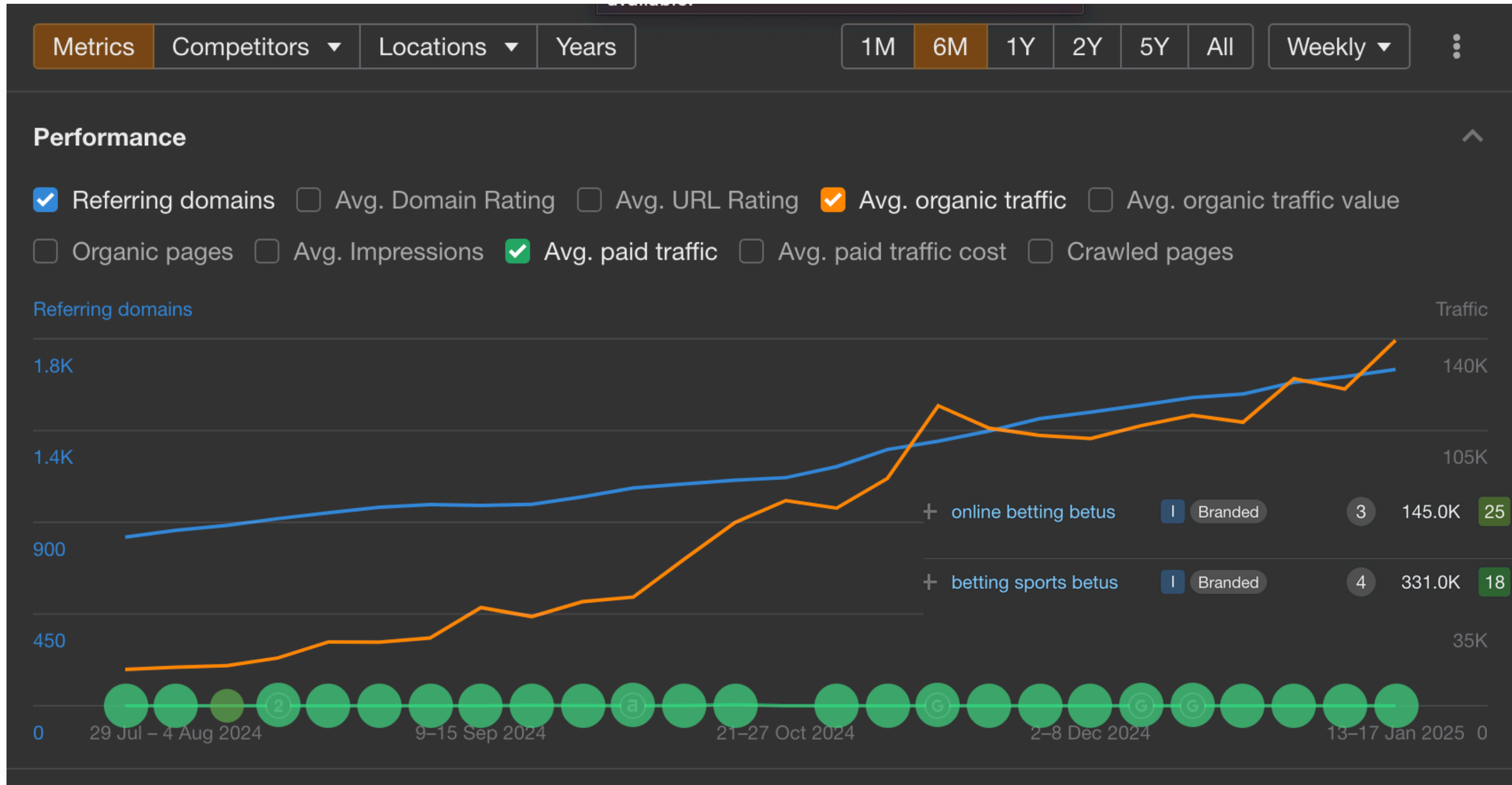
- Conducting in-depth keyword research to target a mixture of short-tail and long-tail keywords with varying levels of keyword difficulty. Use of a content backlog document through which keywords are ranked and given a priority score.
- Optimizing existing content for on-page SEO, including headers, metadata, and internal linking. Regular monthly updates and improvements to high-level content.
- Grew the blog from 40 articles per month to over 200. Responsible for the assigning of content to writers, creation of briefs, and providing training and feedback.

### Results:

- Grew organic traffic from ~14,000 a month to ~140,000 a month in 6 months.
- Scaled a team of writers from 3 to 25 and monthly posts from 40, to 120, to 160, to 240.
- Secured multiple #1 rankings for key competitive terms like *"buying and reselling tickets"*, *"richest TikTok stars"*, *"online betting BetUS"*, *"places to buy things online"*.

|                              |   |   |    |    |      |    |    |   |       |    |  |
|------------------------------|---|---|----|----|------|----|----|---|-------|----|--|
| buying and reselling tickets | 1 | 2 | 30 | 40 | 0.40 | 11 | +8 | 0 | 3 → 1 | ▲2 | <a href="https://whop.com/blog/resell-tickets-online/">https://whop.com/blog/resell-tickets-online/</a> 1 more |
| richest tiktok stars         | 1 | 3 | 10 | 35 | N/A  | 5  |    | 0 | 1     |    | <a href="https://whop.com/blog/highest-paid-tiktokers/">https://whop.com/blog/highest-paid-tiktokers/</a>      |

|                               |   |   |    |    |      |   |    |   |        |    |
|-------------------------------|---|---|----|----|------|---|----|---|--------|----|
| + places to buy things online | 1 | 3 | 30 | 98 | 3.61 | 1 | +1 | 0 | 11 → 8 | ▲3 |
|-------------------------------|---|---|----|----|------|---|----|---|--------|----|



# CASE STUDIES

## Case Study Two: NFT Evening

### Objective:

- Establish NFT Evening as the go-to source for breaking Web3 news.
- Create comprehensive and accessible guides on NFTs and blockchain technology.
- Build and maintain strong relationships with prominent publications and PR companies in the Web3 space.

### Strategy:

#### 1. Breaking Web3 News:

- Developed a network of PR firm contacts and nurtured relationships through consistent outreach and collaboration.
- Monitored key industry channels and announcements to ensure NFT Evening was always first to report major NFT and Web3 developments.

#### 2. Content Excellence:

- Wrote detailed, beginner-friendly guides on NFTs, blockchain, and the Web3 ecosystem to educate and engage readers.

### Results:

- Consistently first to publish major NFT and Web3 stories, boosting the publication's reputation.
- Published many exclusive interviews with leaders in the Web3 space.
- Expanded the newsletter subscriber base to 32,000 readers, creating a loyal and engaged audience.

# CONTENT BRIEF EXAMPLE

## Mini-brief for ClickUp tasks

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### x faceless TikTok ideas to make you rich in 2025

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#### Audience

- **Who's the intended target for this piece of content?** people looking to make more tiktok content easily
- **What problem of theirs are we trying to solve with this content?** giving them ideas
- **Stage in the Whop journey:** tofu

#### Competition

- **Content to beat:** <https://rally.fan/blog/faceless-tiktok-ideas>
- **Pros & cons of top-ranking content:** pros: also explains why faceless accounts go viral and has a good FAQ. cons: only 19 ideas (let's do 30), doesn't give examples, no actionable steps on how to make money

#### Brief Details

- **Goal:** give lots of ideas wit examples, have a section explaining how to make money with these reels, make sure you include affiliate marketing
- **Call-to-action (CTA)** to join a TikTok community on Whop to help grow your account and/or become a Whop affiliate and use TikTok to get sales

## Full brief

|  |   |
|--|---|
| <b>Title</b>   |   |
| <b>1-sentence description</b>  | In depth walk through/review of Beehiiv   |
| <b>Target audience</b>   | People looking for an email newsletter marketing platform   |
| <b>Primary keyword/phrase</b>  | Beehiiv review  |
| <b>Secondary keyword/phrase</b>  |   |
| <b>Word count</b><br><i>Note: This is a ballpark guideline.</i>                          | 4500  |
| <b>Internal links</b><br><i>Note: You don't have to use all of these</i>                 |   |
| <b>Competitor articles</b>   | <a href="https://www.blogmarketingacademy.com/beehiiv-review/">https://www.blogmarketingacademy.com/beehiiv-review/</a><br><a href="https://mattgiaro.com/beehiiv-review/">https://mattgiaro.com/beehiiv-review/</a>  |
| <b>Suggested structure</b><br><i>Note: This is a guideline, you can make it your own</i> | <b>Intro</b><br><b>How Beehiiv is built for newsletters</b> <ul style="list-style-type: none"><li>- Why choose a newsletter platform over a regular email marketing campaign?</li></ul> <b>Getting started with Beehiiv</b> (this section is just brief before we look at it more in depth) <ul style="list-style-type: none"><li>- Signing up to Beehiiv</li><li>- Creating content with Beehiiv (walk through email newsletters and blog posts)</li><li>- Sending your Beehiiv newsletter</li></ul> <b>A look at Beehiiv's customization options</b> (go over how much you can change your newsletter or blog to fit your brand)<br><b>Beehiiv's most helpful features</b> <ul style="list-style-type: none"><li>- Email sequencing options</li></ul> |

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|--|--|
|  | <ul style="list-style-type: none"><li>- Subscriber segmentation</li><li>- Subscriber acquisition source</li><li>- Built-in recommendation feature</li><li>- Magic links</li><li>- Beehiiv boosts</li><li>- SEO</li></ul> <b>How you can make money with Beehiiv</b> <ul style="list-style-type: none"><li>- With paid subscriptions</li><li>- Running featured ads</li><li>- Boosts</li><li>- The Beehiiv partner program</li></ul> <b>Beehiiv's pricing - how much does all this cost?</b><br><b>What Beehiiv does well</b><br><b>Where Beehiiv falls short</b><br><b>Is Beehiiv right for you?</b> <ul style="list-style-type: none"><li>- Use Beehiiv if</li><li>- Don't use Beehiiv if</li></ul> <b>Whatever newsletter platform you use, monetize with Whop</b><br>CTA<br><b>FAQs:</b><br>Is Beehiiv or Substack better?<br>Beehiiv vs MailChimp<br>Is Beehiiv or Converkit best? |
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|  |  |



# CERTIFICATIONS AND TOOLS

## **Certifications**

- Diploma of Applied Blockchain Technology (TAFE, 2024)
- BA with Honors: Theatre and English (2011)

## **SEO Tools I Use (Currently and Previously):**

- SEMrush, Ahrefs
- Google Analytics, Google Search Console
- WordPress, Yoast SEO
- People Also Asked

## **Project Management Tools I Use**

- Google Sheets
- Notion
- Slack
- ClickUp
- Teams



## CONTACT ME

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