



Your strategic move for business leverage

Content Generation Services

Professional Content Generation for your business

- Brand Awareness
- Creates Trust and Credibility
- Improve SEO Rankings
- Shows That You Are An Expert
- Website Traffic Generator
- Provides Valuable Information
- Professional Marketing Communication
- Higher Sales



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When it comes to internet marketing...

content is king

Content Generation Services

What is Content Generation?

Content generation is a specific form/niche in biz-tech freelance writing. Content is generally blocks of information for websites that is used to capture search engine attention while also providing information to the reader. Content, or web content, needs to be written by someone, and website owners often turn to freelance writers to produce this content.

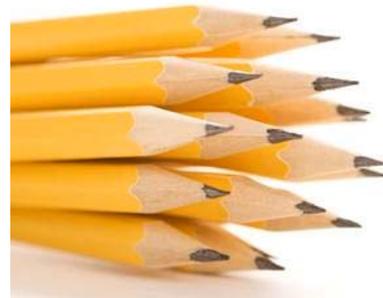
Content Generation includes article writing, blogging, press release, web content writing, newsletters/E-Zine writing, sales letter, email proposals and many more.

Words are the most important tool of expression. Used as a means of communication, words are capable of expressing ideas and emotions. In the business scenario, the right word said at the right time can seal your deal. Thus words can really be the deal maker or the deal breaker depending on how and when they are used. A website that is rich in content is certainly capable of inviting greater traffic. What makes a website appealing is its unique design and the content quality. Quality is ensured by writing content that is informative, well-researched and well presented to engage the reader. This would not only attract traffic but also retain them.

Who uses Content Generation Services?

Business executives, individual persons, small to large companies from almost every industry hire professional writers to get hold of quality content to increase their marketing efforts and to top in search engine rankings. These companies understand the value of quality content when it comes to SEO or search engine optimization. There is a saying in SEO "Content is King" and only those who provide original quality contents will get higher ranks.

It is the most cost-efficient way of marketing especially in the internet. Large companies pay thousands of dollars monthly just to be on top but the sales conversion rate is even higher. SEO provides excellent ROI. Only through ORIGINAL QUALITY CONTENT can you make your SEO effective.



Uses, Benefits, advantages of Content Generation:

- Convey the right message to the right audience.
- Strengthen your brand.
- Articulate your message in a better manner and make an impact.
- Search Engine Optimize your content/web copy -> obtain better search engine rankings -> get more, relevant search engine traffic.
- Increase your business.
- A keyword rich content.
- Increase the conversion ratio.
- Make it visible to major search engines.
- Show that you are an expert in your field



e4 BPO Content Generation Services

e4 BPO is a company owned and managed by entrepreneurs who are certified technicians, consultants and systems engineers and have intensive “White Hat” SEO expertise and experience along with more than 20 years of experience in the IT industry. SEO comes with QUALITY and ORIGINAL CONTENT. Although manually writing articles, blogs, press releases, web page content and other literature is hard labor, it is still the best way to display one’s experience, increase brand awareness and produce quality results.

e4 BPO has an in-house team of SEO specialist, creative content writers, link builders, bloggers, and internet marketing experts who work hand-in-hand to provide effective Search Engine Optimization (SEO) and Search Engine Marketing (SEM) campaigns.

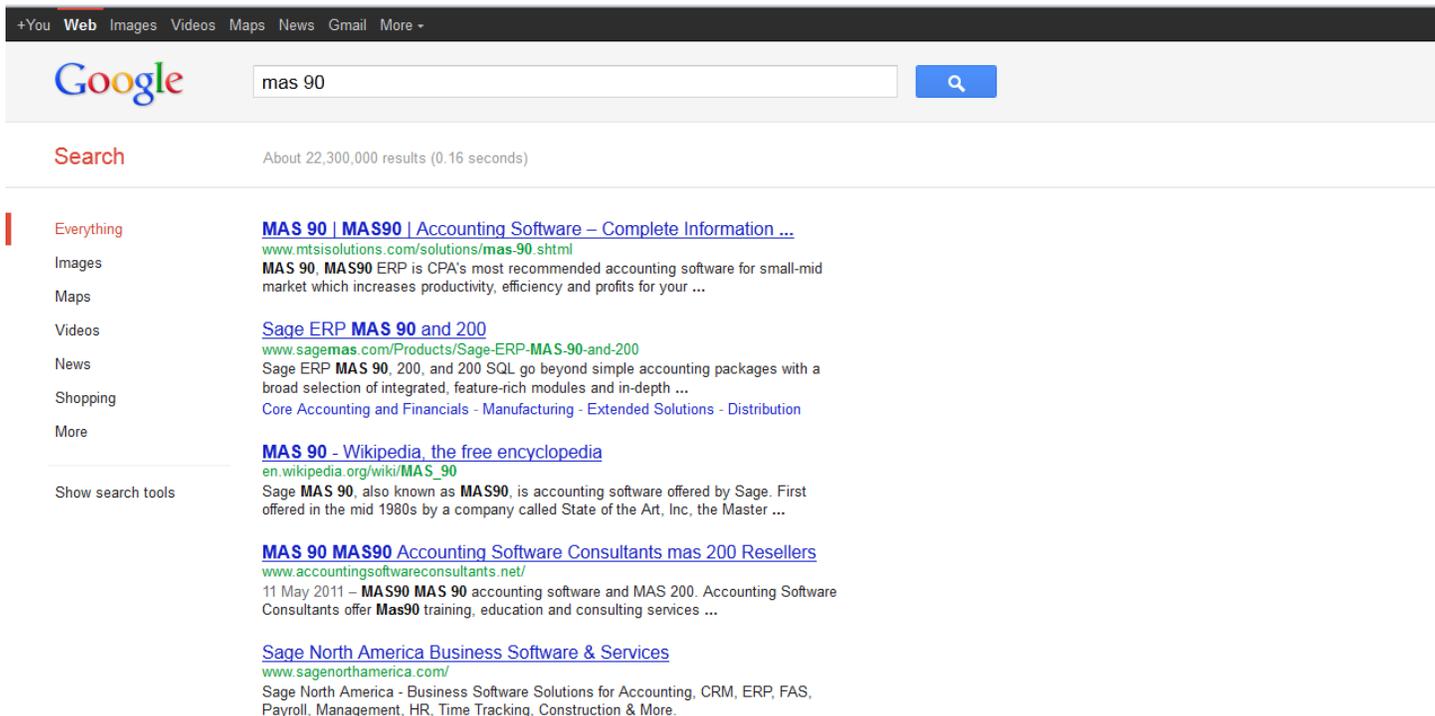
e4 BPO standard Content Generation Packages:

Features	Content Generation Package Plans					
	Per Page Basis	Basic	Bronze	Silver	Gold	Platinum
Content Quantity	1	10	20	30	40	50
300-400 Word Articles	\$6	\$60	\$110	\$150	\$180	\$200
Price per Page	\$6	\$6	\$5.5	\$5	\$4.5	\$4
401-500 Word Articles	\$8	\$80	\$140	\$180	\$200	\$225
Price per Page	\$8	\$8	\$7	\$6	\$5	\$4.5
501-750 Word Articles	\$10	\$100	\$170	\$240	\$300	\$350
Price per Page	\$10	\$10	\$8.5	\$8	\$7.5	\$7
751-1,000 Word Articles	\$12	\$120	\$200	\$255	\$320	\$375
Price per Page	\$12	\$12	\$10	\$8.5	\$8	\$7.5
1,001-1,250 Word Articles	\$16	\$160	\$290	\$420	\$540	\$650
Price per Page	\$16	\$16	\$14.5	\$14	\$13.5	\$13
SEO Ready	✓					
Keyword Rich	✓					
Original Content	✓					
Manually Written	✓					
	Add-ons					
Price per Summary	\$2	\$2	\$1.75	\$1.75	\$1.5	\$1.25
Article & PR Submission	\$2/Article Directory or Press Release Site (Requires Summary add-on)					
Blog Upload	\$2/Blog (Does not require Summary add-on)					

Note: Contents can be in a form of articles, press release, web content, newsletters and E-Zines. Rewritten contents are counted as part of the package (example: 1 original content rewritten 9 times can comprise the Basic Package which is 10 articles overall).

For customized packages and add-ons, please contact us.

e4 BPO's Professional Content Generation Skills + SEO Experties Produce Positive Results



The screenshot shows a Google search for "mas 90". The search bar contains "mas 90" and the search button is visible. Below the search bar, it says "Search About 22,300,000 results (0.16 seconds)". On the left side, there are navigation options: Everything, Images, Maps, Videos, News, Shopping, and More. The main results area shows several links:

- MAS 90 | MAS90 | Accounting Software – Complete Information ...**
www.mtsisolutions.com/solutions/mas-90.shtml
MAS 90, MAS90 ERP is CPA's most recommended accounting software for small-mid market which increases productivity, efficiency and profits for your ...
- Sage ERP MAS 90 and 200**
www.sagemas.com/Products/Sage-ERP-MAS-90-and-200
Sage ERP MAS 90, 200, and 200 SQL go beyond simple accounting packages with a broad selection of integrated, feature-rich modules and in-depth ...
Core Accounting and Financials - Manufacturing - Extended Solutions - Distribution
- MAS 90 - Wikipedia, the free encyclopedia**
en.wikipedia.org/wiki/MAS_90
Sage MAS 90, also known as MAS90, is accounting software offered by Sage. First offered in the mid 1980s by a company called State of the Art, Inc, the Master ...
- MAS 90 MAS90 Accounting Software Consultants mas 200 Resellers**
www.accountingsoftwareconsultants.net/
11 May 2011 – MAS90 MAS 90 accounting software and MAS 200. Accounting Software Consultants offer Mas90 training, education and consulting services ...
- Sage North America Business Software & Services**
www.sagenorthamerica.com/
Sage North America - Business Software Solutions for Accounting, CRM, ERP, FAS, Payroll, Management, HR, Time Tracking, Construction & More.

Case Study:

Overview:

Marshall Technology Solutions, Inc. or MTSI (www.mtsisolutions.com) is one of the leading resellers of Sage MAS 90 ERP and accounting software in North America with over two decades in the industry. With a very expensive ERP software namely MAS 90 as the product, it takes months or over a year to nurture prospects and convert them into customers using outbound telemarketing. This requires excellent solutions selling skills. In the middle of 2010, MTSI's website was found at page 10 in Google with keywords "mas 90" and "mas90".

Goals:

1. To top in Google rankings within 6 month with keywords "mas 90" and "mas90".
2. Implement Inbound Marketing strategy through SEO

Action:

From that moment on, MTSI started its SEO campaigns. Contents in web pages were manually written with the additions of more information. This allows MTSI to provide a personal touch to website visitors and clients as they read the contents. MTSI constantly updated its blog to provide up-to-date news and trends.

Results:

With a highly effective in-house SEO team comprising of SEO specialists and professional content writers, the keyword "mas 90" and "mas90" rank #1 on page 1 on Google starting from Q1 of 2011. MTSI started to receive more inbound phone calls, emails, chat queries, and acquiring more clients and generating more revenue. With the expansion of MTSI into the BPO and call center industry, MTSI launched e4 BPO, Inc. as a sub-division and offered SEO services where MTSI's SEO team handles the Content Generation and SEO services.

e4 BPO Content Generation Services = Trust + Credibility



TIME = MONEY --- therefore, LEVERAGE your TIME to make more MONEY

How far can your content go over the internet?



There are hundreds or even thousands of websites where you can upload your articles. Uploading your well-written contents will show your market that you are an expert in your field. By providing people information with what you know, you can increase your brand awareness, your reputation, trust and credibility. This will also help you create new business opportunities and establish new networks. E4 BPO's Content Generation Services help you. We have professional writers ready to write for you.

MEET OUR TEAM OF PROFESSIONAL WRITERS

Our team of professional blends experience and knowledge in facilitating world-class content generation services and catering the individual needs of our valued clients. e4 BPO instills its staff with the mindset to focus on customer satisfaction as the top priority.

To ensure that e4 BPO provides you with article writers that are fit for the job, we only hire college educated candidates. Furthermore, as part of our quality outsourcing practices, our writers are all Filipinos because Filipinos are the best English speakers whose native language is not English and Philippines is the no. 1 business process outsourcing country in Asia. They are hardworking professionals with strong work ethics.

With effective teamwork, our writers are able to assist each other in various difficult tasks. Their collaboration and sharing of collective knowledge and skills makes them a valuable asset in our company. By subscribing to our Content Generation Services, you can cut more than 50% of your labor cost as compared so hiring an in-house professional writer. Hiring more offshore writers from e4 BPO allows you to have more human resources to help you with your business. Because of this, you will have more manpower and productivity without increasing staffing costs. And as an end result, you will be increasing efficiency and sales.

e4 BPO prioritizes applicants who have article writing experience but also employs entry-level and provides them with intensive training to equip them with the mindset and skills to deliver customer satisfaction. Our writers are not freelancers, they're professionals working for e4 BPO, properly trained and compensated with benefits.

Qualities of our SEO specialists:

- Highly-skilled professionals
- Adept in their field of specialties
- College educated
- 100% fully dedicated to you
- Strong work ethics and abides rules
- Fluent in English both written and oral
- Experienced in working in outsourcing industry
- Diligent
- Honest and trustworthy
- Efficient time management and multi-tasking skills
- Can accomplish tasks with minimum supervision and meet deadlines
- Creative
- Values Integrity
- Quality service orientated
- Focus on Customer Satisfaction
- Geared towards quality performance
- Team work
- Continuous search for improvement
- Customer Service
- Speed and Efficiency



ABOUT E4 BPO, INC.

e4 BPO is an American-owned corporation and is one of the country's fastest growing business process outsourcing companies with offices in the United States and the Philippines. Taking advantage of superior state-of-the-art technology and resources, e4 BPO is able to provide world-class outsourcing services such as Web Design and Development including Search Engine Optimization (SEO), Technical Support, Online Marketing, Sales, Customer Service, Virtual Assistant as well as Virtual Accounting and Bookkeeping just to name a few.

e4 BPO applies chess strategies in business especially in the fields of marketing, management and sales. This is the reason why we are able to position strategically in the BPO industry. The name e4 stands for the usual first move where the king's pawn advances forward. It is often called "king's pawn opening". This move symbolizes aggressive, violent tactics versus slow maneuvering. Having such a foundation gave e4 BPO a sharp understanding of the business process outsourcing or BPO industry. This allowed e4 BPO to know and get hold of the innovations, trends and developments in this industry. Further, understanding the ever-changing needs of modern businesses, e4 BPO is able to provide efficient and effective high quality outsourcing services at cost-effective rates which increases the overall productivity of the client's business.

"e4 BPO as a company is customer-driven— we focus on quality results rather than increasing the quantity of projects. As a result, we naturally attract new clients as they come to us due to referrals. Our competent team ensures that we are consistent with what we do and how we brand ourselves as a company with outstanding service quality. With this practice, we continue to achieve our top and bottom line goals. Make e4 BPO your partner in outsourcing now..."

Larry Marshall, President/CEO
e4 BPO, Inc.

Content Writing

Our professional content writers would write professional SEO friendly content for you.



Excellent
Very good
Good
Average
Poor

WHY CHOOSE US?

*We can make
a difference!*

Top 10 Reasons to Hire a e4 BPO SEO TEAM

Our SEO Specialists are professionals who provide you with high quality service. While there are many excellent SEO firms out there, we can proudly say that e4 BPO's SEO services are one of the best in the industry. You just have to hire one to find out what we mean.

Save time – Our writers do all the writing for you. Why do everything when you can always delegate?

Focus on your core business – You don't have to worry about your online marketing, we do everything for you. You'll just have to see the reports.

Skilled and Trained – We ensure that our writers are properly trained to deliver quality content.

Save money – when you hire e4 BPO, you are saving significant amounts of money from overhead expenses, high local wages, purchasing of new office equipment, taxes and insurance contributions. Hiring an in-house writers in the US is really expensive.

Tech Savvy – Our writers are tech savvy, they have skills in various fields. In short, you are hiring the most skillful professionals in your team.

Increase Business Opportunities – You can now spend more time with your clients, pitching and promoting your new products and develop relationships with them.

Enhance your marketing – Our content generation services are the perfect internet marketing tools for your business.

Increase Sales – As you create trust and credibility, you increase your sales.

Company-Managed – Our writers are not freelancers. They are managed by us and they are 100% DEDICATED TO SERVE YOU. They have undergone background checks, they have signed confidentiality contracts. They are properly trained, funded, properly compensated and properly support by e4 BPO.

College-Educated – e4 BPO hires college-educated applicants as well as seasoned professionals. We always make sure that our candidates are properly educated and highly skilled.

Our Core Corporate Values

- Integrity
- Customer-focused
- Quality of Service
- Result-oriented
- Competence
- Creative Solutions
- Excellence
- Teamwork
- Consistency
- Innovation
- Staff Empowerment
- Commitment
- Accountability
- Efficiency
- Reliability

“Our success has really been based on partnerships from the very beginning.”

-Bill Gates
Founder of Microsoft



BECOME A PARTNER!



*e4 BPO, Inc.
Content Generation Services*

CONTACT e4 BPO, INC.



Your strategic move for business leverage



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Chat LIVE:

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AOL/AIM – [e4bpoinc @ aol.com](mailto:e4bpoinc@aol.com)
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