



TRANSFORM YOUR BUSINESS: BOOST VISIBILITY & CONVERSIONS WITH OUR EXPERT CONTENT & SEO SERVICES

- *Branded editorial content*
- *Product editorial content*
- *Informal Pillar Editorial Content*

Discover the secrets to creating a successful pillar content strategy through branded content.



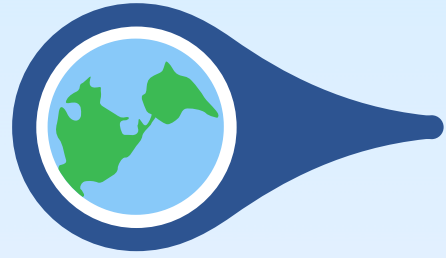
17,831,630
Organic Traffic Generated
and counting



Book Your FREE Content Audit Consultation Now!

LeadAdvisors.com

4 Venture 305 , Irvine, California



Exclusive Partnership

News Market Size

Worldwide



UNIQUE MONTHLY USERS

17,831,630

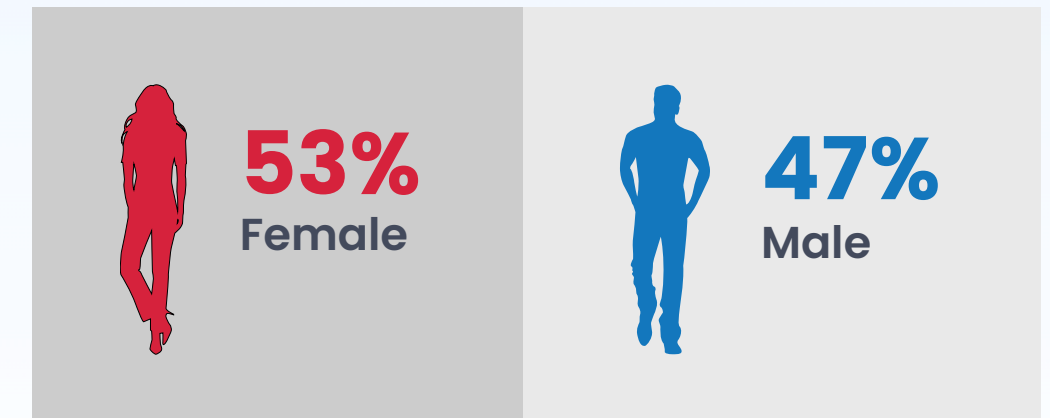
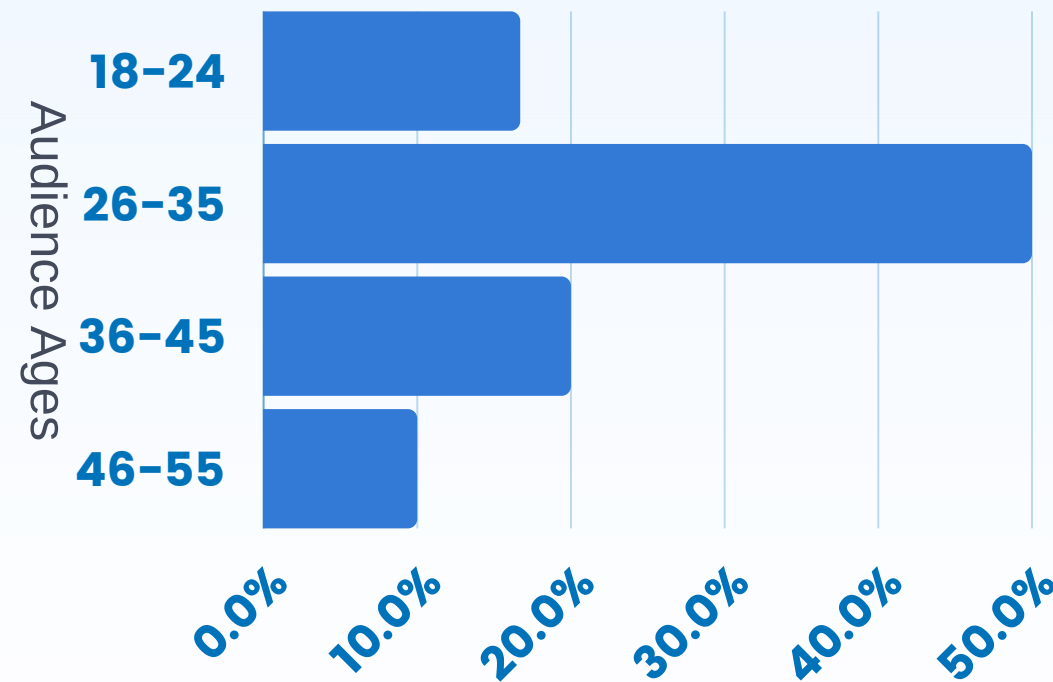
Monthly Users

USER & ENGAGEMENT



	Global	USA	Canada
MOBILE	87%	67%	81%
DESKTOP	10%	25%	13%
TABLET	3%	8%	6%

MARCH 2023



Exclusive Content Types



How-to Posts

How-to guides are exceptional in directing potential customers to your brand by addressing specific questions or topics related to your industry. They serve as cornerstone articles that establish your brand's authority and offer long-term value to readers.



Product/Brand Reviews

A compelling product review can be one of the fastest ways to increase domain authority, reputation and credibility which leads to increased conversions in sales.



Evergreen Posts; Pillar Topics

Target specific keywords that people are searching for online and provide comprehensive information on a particular topic.



Listicles Pillar Posts

Listicles can be used to showcase a brand's expertise and authority on pillar topics by providing curated, informative, and visually engaging content that is easily shareable. They're effective for generating traffic, as the numbered format encourages users to click through and share content with their own network.



Press Release

By crafting a compelling press release for a product launch, announcement, or promotion and distributing it to the right journalists and outlets, brands can generate valuable media coverage, increase brand visibility, and attract new customers.

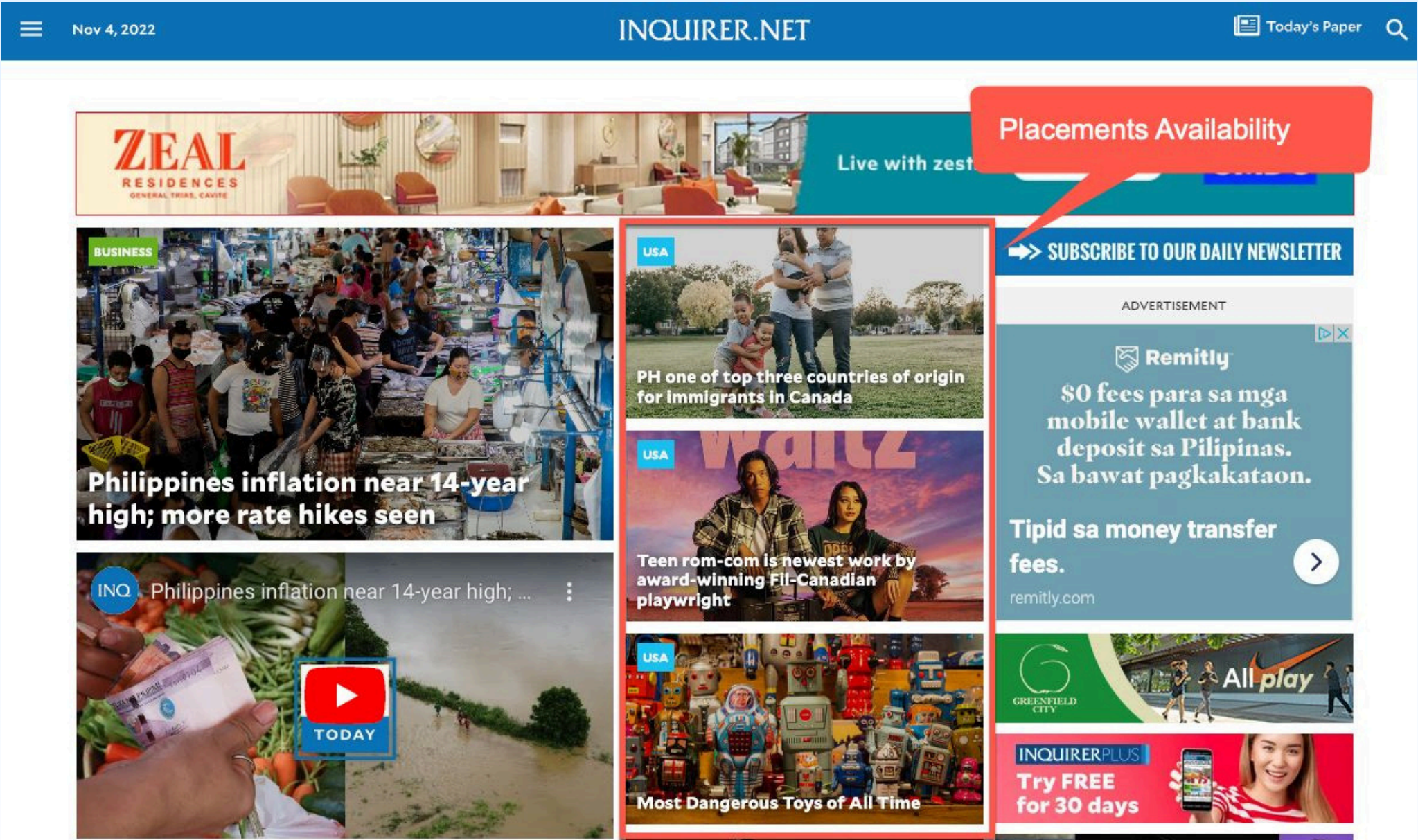


Best-Of

Best of Posts highlight the top products, services, or content in an industry or niche. They establish brand authority, inform customers, and can generate traffic and social media engagement.

HOME GALLERY PLACEMENTS

Get seen on high-traffic placements



Note: This is not all site traffic.

Home page Gallery placement Traffic by month

Country	Pageviews
	4,273,596 % of Total: 8.83% (48,377,597)
United States	634,014 (14.84%)
Canada	151,518 (3.55%)
Australia	97,796 (2.29%)
Singapore	74,428 (1.74%)
United Arab Emirates	59,709 (1.40%)
Saudi Arabia	58,545 (1.37%)
Qatar	53,555 (1.25%)
New Zealand	43,992 (1.03%)
United Kingdom	43,825 (1.03%)

Stats: February 2023

The report shows monthly report
We usually feature premium content in these locations during the pick hours of the day.

[SET UP A QUICK DEMO](#)

GET FEATURED Top-rated & Best-of topics

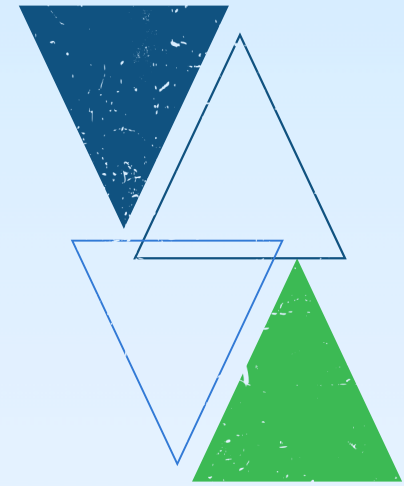
- MOST POPULAR REVIEWS
- TRENDING STORIES
- Get found on Google news and search results
- Improve conversion rates and drive sales
- By providing in-depth information about the specific products with intent keyword targeting.

The image shows a screenshot of the Inquirer.net website. The main content area features a product page for 'Crocs Men's and Women's Classic Clog'. The product image is a black clog shoe. Below the image is a paragraph of text: 'Owning a pair of Crocs classic clogs is like having your best college buddy with you all the time. You can easily slip on these shoes, and there are soft, comfortable, and heavenly on your feet. The shoe is designed for casual wear and is available in different colors. Wear them on campus or if you want to grab a bite in town or go to the park. Never leave home without these comfortable shoes.' Below this text is a section titled 'Price and Other Info' and another section for 'UGG Men's Neumel Boot'. To the right of the main content is a sidebar with a 'TRENDING' section. The trending stories include: '10 Bucket Hats on Amazon that You Need', 'Best Shoes for College Guys 2022', 'Best Portable Fans to Beat the Heat This Summer', 'Best Sundresses for Women on Amazon', '10 Best Men's Summer Shoes', and 'How to Use Roll-On Sugar Wax'. A red arrow points from the trending story '10 Best Men's Summer Shoes' to the product page. Another red arrow points from the product page to the trending story 'How to Use Roll-On Sugar Wax'. The top of the page shows the date 'Monday, August 15, 2022' and the website name 'INQUIRER.NET'.

ADDITIONAL PLACEMENTS

BOOST/SEND SIGNAL TO GOOGLE / SEARCH RESULTS

150,000 active users go through these widgets each day on mobile/desktop



High-traffic placements are ideal for businesses that want to get maximum exposure and visibility for their products or services.

Boost your signal to Google and increase your ranking on search results with placement on these widgets:

- **Did You Know featured stories**
- **Trending featured Stories**

pointed petals and orange-colored sepals resemble a forest bird with long banana-shaped glossy leaves. The Bird of Paradise can grow up between 3-and 5 feet. It is scientifically classified as Strelitzia Nicolai and has five species.

Caring for this flower

The Bird of Paradise can be a bit of a maintenance and is easy to grow in soil with sufficient water and a sunny location. The soil should always be moist but do not overwater it. They can flower 35 times all year round.

**Circulated through
150,000 daily visitors**

FEATURED STORIES

New Battery Technology Will Revolutionize Electric Cars







5 Ways to Fund Your Small Business

Fun Facts:

- This beautiful flower is also referred to as crane flower
- Interestingly, the Bird of Paradise plant can easily pass as a banana plant without the blossom. These two are almost alike.

3. Cherry Blossoms

DID YOU KNOW?

Mewing: Face Slimming Without Surgery?

10 Budget-Friendly Alternatives to the GoPro Camera

5 Best Starter Credit Cards

10 Bucket Hats on Amazon that You Need

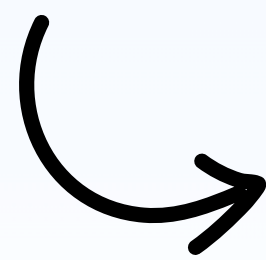
Best Shoes for College Guys 2022

Best Portable Fans to Beat the Heat This Summer

PILLAR POST – EVERGREEN CONTENT

✓ Publish an article that is SEO optimized, continually relevant, and stays "Fresh" for online customers.

- ✓ Professional Editorial Team
- ✓ Up to 6 links to your website
- ✓ Up to 6 images
- ✓ Google, Bing News Index
- ✓ Keyword research
- ✓ Featured on high-traffic placements (must qualify)
- ✓ Content structure & outline
- ✓ Permanent publication
- ✓ Delivery 7 business days
- ✓ SEO Content optimization
- ✓ Revisions before publications

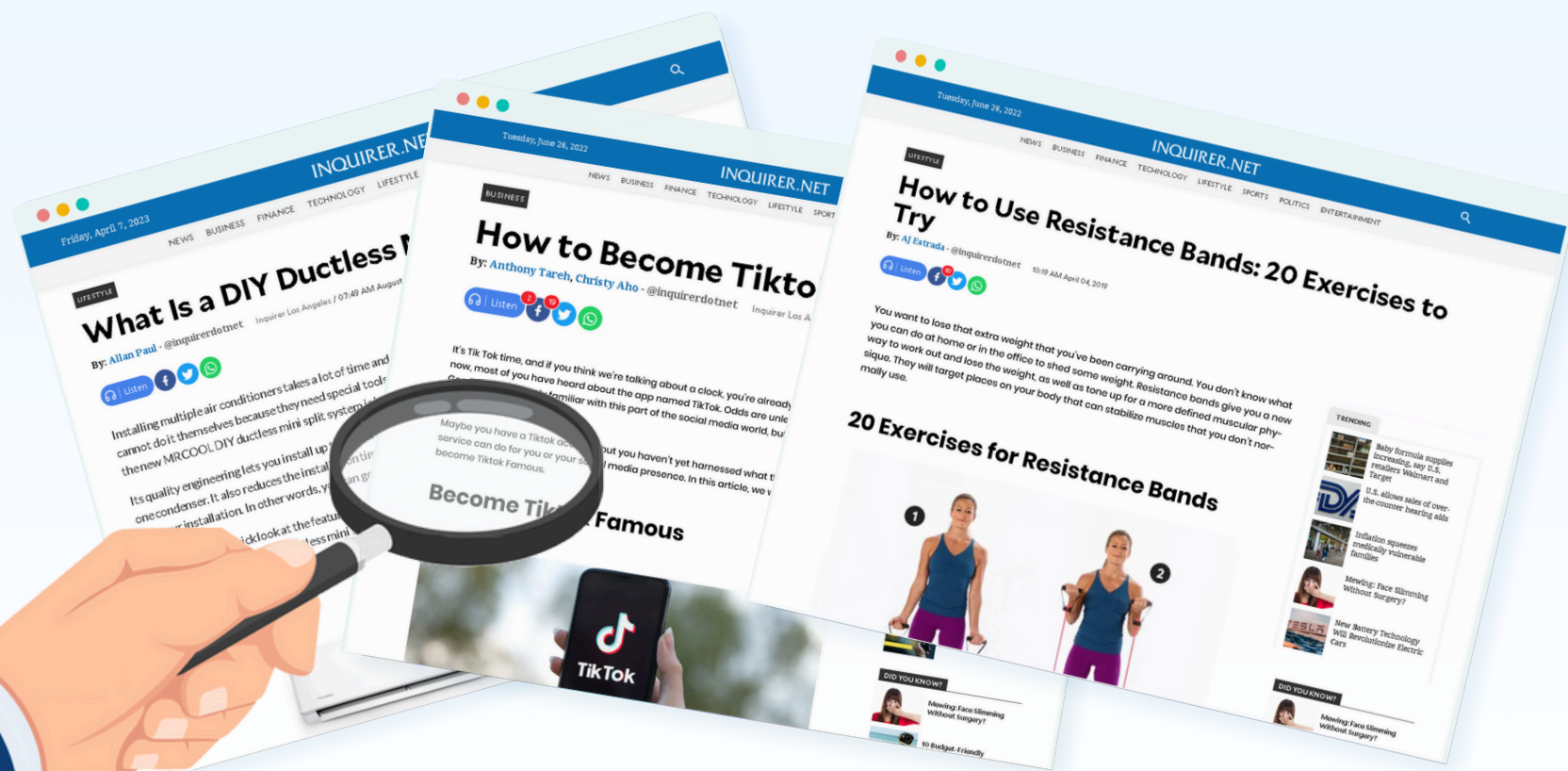


[View Case Studies](#)



PILLAR CONTENT, AKA "EVERGREEN" CONTENT FRAMEWORK

Pillar posts like How-tos or listicles are helpful for readers looking for quick answers to specific questions, especially when searching for a informal keyword intent topics



TITLE

- Start with the **number of items**
- Mention the **desired outcome** (where it make sense).
- Take inspiration from top-ranking pages

INTRO

- Keep it short
- Try to **establish trust** in as few words as possible
- Add a **table of contents with jump links**

LIST ITEM

- Use <H2> subheadings
- **Number** them (where appropriate.)
- Make them **benefit-focused**

CONCLUSION

- Give one or two **final tips**
- Keep it short

7 Ways to Drive Traffic to Your Website

Feeling overwhelmed by the infinite options for driving traffic to your website? You're no alone.

This article doesn't lists the tactics we use at Ahrefs. **These are tactics that have helped us grow our revenue by +65% year over year.**

In other words, they're proven to work.

Let's go to it.

1. Collaborate with other brands to tap into their audiences
2. Write guest posts
3. Promote content in relevant online communities

1. Collaborate with other brands to tap into their audiences

For most businesses, there are plenty of non-competing brands with the same or similar target audience.

So why not work together to cross-promote to each others audiences?

2. Write Press Releases

Guest blogging is a tactic where you write for other blogs. In return, the editor/site owner will usually allow you to link back to your site.

The benefits include:

Final Verdict

In this post, I've only included tactics that are free or require limited resources. Of course, **if you have the budget and are willing to spend, don't forget that can always buy paid traffic platforms like Google, Facebook, Twitter, Qoura, etc.**

BRAND PROMOTION

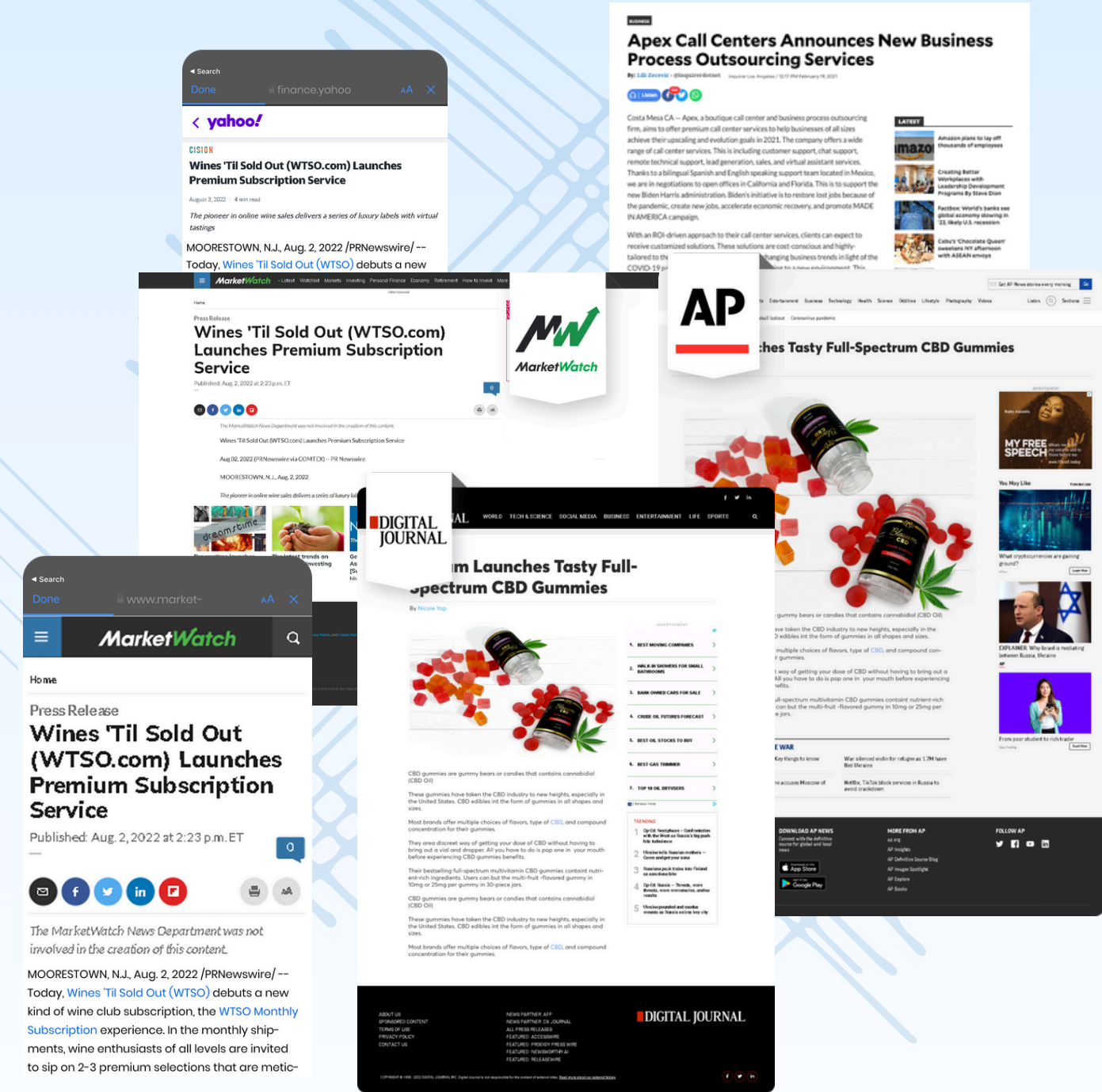
Deliver the perfect content to your ideal audience with confidence. We will help you deliver your content to the most trusted sites.

- ✓ 700 to 1500 words newly created content piece
- ✓ Editorial & ideal customer targeting
- ✓ 350+ guaranteed placements based on niche
- ✓ Tier-1 National Distribution Outlets
- ✓ 100% SEO Optimized
- ✓ Unlimited Hyperlinks (we recommend 1-3)
- ✓ Live URL Report - 100% guaranteed placements
- ✓ Link and anchor text optimization with authority trusted sites
- ✓ Review and approval before publication

Published on sites such as AP, MarketWatch, Digital Journal, Fox and CBS news affiliates

[VIEW EXAMPLE](#)

Note: The statistics presented in this example are not current, and the traffic may be higher than what was reported in the report attached.



[Schedule a call to see if you qualify!](#)

BRANDED PROMOTION ARTICLE INSERTION FRAMEWORK

Perfect to create buzz and interest while building traffic and authority.

- Announce significant events such as product launches, mergers, acquisitions, new partnerships, executive appointments, or major milestones achieved by the company.
- Generate media coverage and raise awareness about the newsworthy event or information.
- Promote the brand or individual by providing valuable information to the target audience.
- Establish thought leadership by providing commentary on industry trends or sharing research findings.
- Drive traffic to the company website and improve search engine rankings.
- Provide content that can be repurposed into social media posts, blog articles, and other marketing materials.

TITLE

- Main point of release
- Issuing Brand name
- Use <H2> headings

INTRO

- Dateline
- Expand on main points
- Hyperlinks

Message


- Message Summary
- Quotes
- Supportive Details

CONCLUSION

- Call to action
- About
- Media contact

Haven Dispensaries raises over \$40,000 for charity this holiday season

Throughout December, HAVEN has held its annual Holiday Toy Drive Fundraiser to ensure that as many underserved children in their local communities have presents under the tree as possible this Holiday Season.. <https://myhavenstores.com/>.



Haven Hearts, the charitable arm of HAVEN Dispensaries, has ramped up the giving this winter. Events like these are what make the Holidays so special, but it is Haven Heart's mission to make this type of giving a year-round thing!" says Mike Cuccia, Haven's Director of Community Development.

About Haven

The Haven dispensaries throughout Southern California are designed to provide a community that connects cannabis customers, patients, retailers, doctors, and brands.

Inspired from Ahrefs

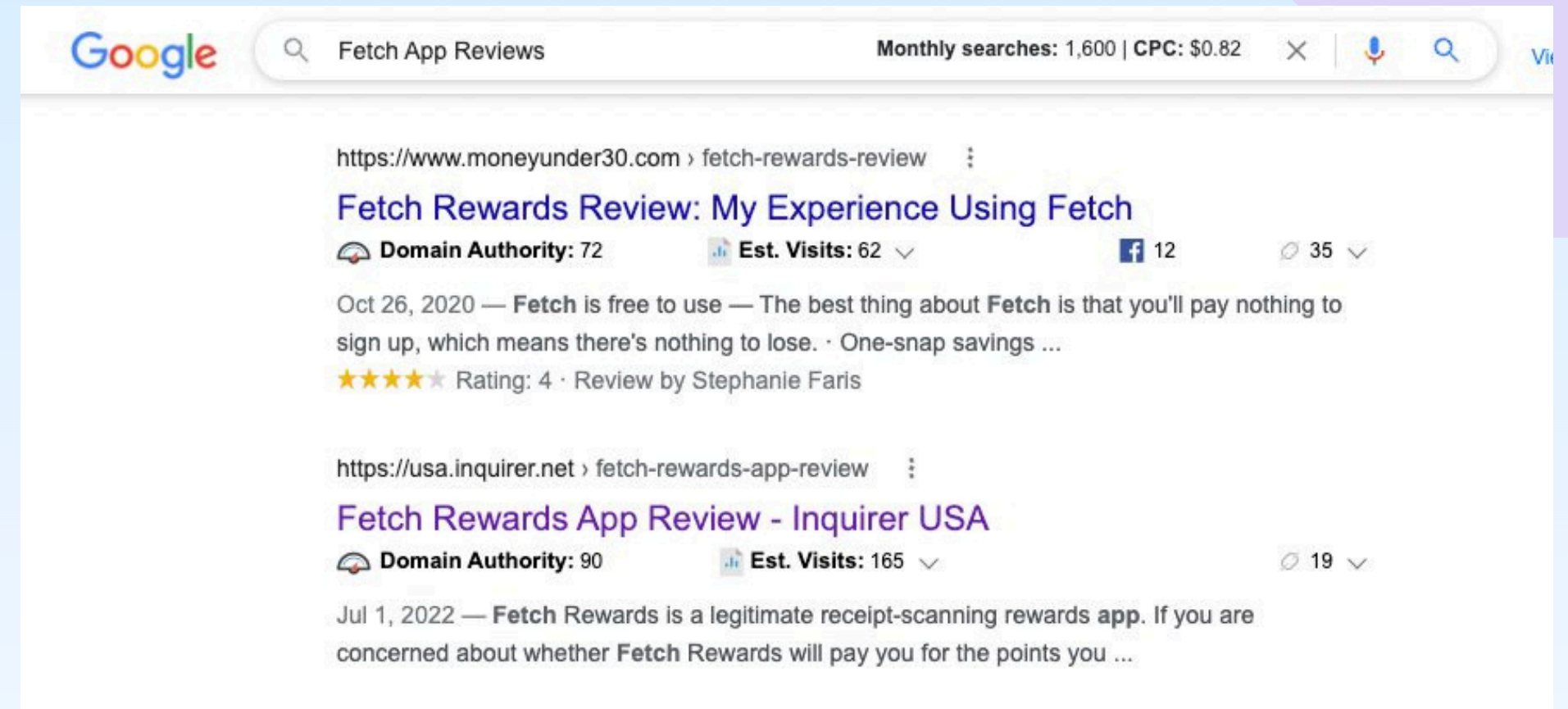


Are you ready to generate traffic?
SCHEDULE A CALL TODAY.

BRAND EDITORIAL REVIEWS BOOSTED RESULTS

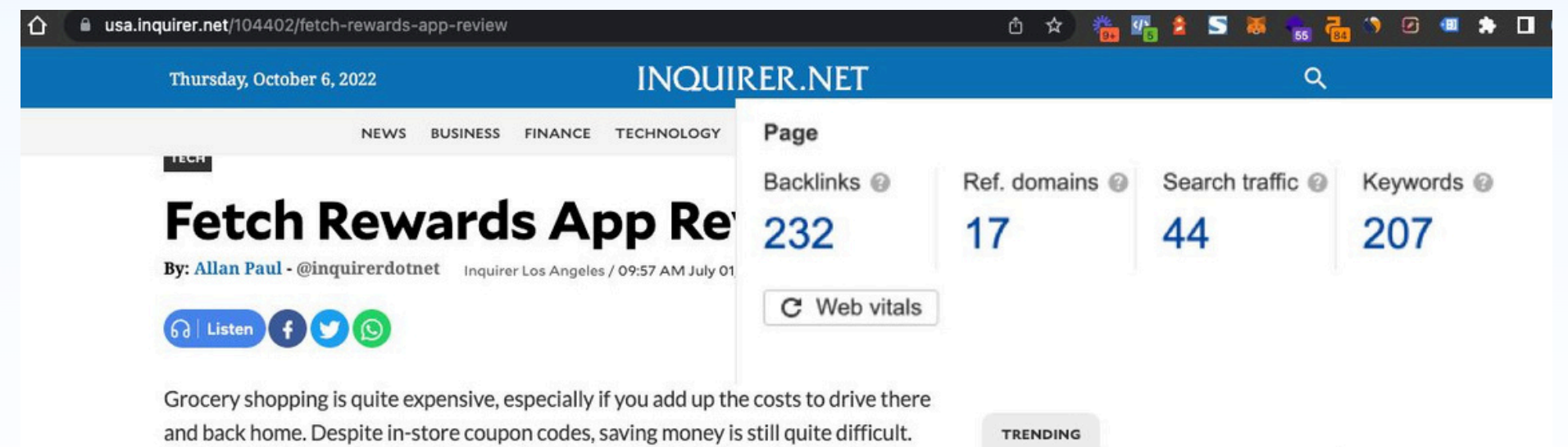
An article was published in July 2022; now, they are one of the fastest-growing coupon apps.

Generated 17,000 clicks within the first 3 months and still counting...



Note:

- Example of a brand editorial review content
- Clicks/visitors over time depend on the search trend of specific keywords



Case Study

Article 1 of 2 Overview

Approach #1: Brand Editorial Review

Article #1: Brand editorial review article focused on the brand story to help improve brand identity on search engine results while using keywords related to wine subscription products.

Highlights of first article:

- Generated 125,000 Impressions
- 2800 clicks within the first 4 weeks and counting
- 2 minutes 32 sec. time spent on the article.

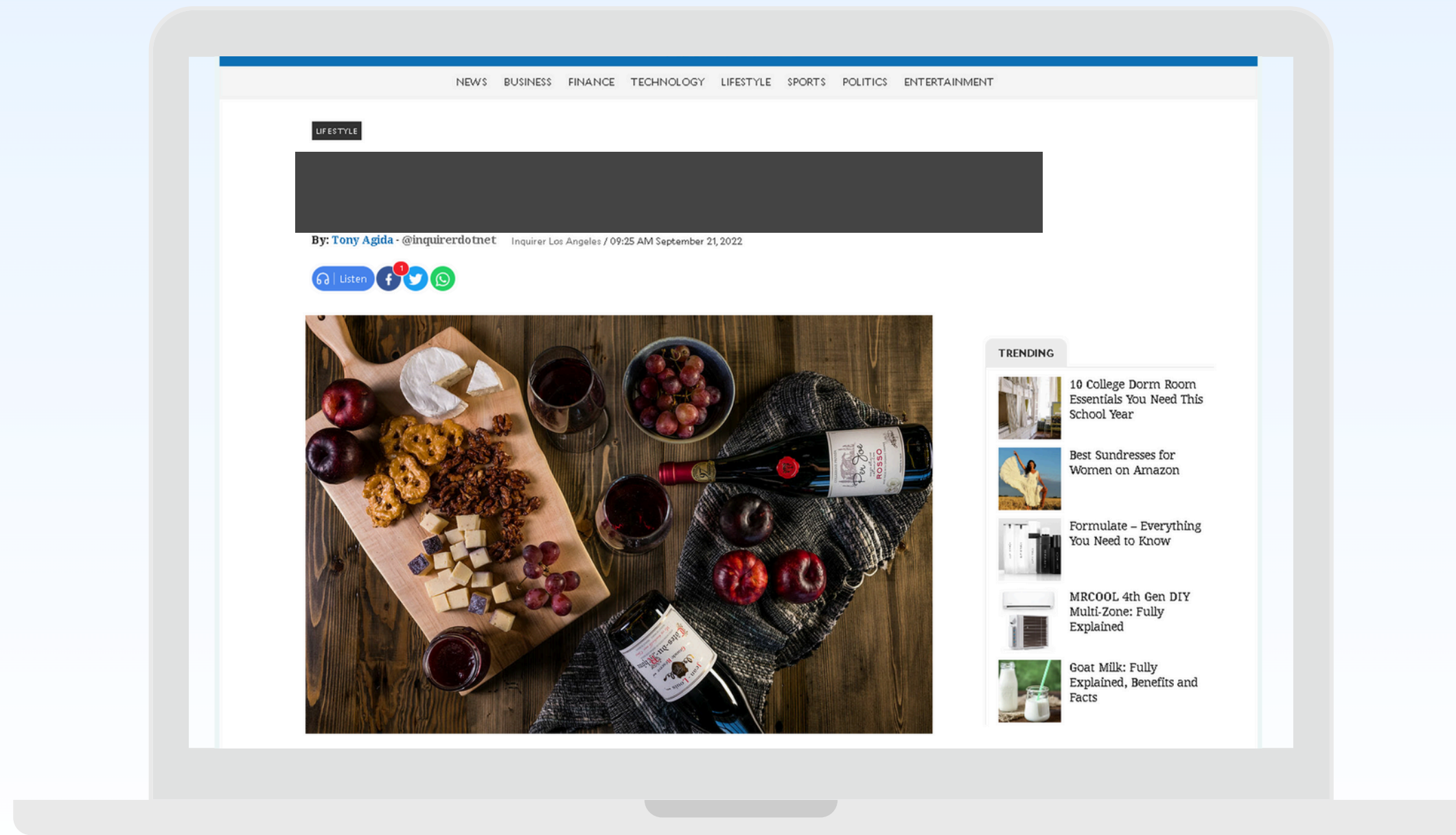
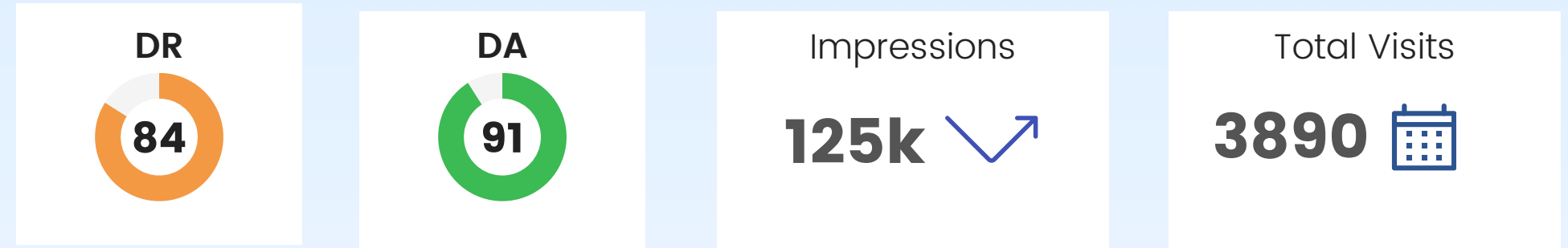
Case study performed on 11/21/2022

Published on 09/21/2022

Source: Google Analytics & GSC

Campaign consists of two unique article approaches.

Results:



[Click to schedule a call today!](#)

Case Study

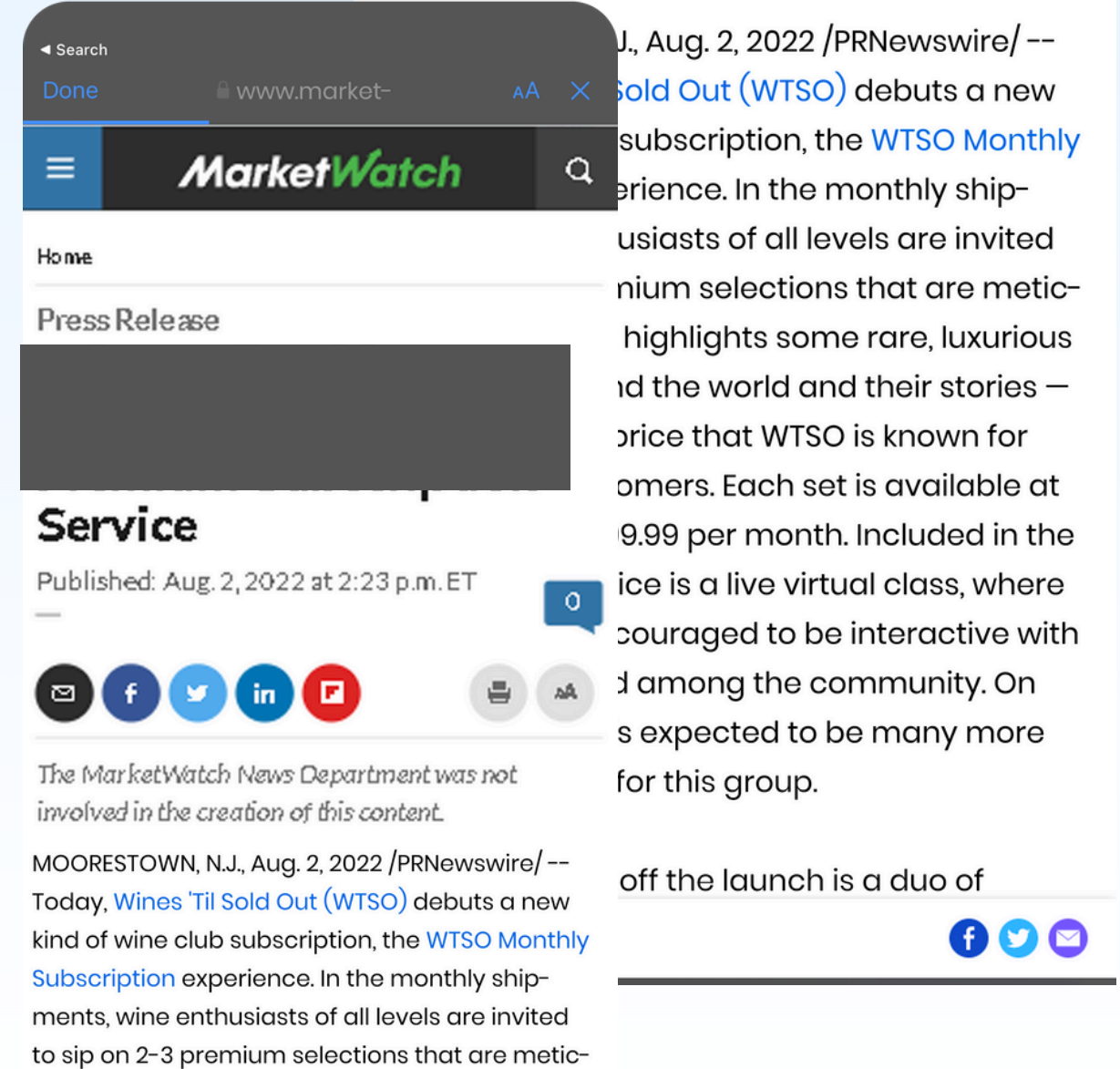
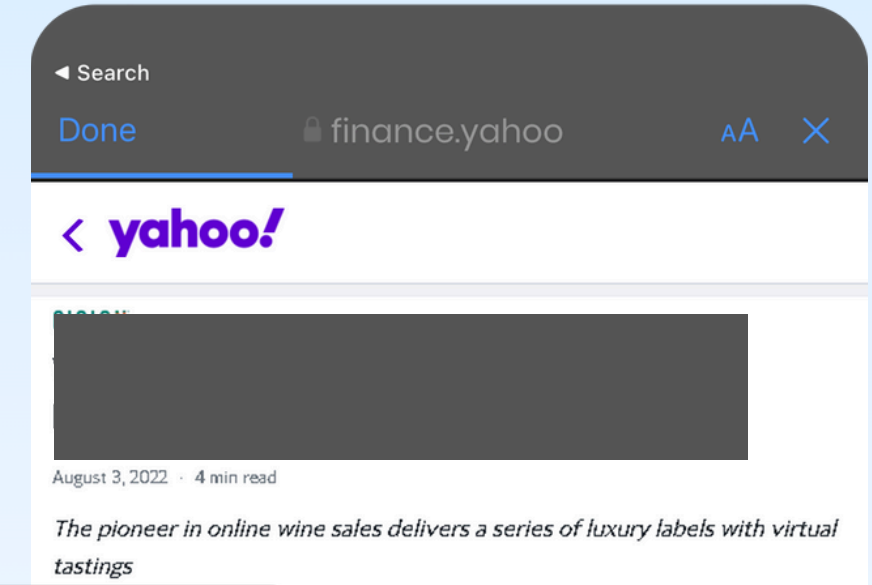
Article 2 of 2 Overview

Approach #2: Brand Promotion Distribution

Article #2: Brand Promotion PR Approach focused on "New wine subscription program announcement including all perks and benefits"

Results: highlights of the 2nd article:

- Published on 186 postings
- Featured in Yahoo, MarketWatch
- 3800 clicks within the first 4 weeks and counting...
- 186 pickup publications on news sites
- Anchor text optimization help improve low-hanging fruit keywords by linking to pillar posts previously published

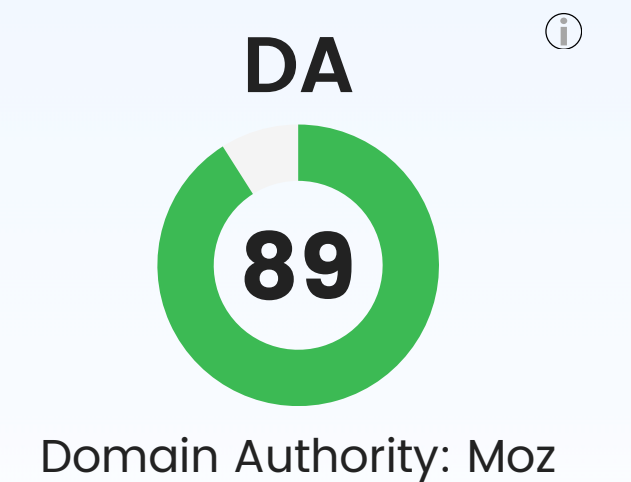
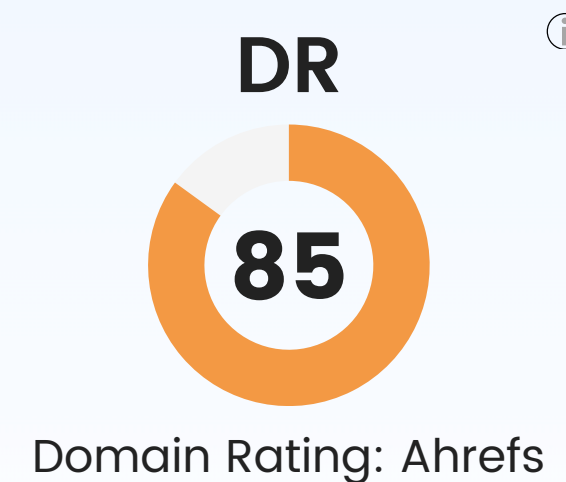
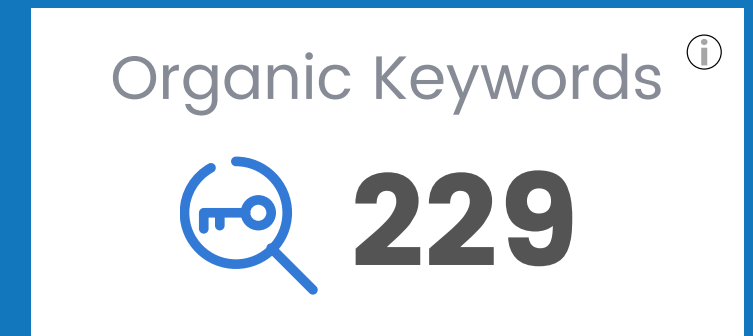
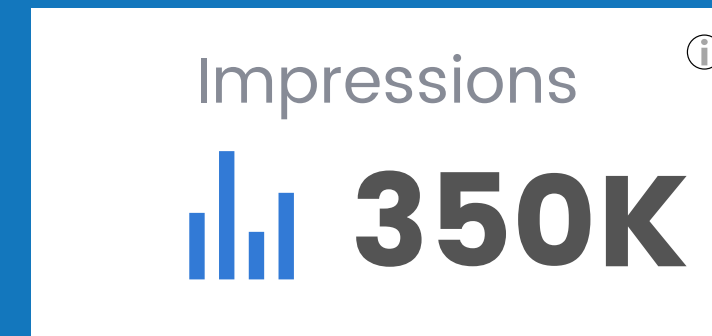
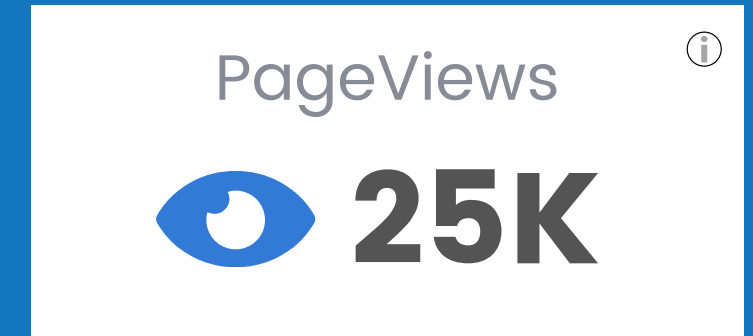
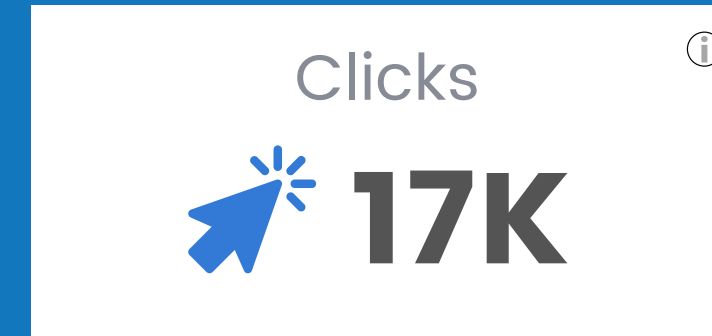
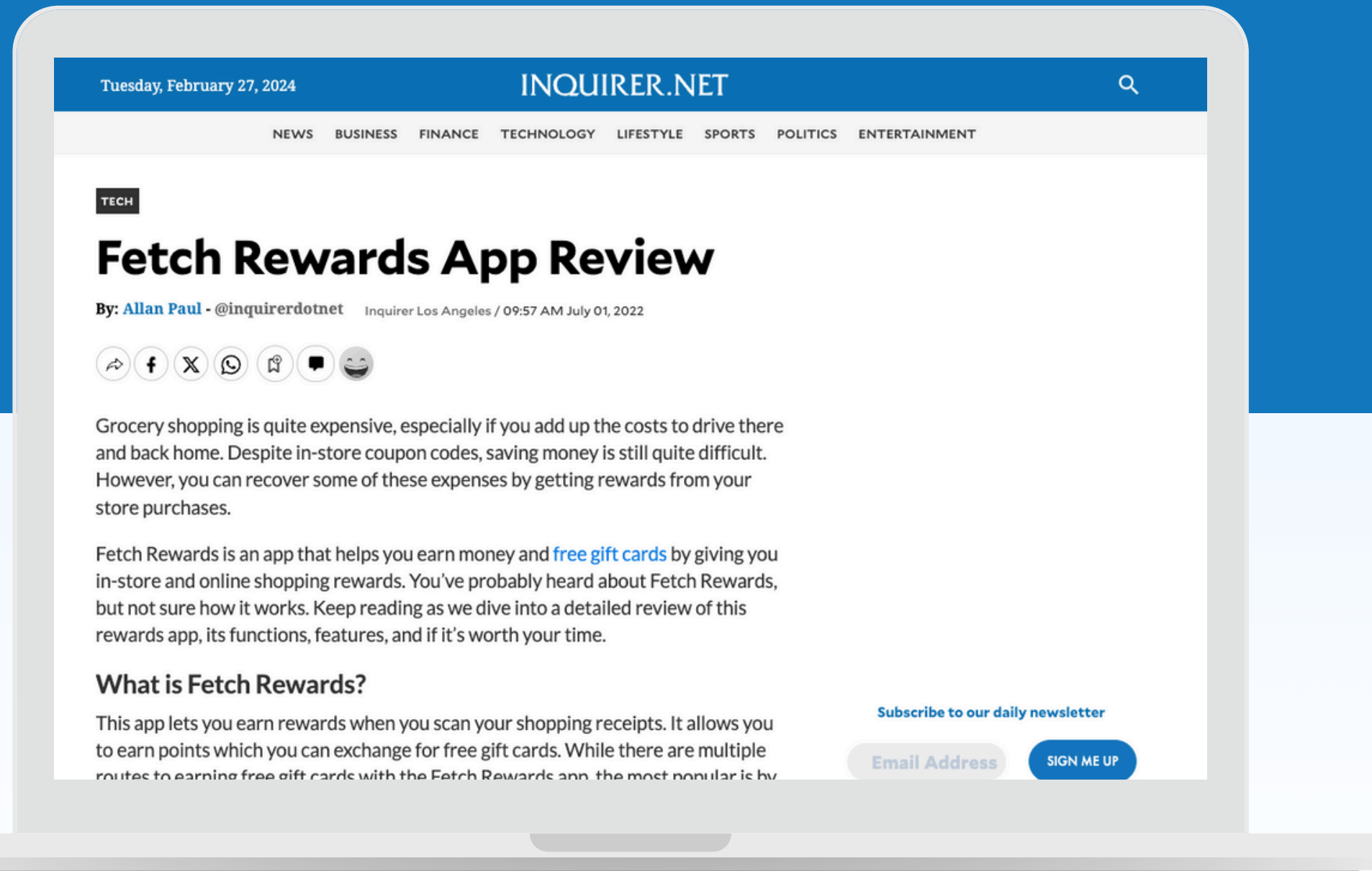


Fetch Rewards App Review

Brand Editorial Review

Case study performed on 2/23/2024

Published on 7/1/2022

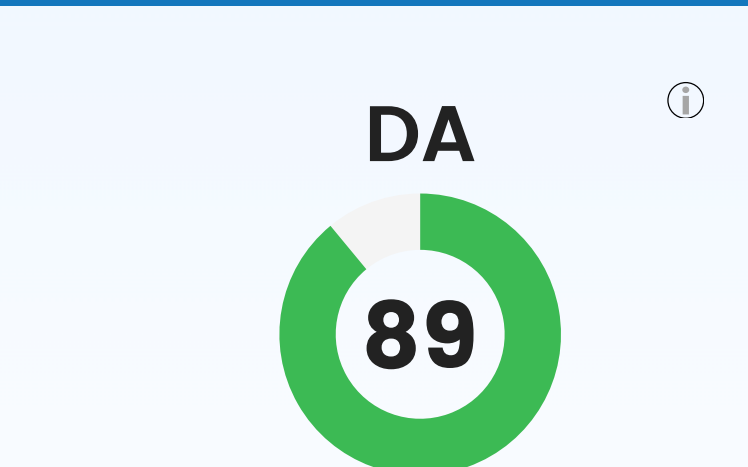
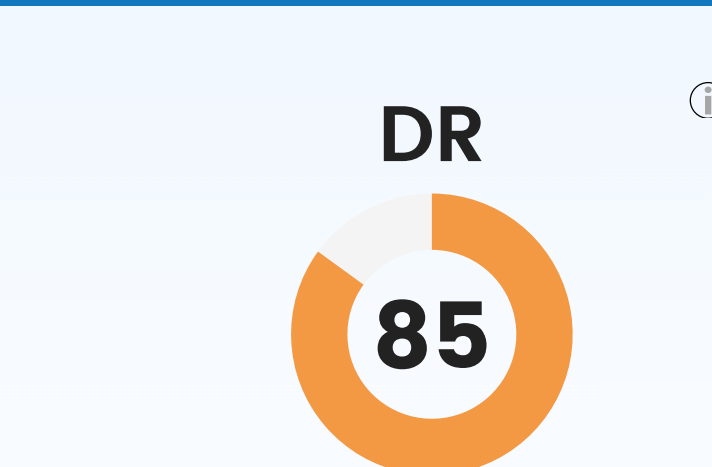
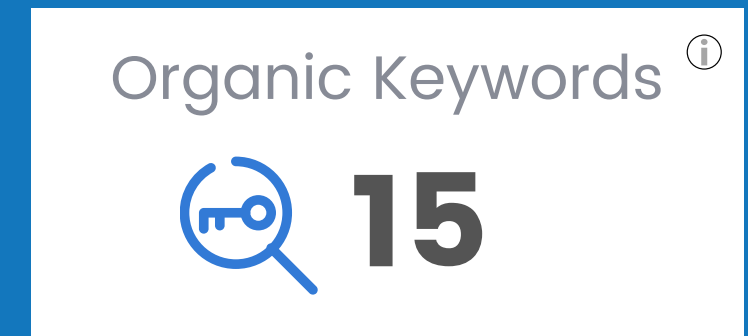
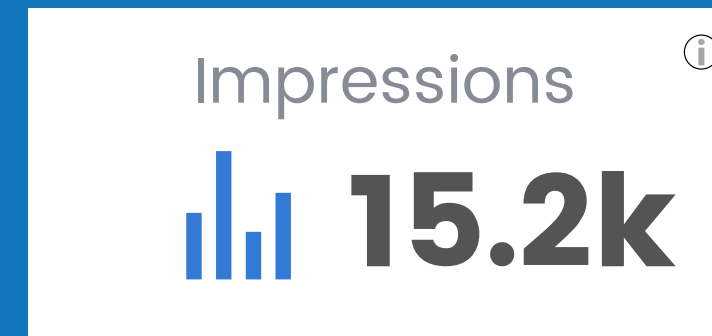
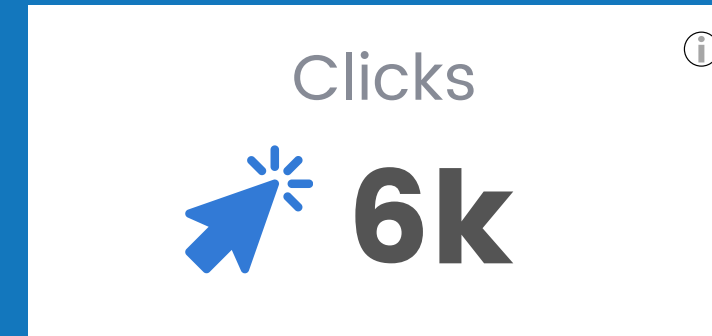


Symple Lending: Pretending to be a Lender? Are they a scam?

Brand Editorial Review

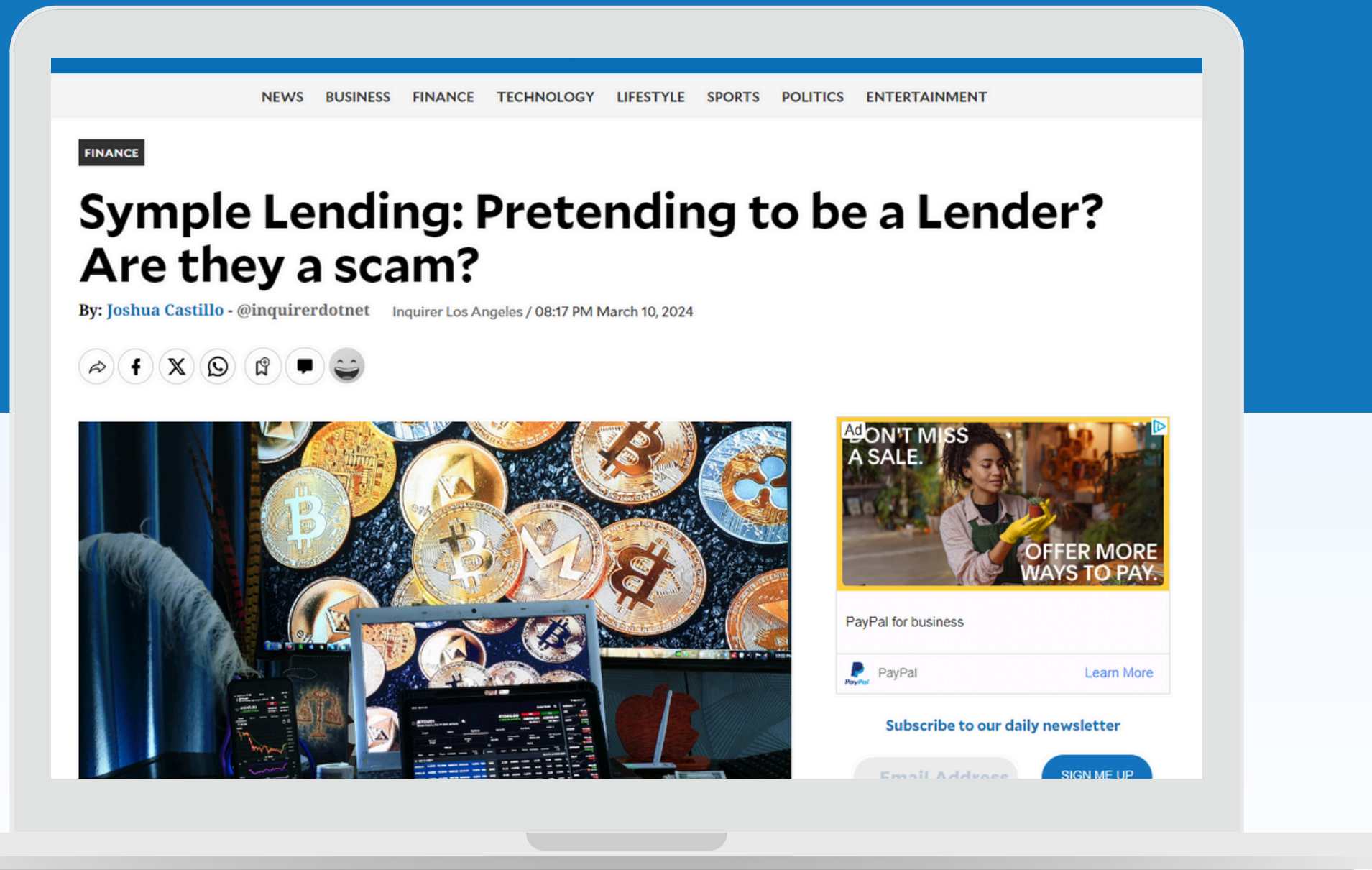
Case study performed on 4/12/2024

Published on 3/10/2023



Domain Rating: Ahrefs

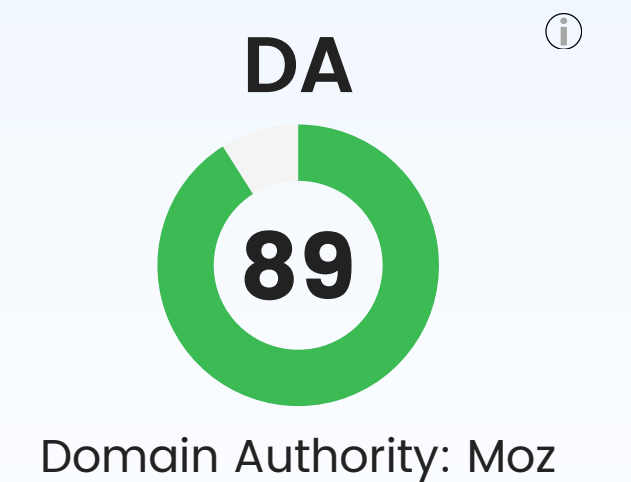
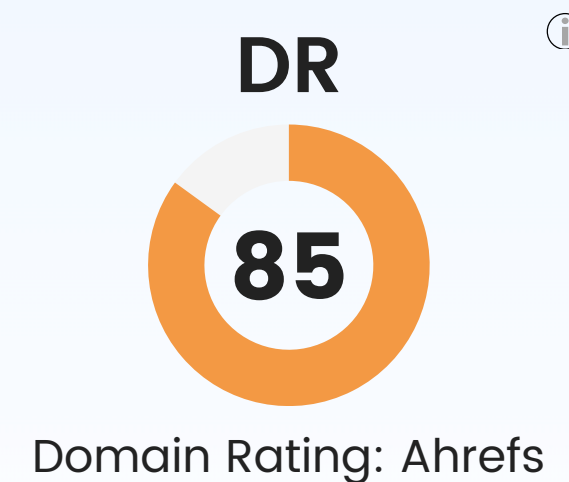
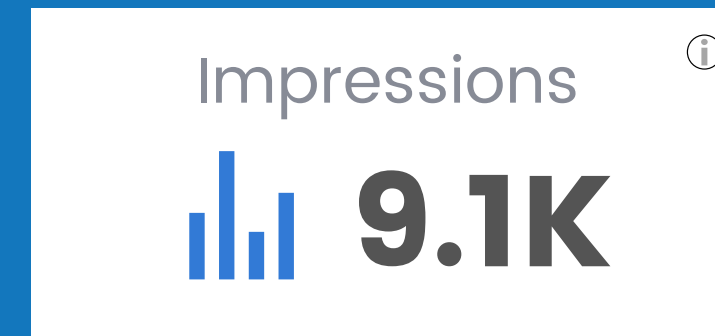
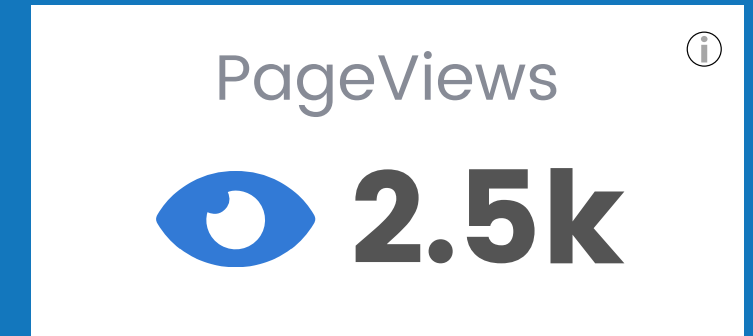
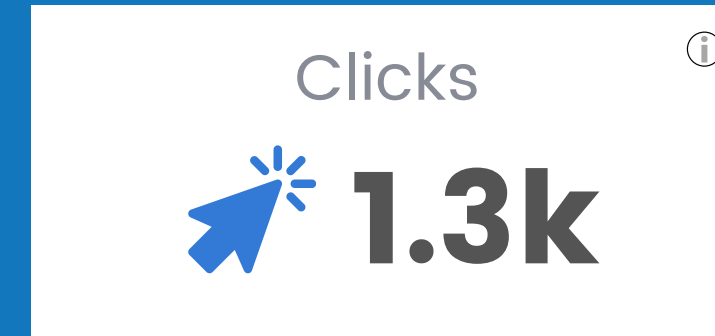
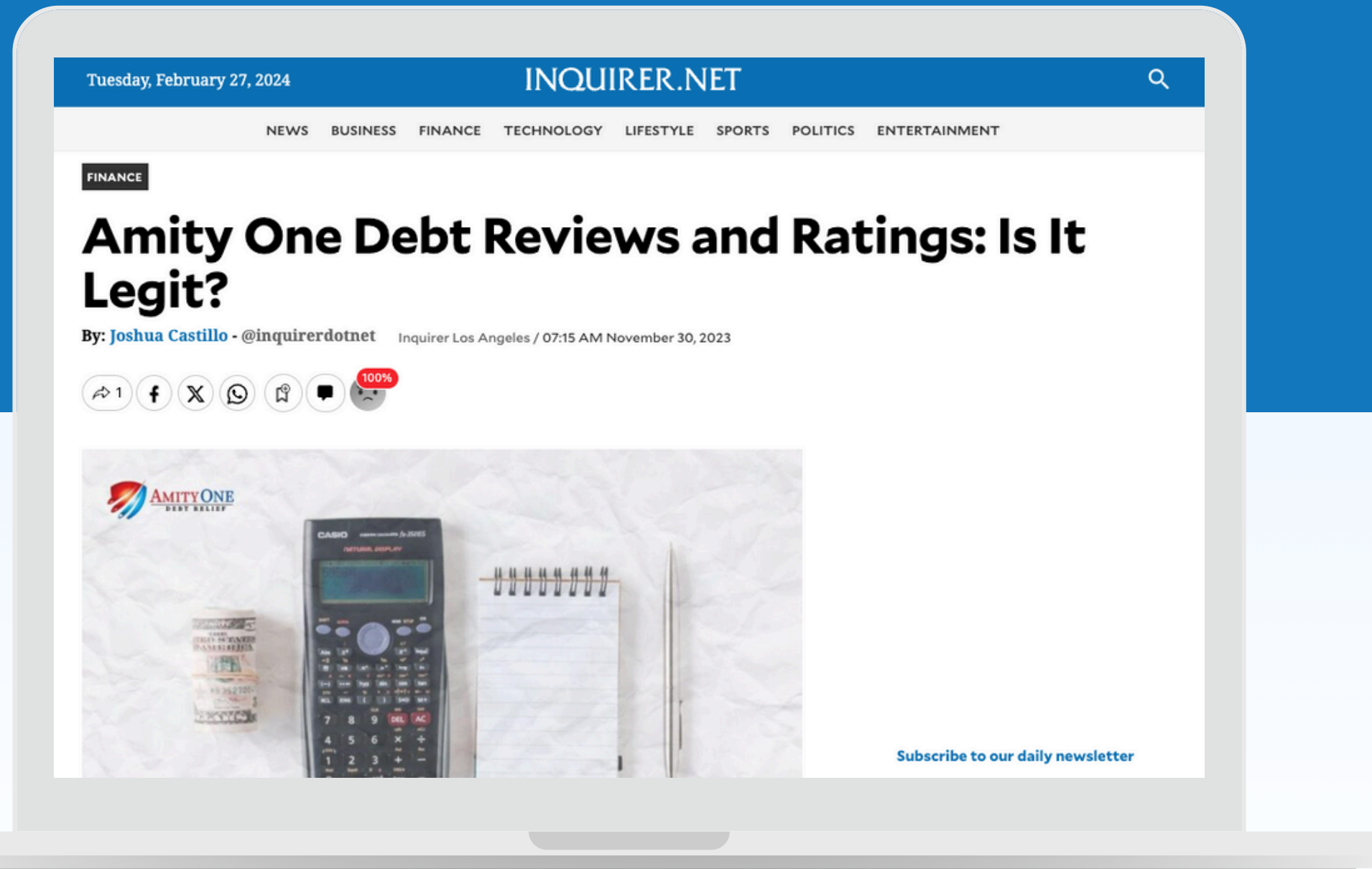
Domain Authority: Moz



Amity One Debt Reviews and Ratings: Is It Legit?

Brand Editorial Review

Case study performed on 2/23/2024
Published on 11/30/2023

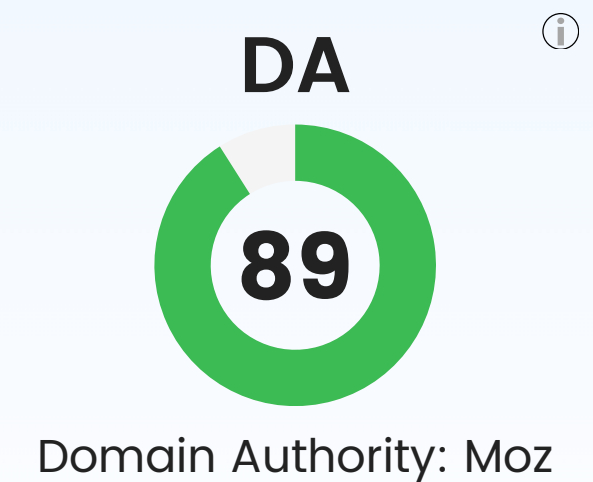
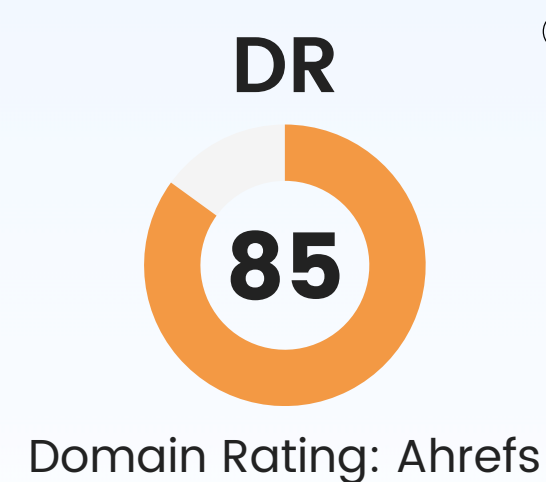
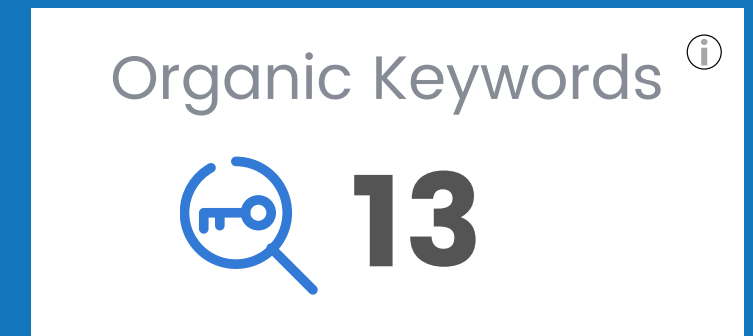
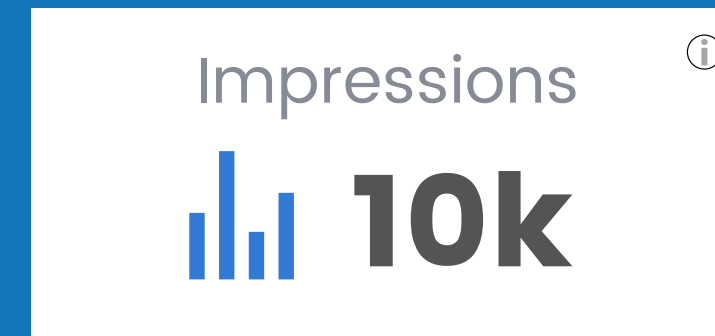
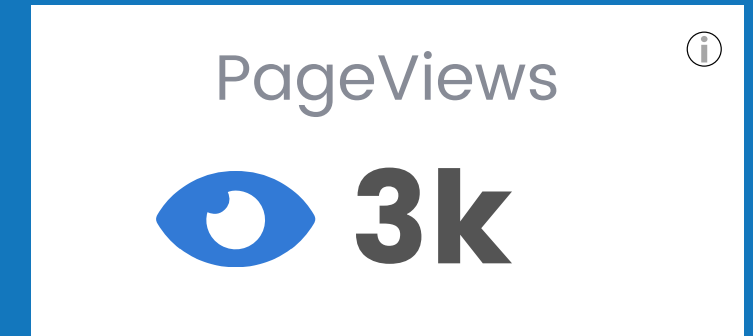
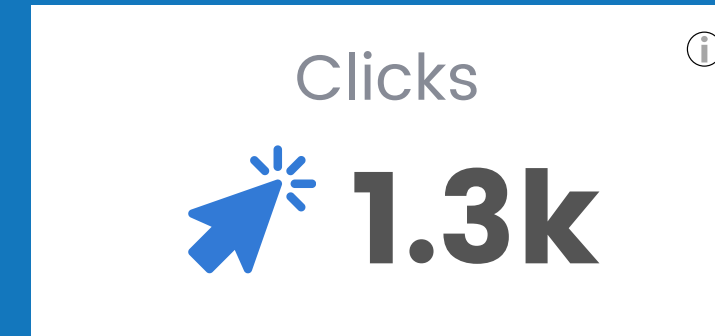


Best CBD Topical Cream for Pain on Amazon

Brand Editorial Review

Case study performed on 2/23/2024

Published on 10/7/2020

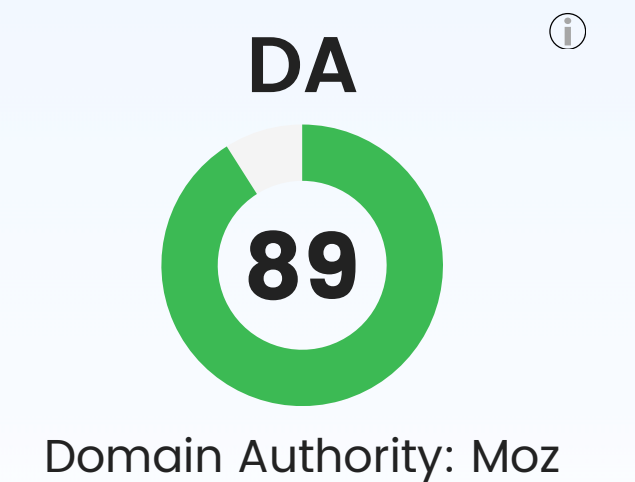
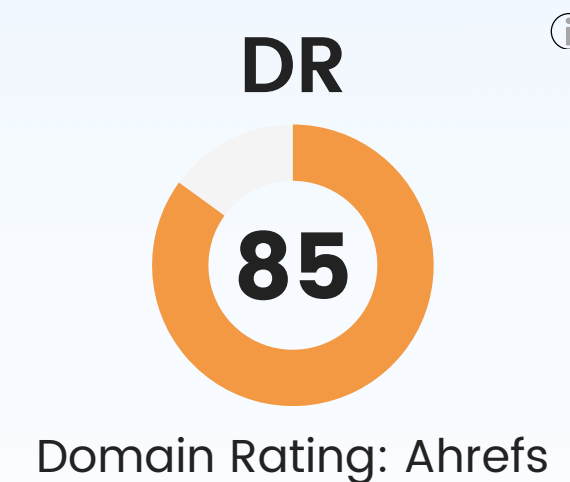
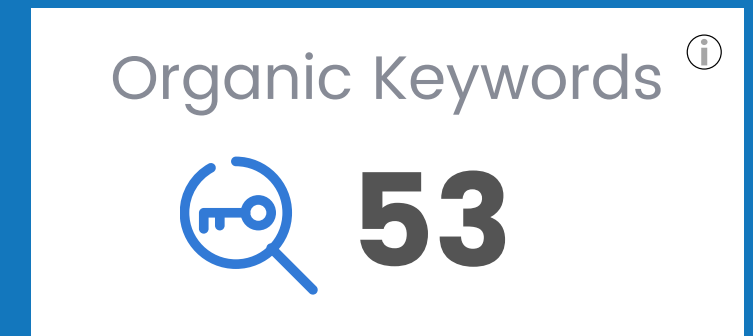
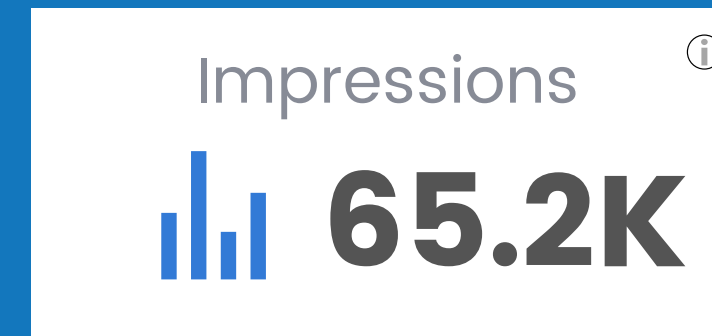
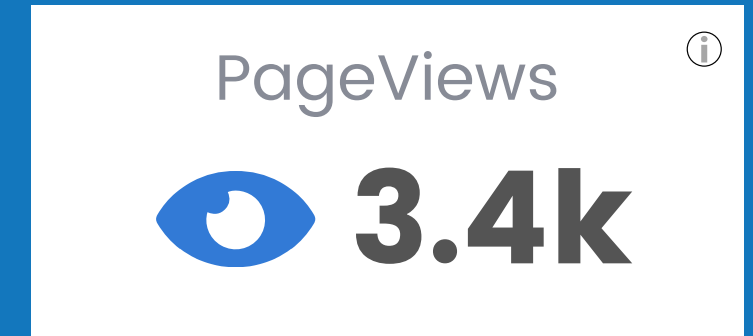
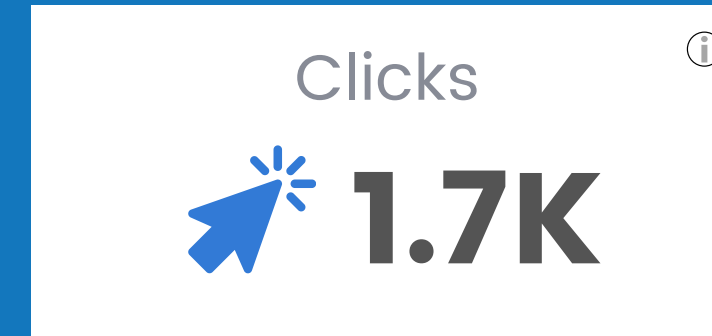
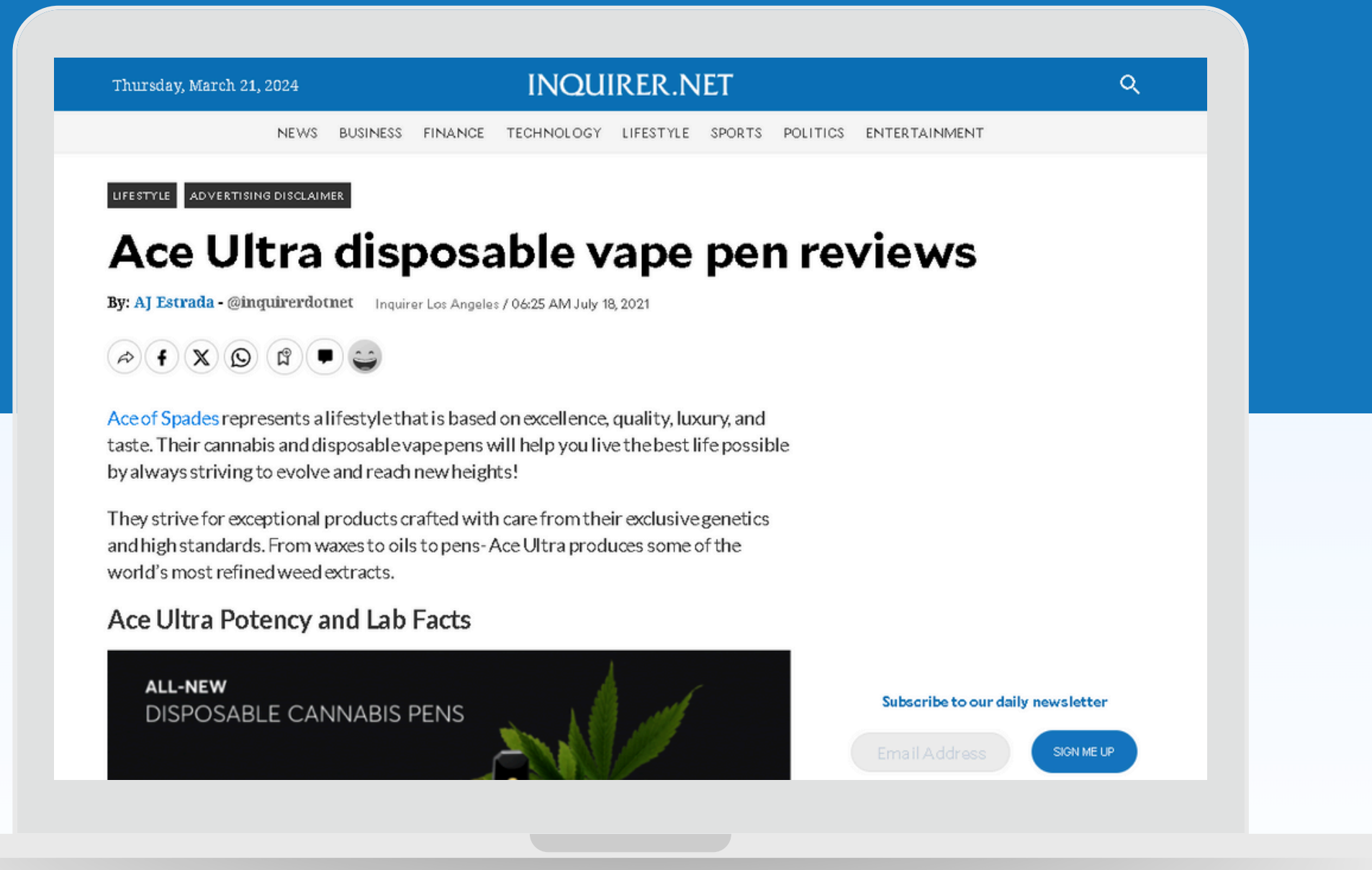


Ace Ultra disposable vape pen reviews

Brand Editorial Review

Case study performed on 2/23/2024

Published on 7/18/2021

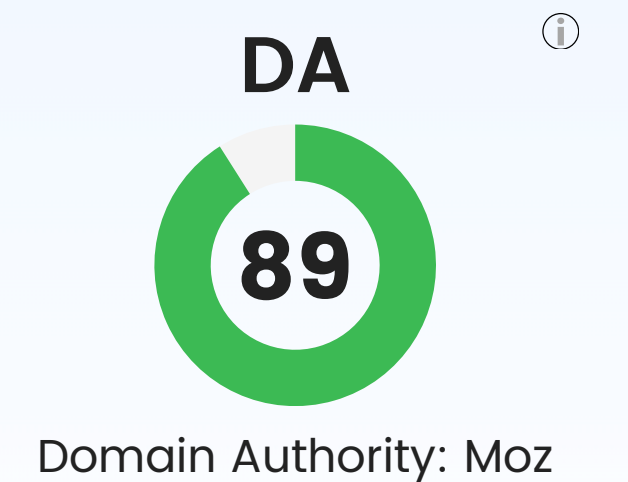
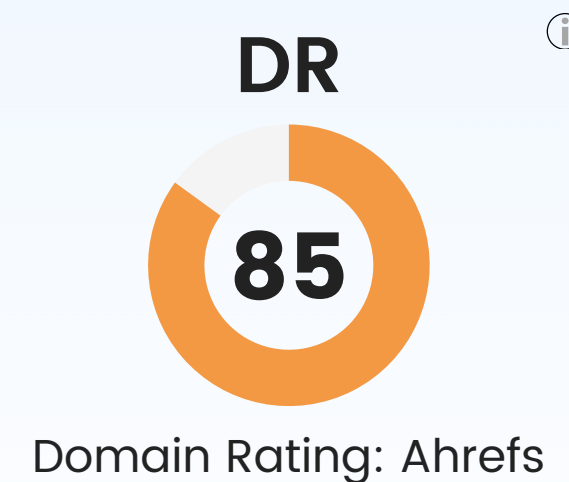
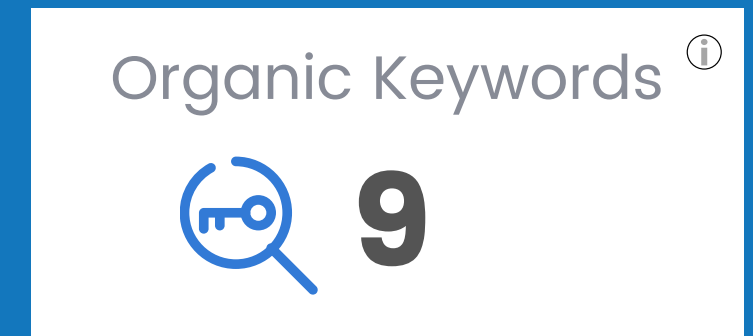
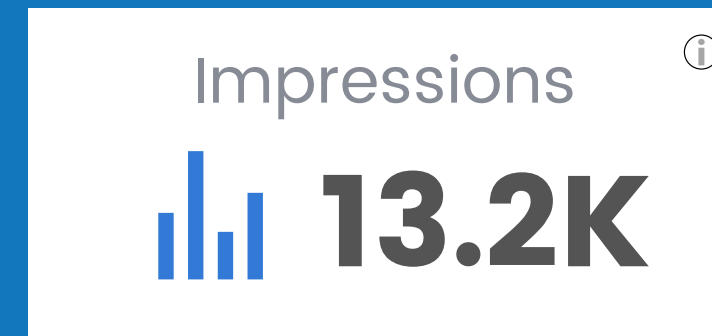
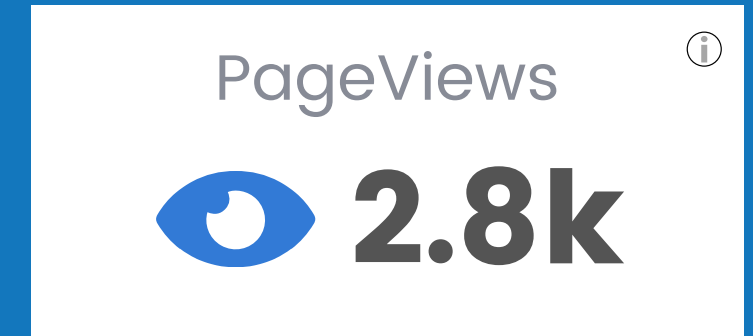
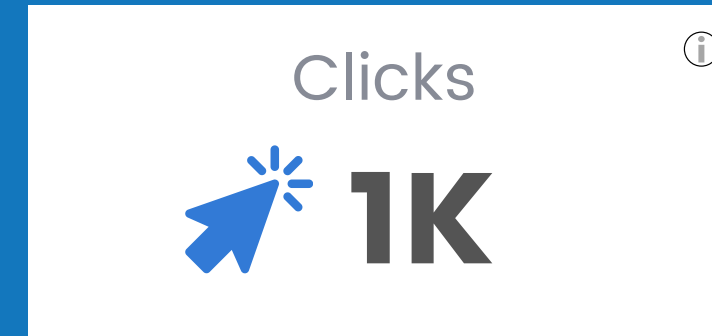
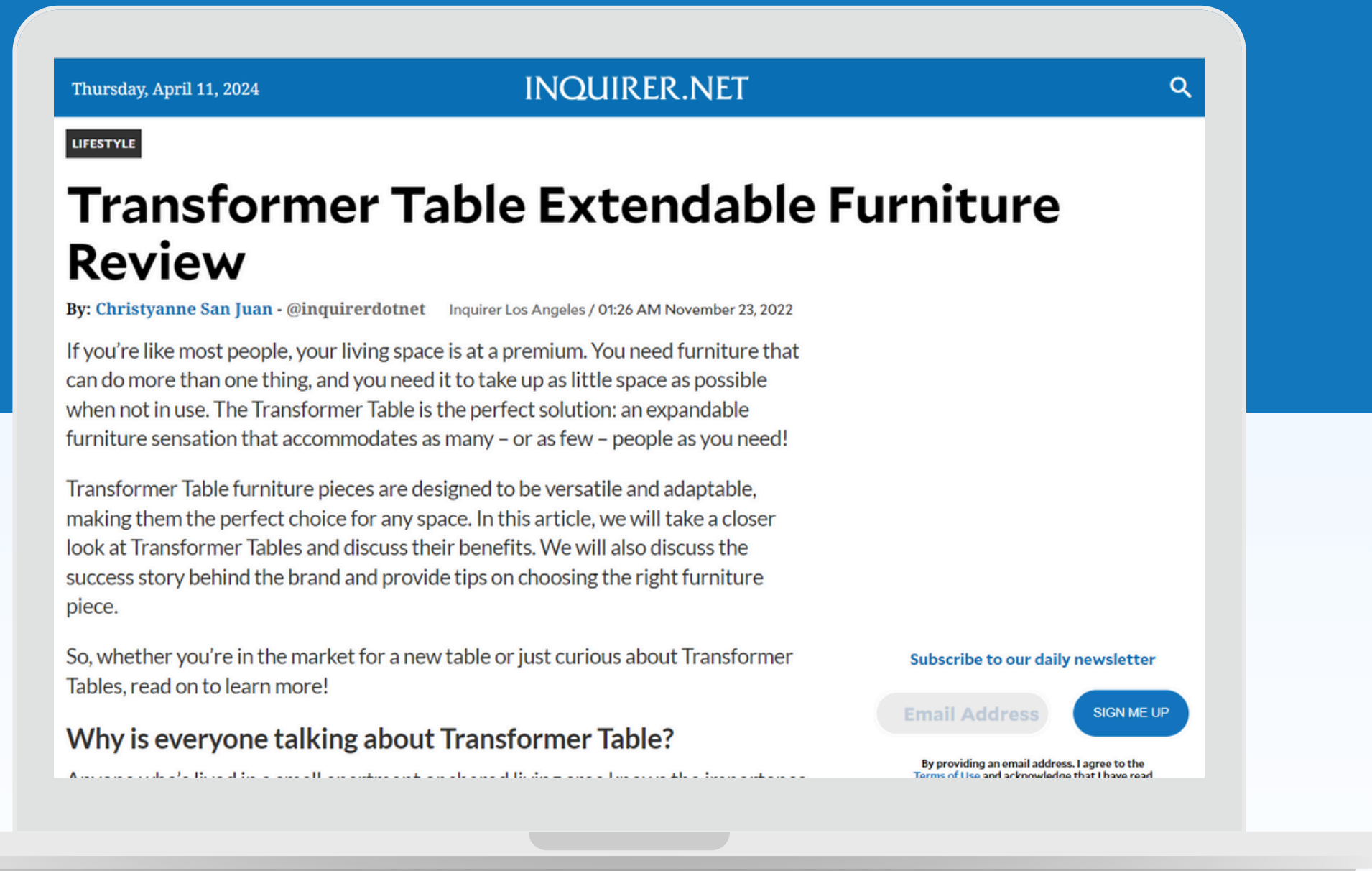


Transformer Table Extendable Furniture Review

Brand Editorial Review

Case study performed on 2/23/2024

Published on 2/23/2022

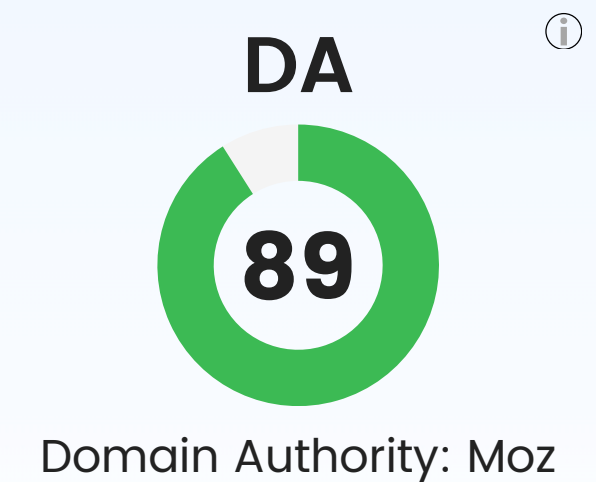
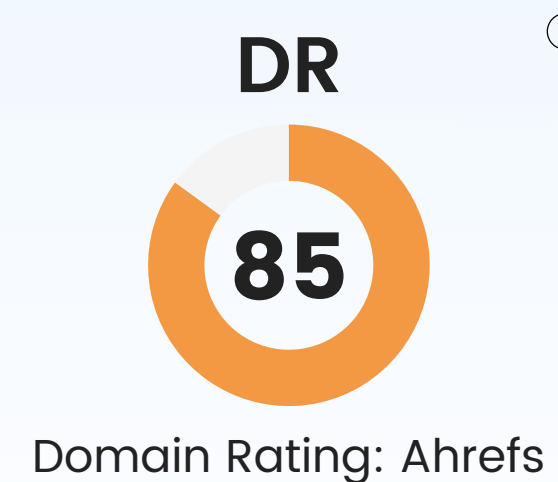
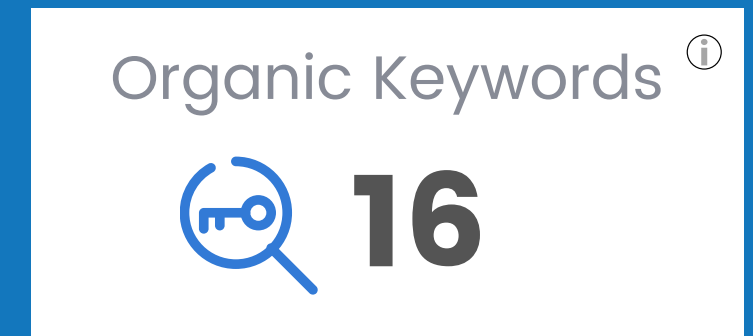
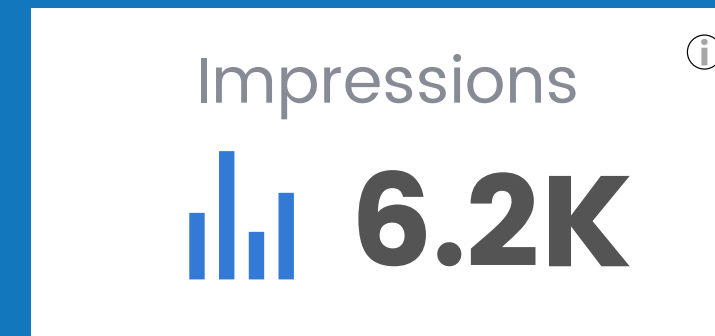
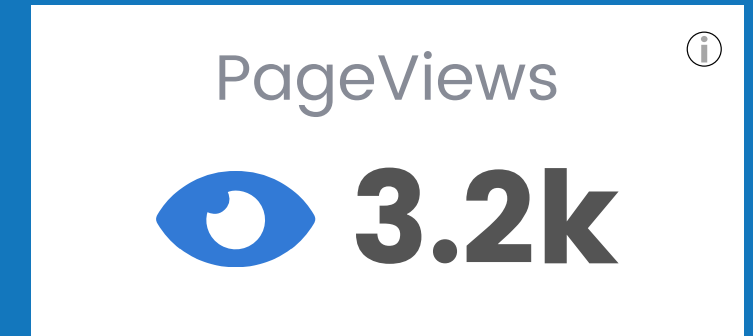
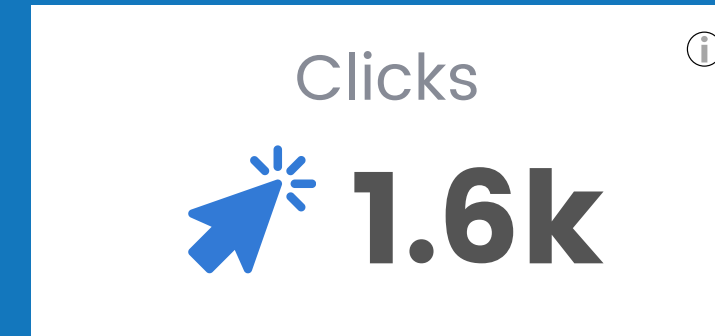
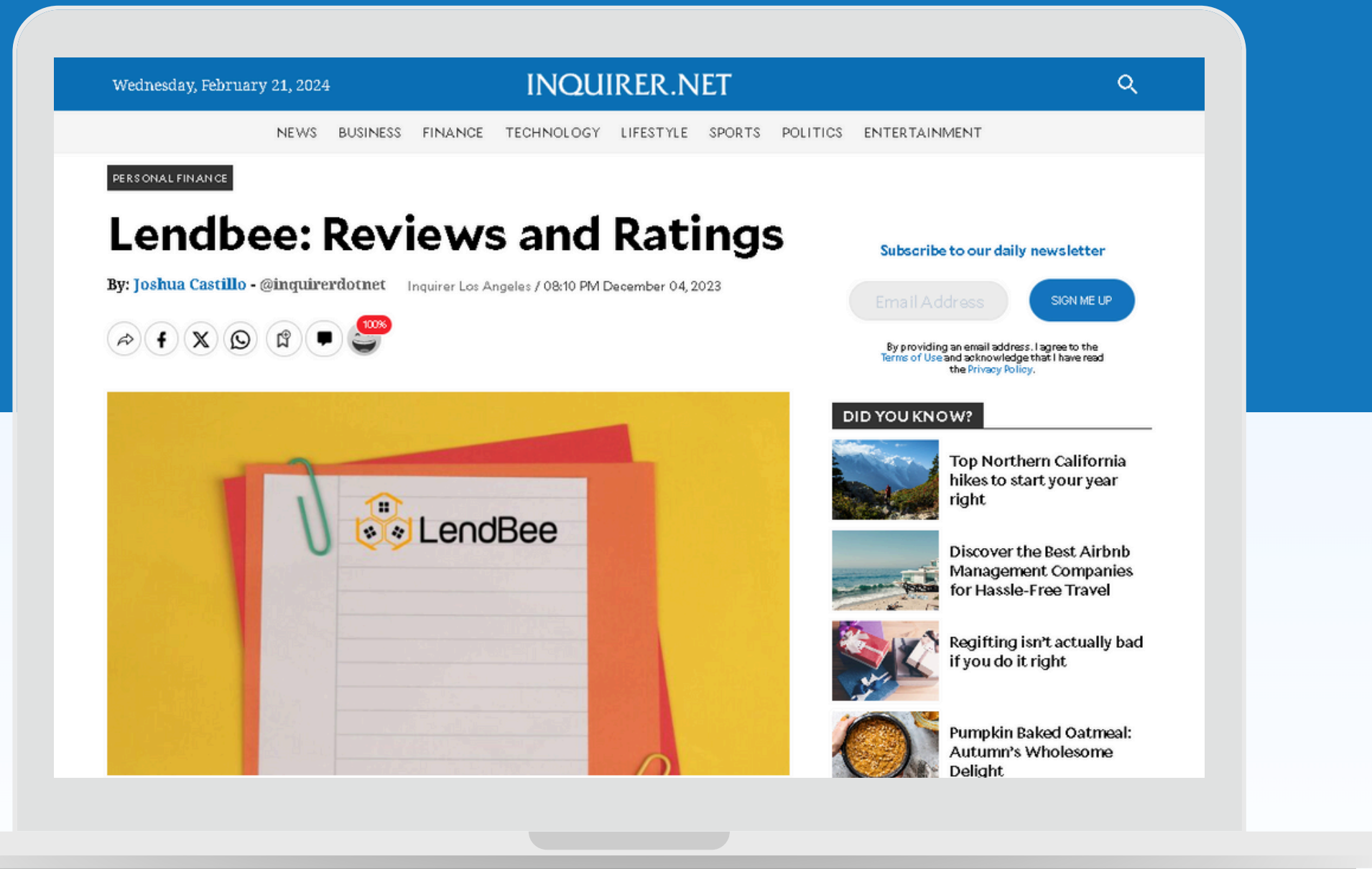


Lendbee: Reviews and Ratings

Brand Editorial Review

Case study performed on 2/23/2024

Published on 12/4/2023

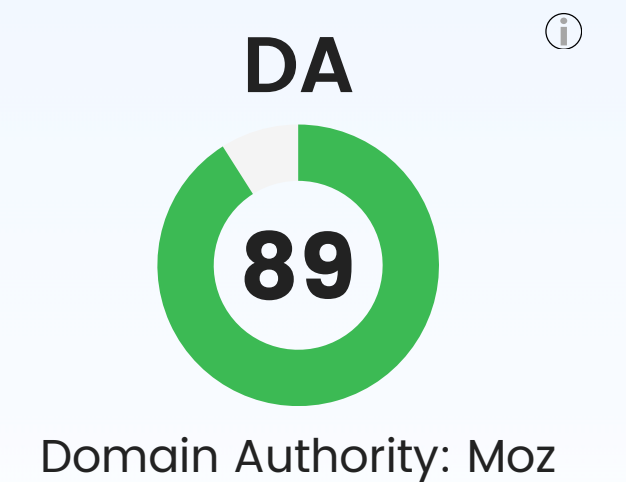
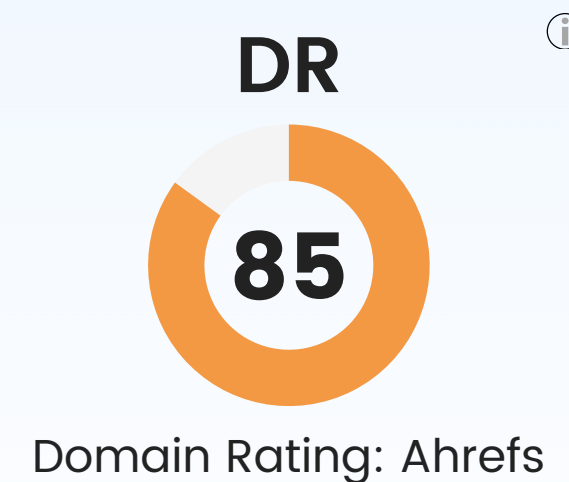
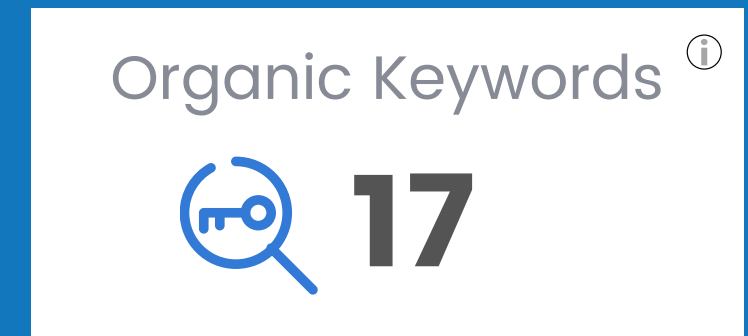
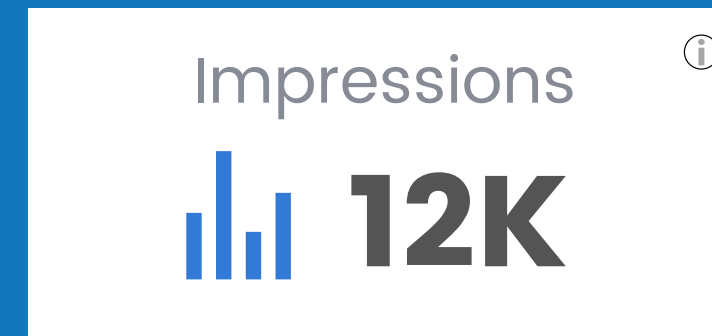
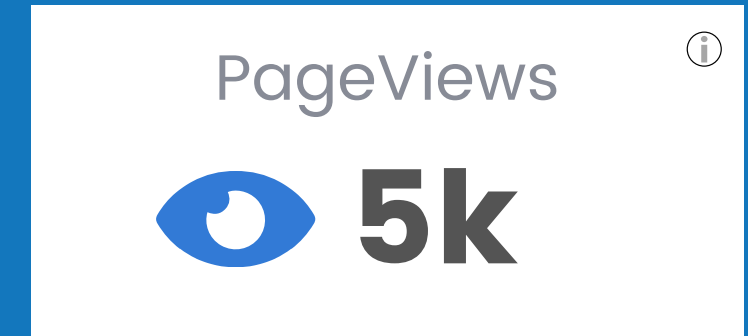
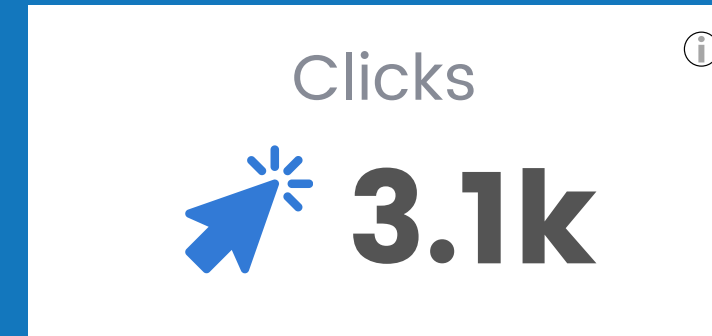
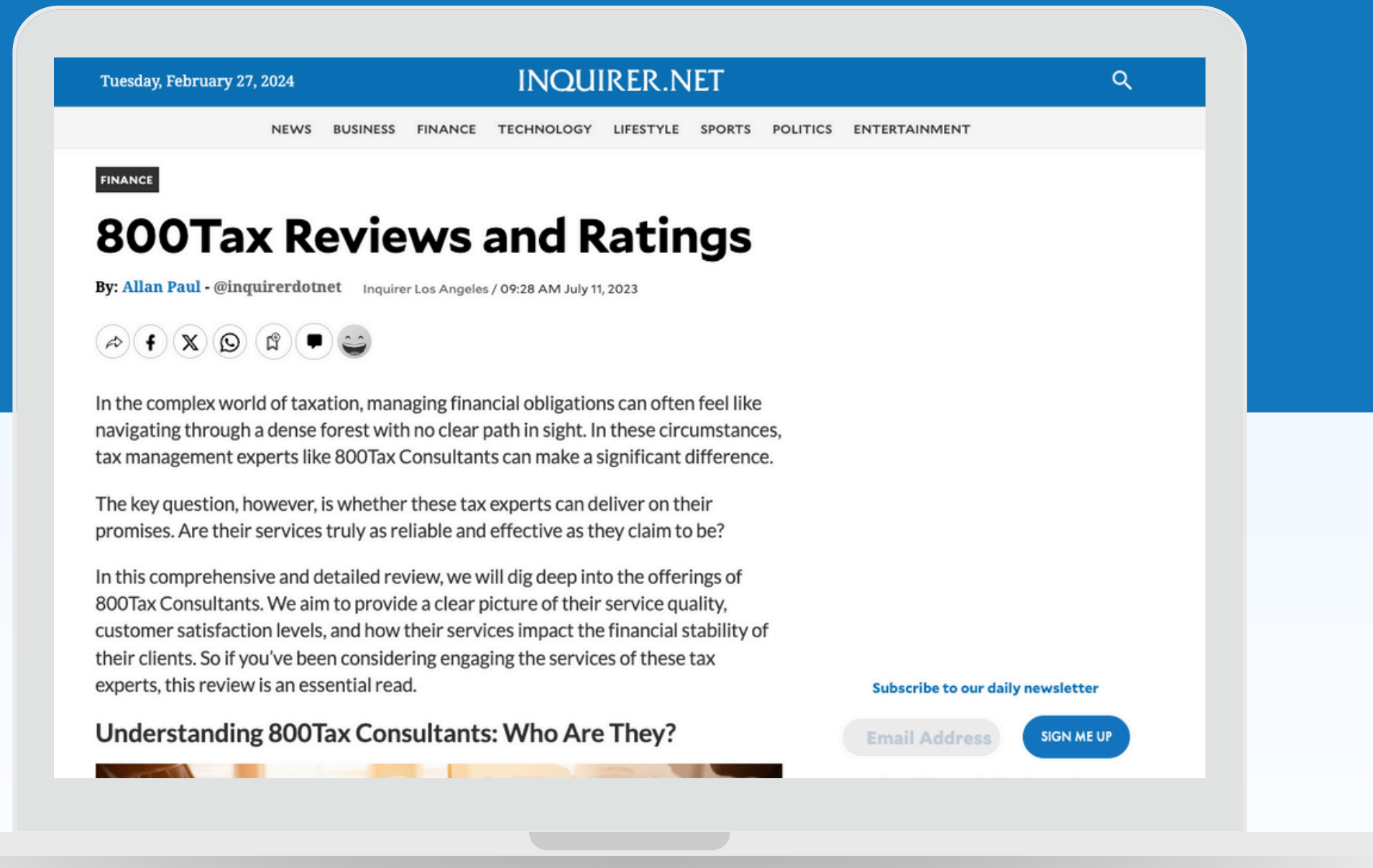


800Tax: Reviews and Ratings

Brand Editorial Review

Case study performed on 2/23/2024

Published on 7/11/2023

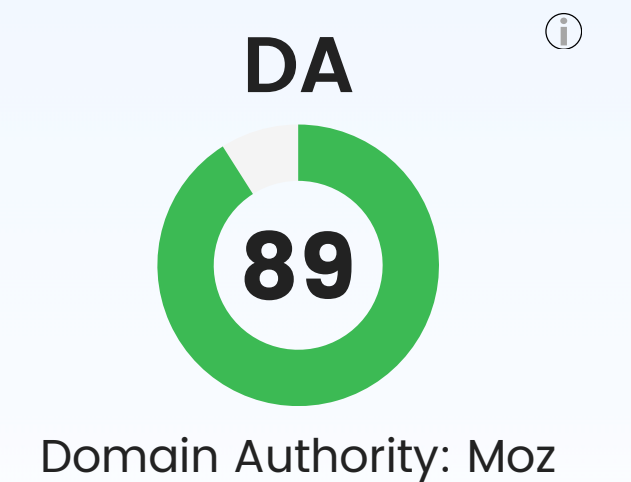
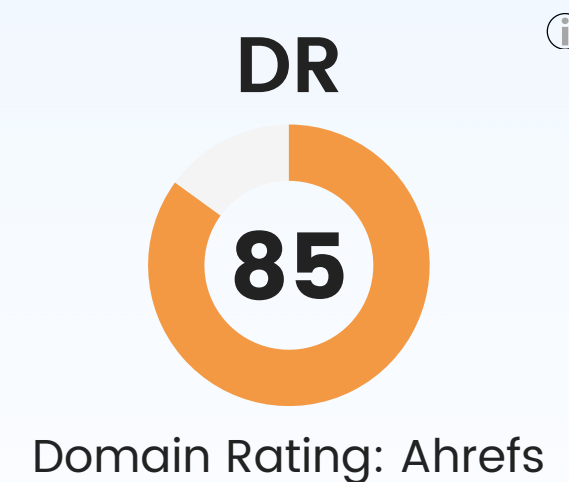
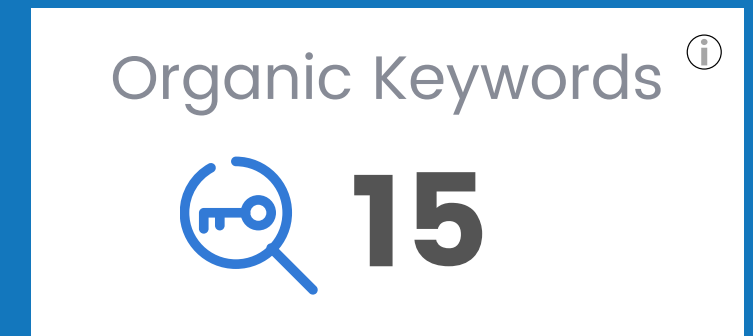
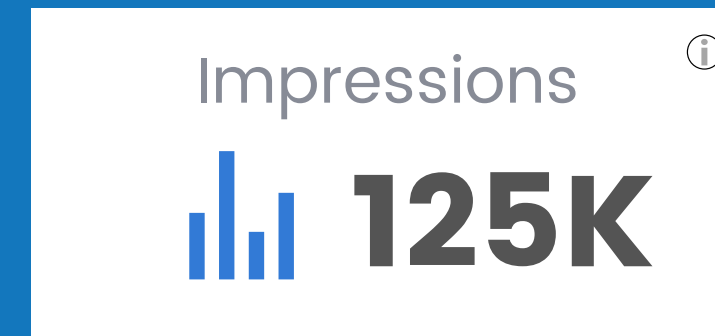
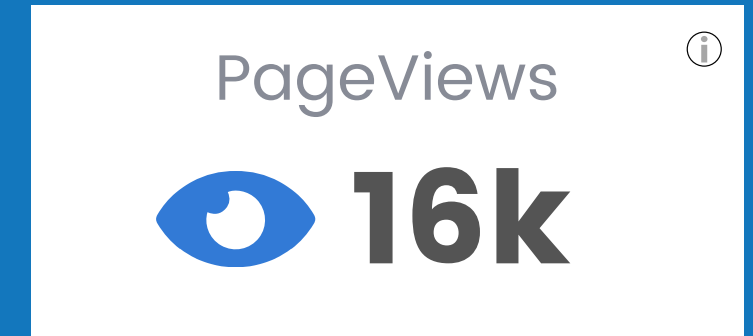
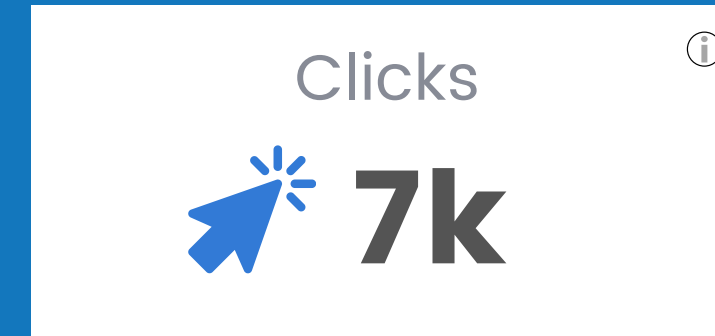
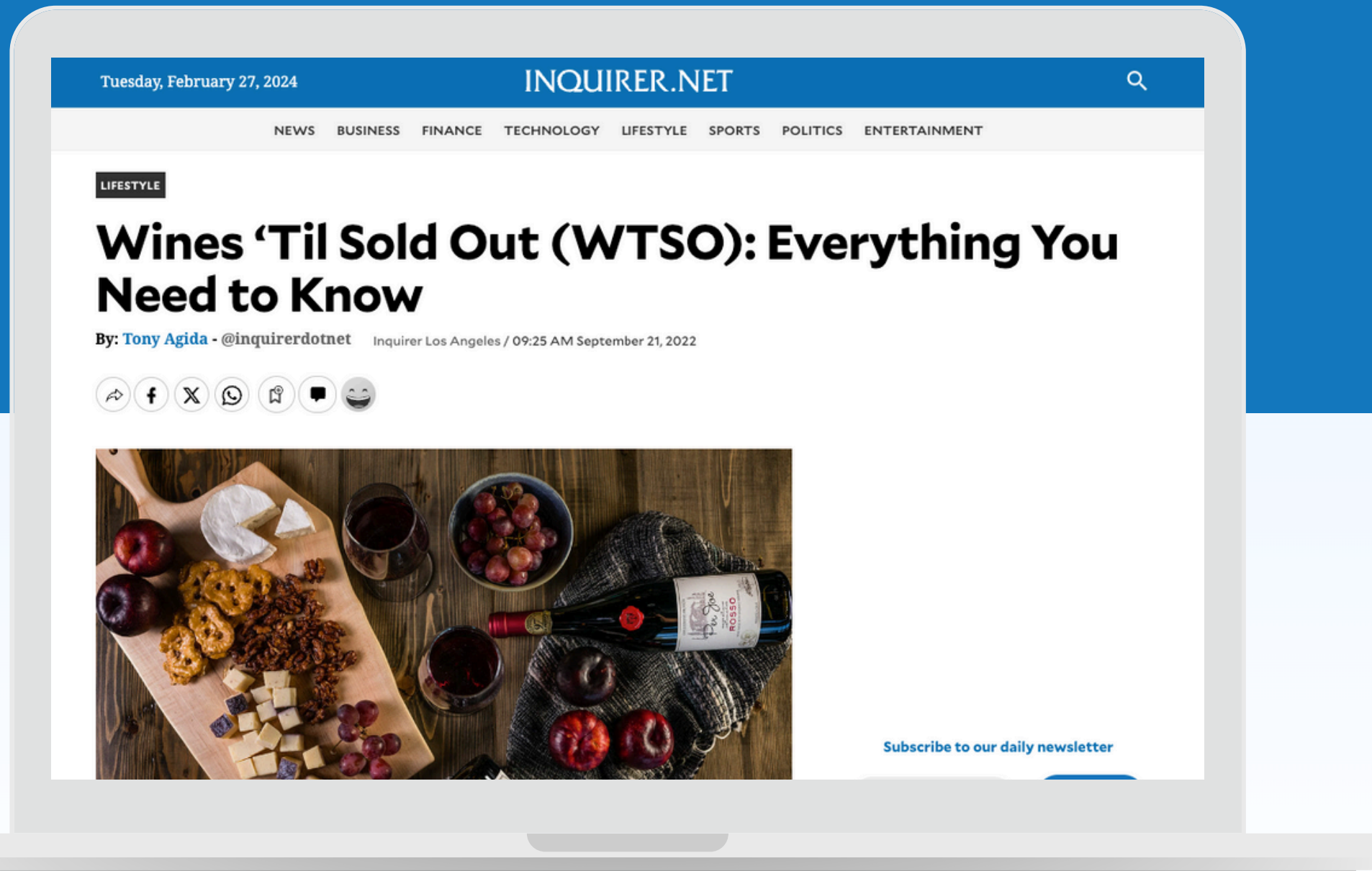


Wines 'Til Sold Out (WTSO): Everything You Need to Know

Brand Editorial Review

Case study performed on 2/23/2024

Published on 9/21/2022

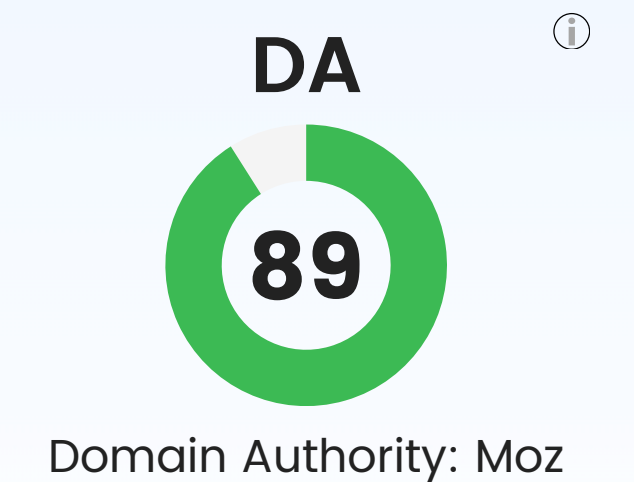
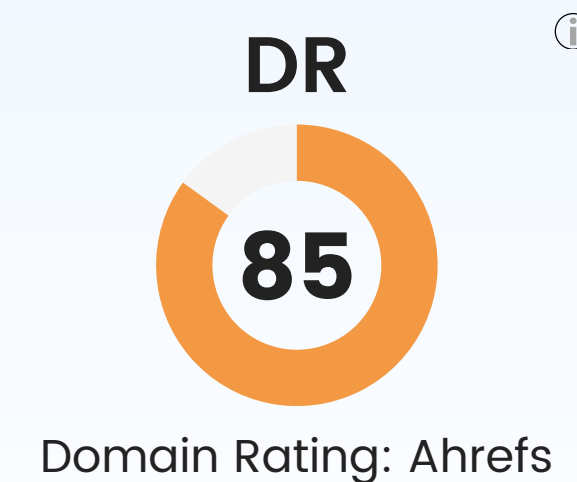
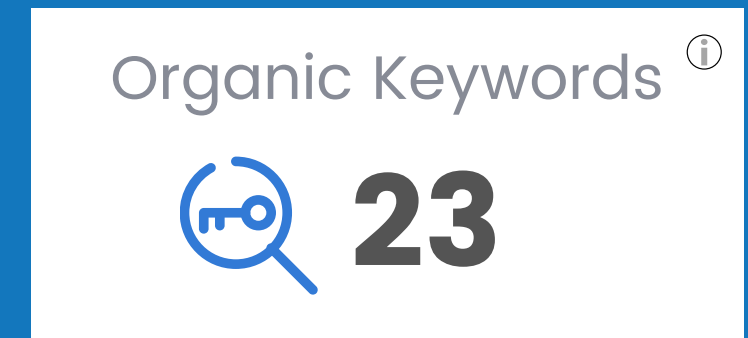
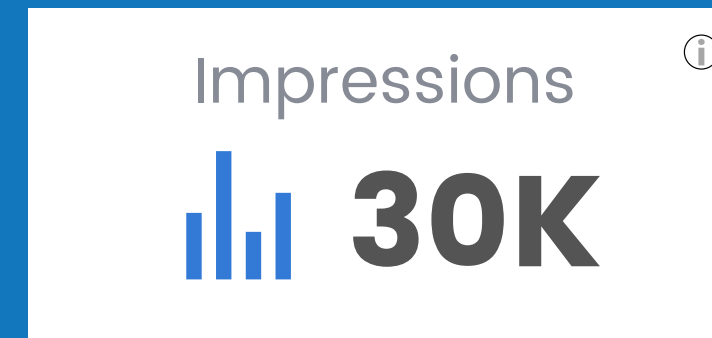
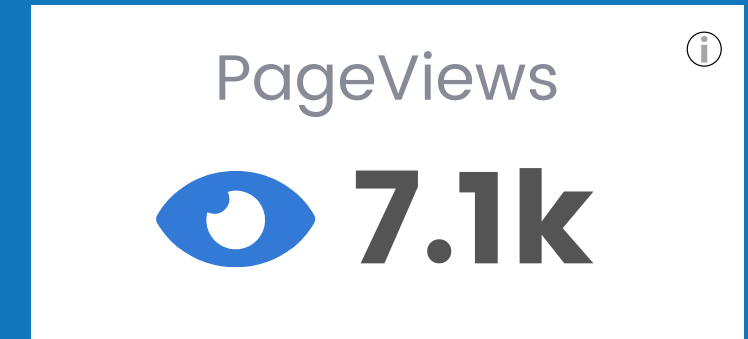
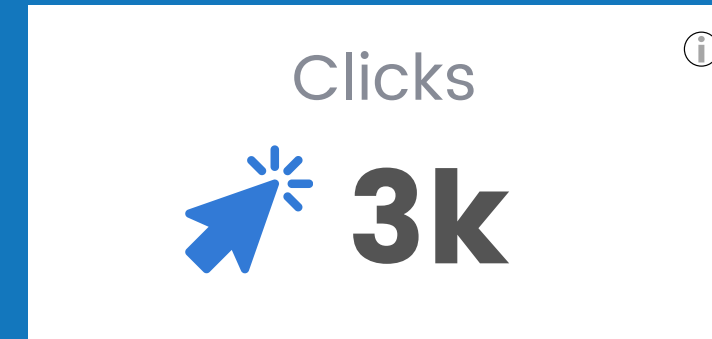
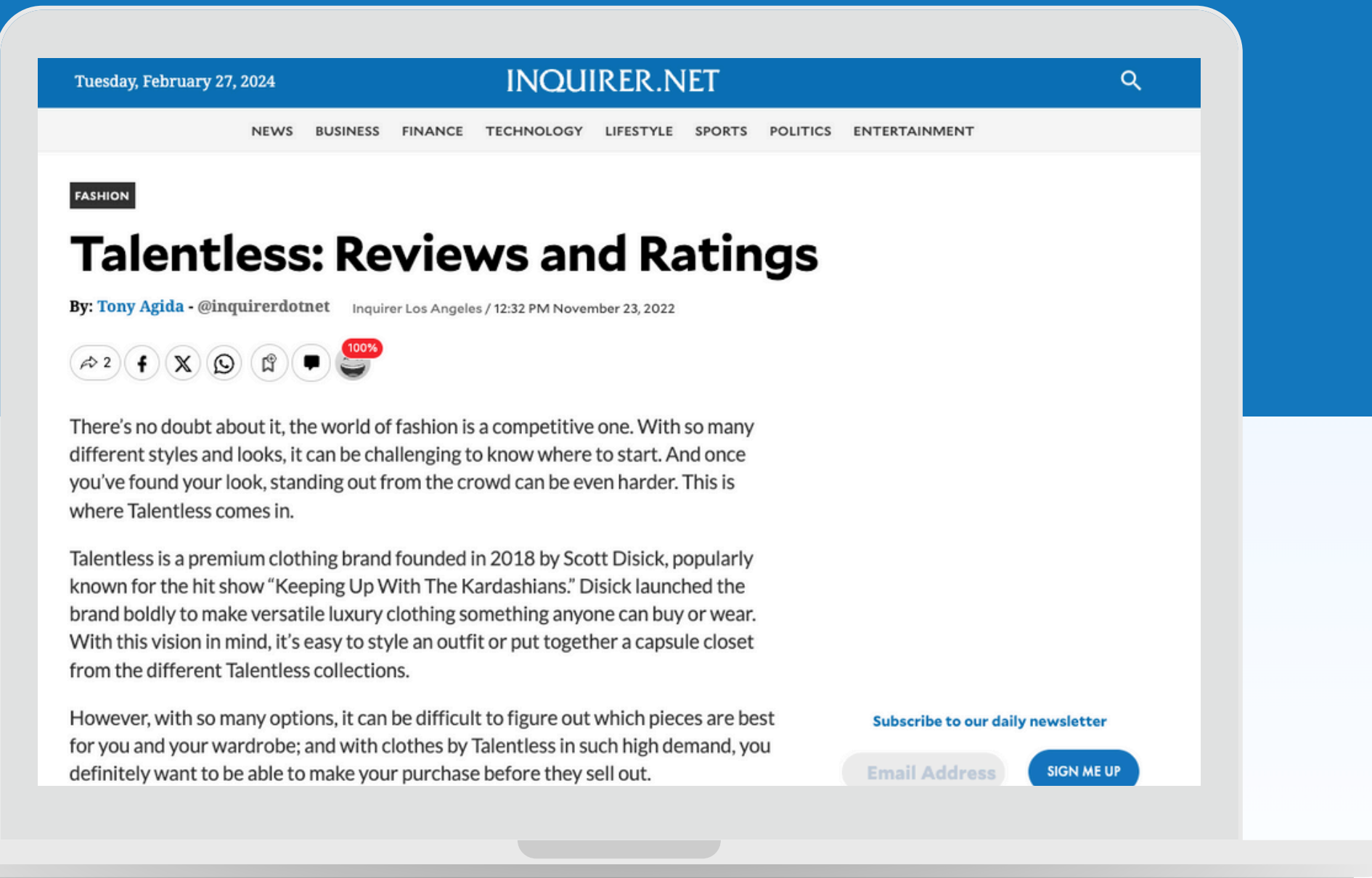


Talentless: Reviews and Ratings

Brand Editorial Review

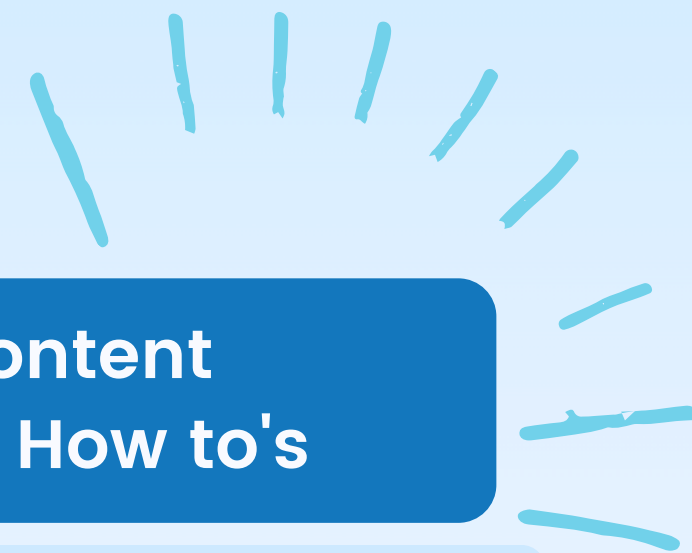
Case study performed on 2/23/2024

Published on 11/23/2022



PILLAR INFORMAL / BRAND REVIEW

HEADLINE EXAMPLES



Pillar Content Informal - How to's

Product & Brand Reviews - Headline Examples

[Brand Name] Celebrates [doing something]

[Product Name] Review: Still Worth It in 2022?

[Brand Name]: Reviews & Ratings

[Product Name] Everything you need to know

[Brand Name] An In-depth Guide For Beginners

[Product Name]: Is it worth it?

[Brand Name]: 10 Things You Should Know

[Your Product] Reviews: Should I buy it

[Brand Name] Launched [Product]. Is it worth it?

Amazing Secrets of [Your Product]

How to [Keyword Phrase]

[Keyword] Experts Share Their Advice

Why You Need a [Keyword] - Fully Explained

What is [Topic]? Everything You Need To Know

[Product] That Will Make You [Term]

What is [Topic]? Everything You Need To Know

What to [Term] for [Purpose]

[X] Steps to [Your brand's specific offering]

[X] Ways to [Keyword [Do Something]

Book a topic idea session
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Publish informative guest blogs on niche sites

Boost your website's industry trust and traffic with a content hub and niche guest blogs. Showcase value to search engine eyes, increase your keyword ranking positions and uncover revenue opportunities.

Elevate your brand as an industry leader.



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Why choose us?

Our clients love us! Here is why.

We've generated **21,000,000 + organic traffic** in the last 2 years by utilizing our content strategy, planning, and digital media strategy expertise.

Our expertise in **search engine marketing** and **lead generation** includes SEO audit, **on-page optimization**, **content audit**, & planning, and media coverage strategy for **distribution** and **sharing**.

Our mission is to add value to your existing digital strategy by improving your buyer journey, **search engine visibility**, and user experience to get your brand to the **next level**.

Reach More Customers with Our Effective Content and Media Strategies

Transform Your Website Traffic into More Subscribers and Sales



Benefits of Working with Us:

1. **12+ Years of Expertise:** We have a proven track record in lead generation, helping businesses grow and succeed.
2. **Impressive Results:** Our strategies have generated 21M in search traffic in under 4 years, showcasing our ability to rank content on Google.



Guaranteed Results:

We stand by our commitment to deliver results. As soon as you place an order, our campaign strategist will get in touch with you to discuss the next steps, ensuring a seamless and successful experience.

Are you ready to unlock your brand's full potential? Click below to get started with PillarPro PR Boost and watch your search traffic and leads skyrocket!

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Our Full Scope of Solutions

Our specialty services guarantee results, authority and growth.



SEO Strategy

Industry analysis, core web vitals optimization, technical onsite, performance optimization seo, off-site optimization & link building strategy plans.



Media Outreach

Custom strategy with topics related to your brand, publish articles like "how to" explanations, faqs or advice, or try our sponsored content and press release services 100% guaranteed.



Web Optimization

We work with Shopify, Laravel, Woocommerce, etc. We can design or restructure online stores, technical seo, custom API integration, and user experience, optimization.



Content Strategy & Distribution

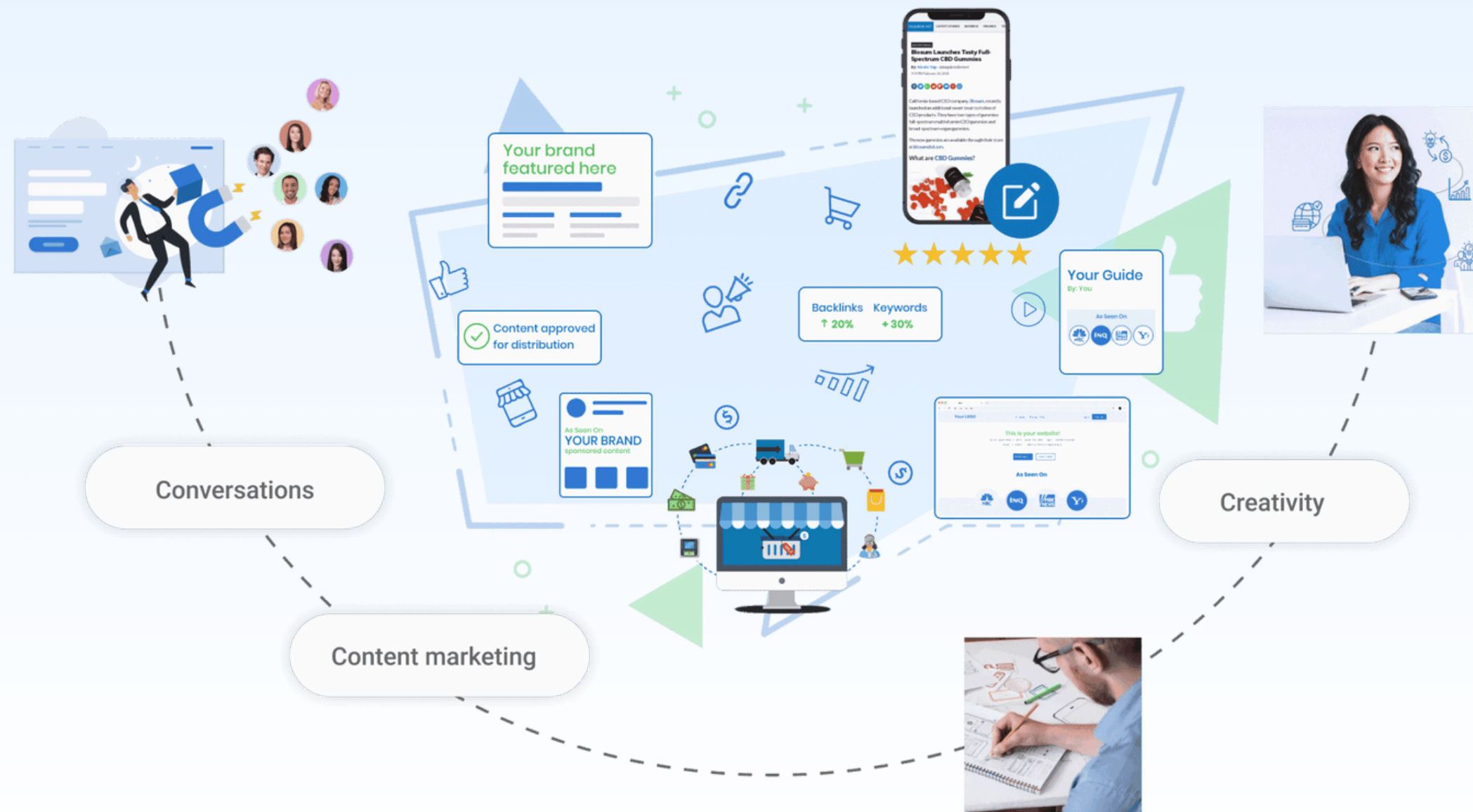
We have a large publisher network where we publish our clients. This builds their website authority and is part of their backlink strategy.

[Click here to get a custom proposal.](#)

How It Works

Our team of experts will take the time to understand your goals and objectives, then provide you with a customized list of recommendations.

[Click to schedule a call today!](#)



How to get started? Identifying your goals

This process involves a review of your goals and completing the content brief during the onboarding session. We will go over things such as

- ✓ Choosing keywords, headline, content approach, and format
- ✓ Proofing content by editorial and SEO specialists
- ✓ Optimizing content among top competitors with similar headlines and search terms
- ✓ Reviewing drafts and making suggestions or edits
- ✓ Receiving a copy of the Live link and reports

Optimization and content update during the first 30 days.

Additional update optimization is available based on solution type.



Phase 1

- Strategy call with you to identify your key goals
- Understand your current marketing objectives to provide the best options that fit your needs.

Phase 2

- Content Idea Discovery
- Select headline, content structure & approach
- Finalize custom insertion

Phase 3

- Sign & complete the quote
- outline content brief & approved by you for editorial review

Phase 4

- Research writing
- Editorial prepare first draft for your review
- Image optimization
- Revisions, approval

Phase 5

- Final Approval & publication for a live URL & KPIs
- Optimization is available for managed/bundle orders.

Not sure where to start?



Set up a quick 15-minute discovery call.

During the call, one of our brand strategists will ask questions about your business goals and needs. Based on your answers, we recommend a package that best suits your needs. The call will only take 15 minutes, so it's a quick and easy way to get the information you need. To set up a discovery call, send us an email or schedule a call using the calendar on the next page to find the best time that fits your schedule.

We look forward to speaking with you soon!

[Click here to schedule a meeting](#)

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NEWS

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Monthly Visitors

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Monthly Visitors

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