I rewrote a recruiting firm's website copy.

30 days later:

SEO Content Writer

15+ years across agencies, startups and global brands



BCL SEARCH · NYC RECRUITING FIRM

730%

increase in Google impressions

66%

increase in users

1,436

Google AI impressions

Measured one month after the website copy update.

Not a one-off.
A pattern.

202%

average SEO conversion growth

U.S. small and mid-size business clients

145%

growth in premium gated content

B2B SaaS, in under a year

30+

C-suite articles ghostwritten

Forbes, Newsweek, Fast Company

50+

SEO pieces published a month

WordPress, Shopify, BigCommerce

Ahrefs · Google Keyword Planner · AI-assisted workflows

Brands I've written for.

Alpine Spas
Largest spa and sauna company in Australasia

Rewrote the **entire website**: 25+ product pages, new blog content and a YouTube video series.

Global Expansion
B2B Employer of Record

Built the content engine as Head of Content. **+500 LinkedIn followers** and **75%+ page view growth** in 6 months.

Globalization Partners
B2B Employer of Record

Wrote the new G-P.com copy. Webinar hit a **record 500+ registrants**.

Vodafone NZ
Telecommunications company

Launched **5G into New Zealand** with case studies, animations, eBooks and long-form content.

Want content that gets found?

In Google, and now in AI answers. Let's talk about your website copy.

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