

PORTFOLIO



Graeme Whiles

PROFESSIONAL FREELANCE COPYWRITER



GRAEME WHILES


My name is Graeme, a passionate writer with a strong CRM Marketing and SEO background.

So much so, if you Google "Iceberg Templates", you will see that my article is ranked #1 on Google, beating over 1 billion other articles.

Over the last seven years, I have developed an extensive portfolio of SEO Content writing and editing, helping various brands improve their organic traffic, customer experience, and, ultimately, profits!


Please read through the rest of my portfolio, and if you have any questions, don't hesitate to get in touch!



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MY SKILLS

Copywriting - Over the last seven years, I have developed extensive copywriting skills, crafting content and developing brand personas.

SEO Writing - I have a detailed background in SEO writing and have helped over 20 clients rank on the first page of Google for the first time in their history. I am an expert in writing content in an SEO-friendly manner while also keeping the content clear and cohesive.

Web Content Writing - As well as writing excellent SEO content, I am also well-versed in rewriting company websites, cleaning up each page to ensure the tone matches the brand while ensuring everything is SEO-friendly.

CRM Customer Journeys - With over four years of experience as a CRM Manager at three different companies, I have a strong background in planning, creating, and writing detailed and successful customer journeys. I helped one brand increase its email open rates from 11% to 41%, and I helped another brand gain £900,000 more profit from email marketing than the year before.

Product Descriptions - Creating a great product is one thing, but if you can't market it well and convince people to buy it, it's a waste! My product description writing will change that and help convert more leads into paying customers.

YouTube Script Writing - I have helped seven clients improve their YouTube content by crafting unique, casual, informative copy.

Social Media Management - I have three years of experience managing social media channels for various industries, including designing, scheduling, and writing copy.

MY TOOLBOX

SEMRush

Frase

GrammarlyPro

Copyscape

Slack

Asana

Trello

Ahrefs

SurferSEO

Google Docs

Google Sheets

Monday

Kajabi

CLIENT REVIEWS



Graeme's level of understanding when it comes to SEO-friendly content and other digital best practices is second-to-none, and it really shows in his writing.

Michael Quoc - Founder/CEO



Graeme's management of other writers, SEO expertise, and writing skills was a godsend. Now we have one man doing three key jobs!

Tom Cote - Co-Founder / CEO



Graeme has fantastically covered a range of technology topics and written engaging and compelling content each time.

Zach Kwarta - Content Strategist



Graeme researches topics in great detail, works remarkably quickly, and his SEO knowledge is highly impressive.

Daniel Chan - Digital Marketing Manager



It was a pleasure to work with Graeme. Everything was on schedule and as requested. Easy and professional communication. A++

Ortus Magnus - Founder



Graeme's management of other writers, SEO expertise, and writing skills was a godsend. Now we have one man doing three key jobs!

Michael Robinson - Founder



During Graeme's time with us, we saw a significant increase in our social media channels engagement.

Christian Pollard - Co-Founder



The impact Graeme's SEO knowledge has had on our blog has been incredible. Each month we are seeing more and more traffic.

Sean Gartland - Graphic Designer



MY WORK EXPERIENCE



Here is an overview of my work experience. It is also a **clickable index** that will take you to the relevant page in my portfolio.

Copywriting

Senior Copywriter - Sidekick Digital Media - 2021/Present (Freelance)

SEO Copywriter - Demand.io - 2021/2022 (Freelance)

Lead Copywriter - Diamond Lobby - 2020 - 2021 (Freelance)

Copywriter - SportsCardResearch - 2015/2018 (Freelance)

Copywriter - Classical Finance - 2015/2017 (Freelance)

SEO Consultancy

SEO Consultancy - Sablono - 2021-2022 (Freelance)

SEO Consultancy - Sekkei Digital Group - 2021-2022 (Freelance)

SEO Consultancy - Gladiator Law Marketing - 2021-2022 (Freelance)

Content Writing

Senior Content Writer - Game Unbound - 2022 (Freelance)

Content Ghostwriter - Brick Digital - 2022 (Freelance)

Content Writer - Broadway Publishing - 2022 (Freelance)

Content Writer - Neil Patel Digital - 2022 (Freelance)

Content Writer - Digital Trends - 2021-2022 (Freelance)

Senior Content Writer - ClickThere - 2018/2021 (Freelance)

CRM

Senior CRM Manager - La Redoute - 2021/2022 (Contracted)

CRM Manager - PureGym - 2015/2021 (Contracted)



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SIDEKICK DIGITAL MEDIA

Senior Copywriter - 2021/Present (Freelance)

Writing for Sidekick Digital Media was a fantastic learning opportunity.

HIGHLIGHTS

Increased site traffic by 187% through SEO-friendly blog content and product description pages.

Ranked #1 for the keyword "Iceberg Template".

Used Content Management Systems such as Kajabi, SurferSEO, Asana, and Ahrefs, to produce and publish work within agreed deadlines.

Advised the client on optimum SEO practices for maximum sales, which increased by 28% over twelve months.

WRITING SAMPLES



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DEMAND.IO

SEO Copywriter - 2021/2022 (Freelance)

Working with Knoji, Dealspotr, and SimplyCodes was an excellent opportunity to flex my SEO muscles, and help develop a brand's online persona.



HIGHLIGHTS

Identified low-competition keywords, and helped the company rank 12 articles in the tech industry.

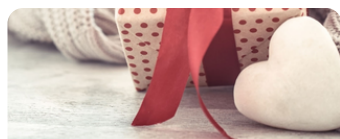
Ran SurferSEO audits to improve content scores by 29%.

Published over 20 articles on the Knoji / Dealspotr / Simplycodes websites.

In-depth research on low competition keywords for new technology articles, such as GameFi, cryptocurrency, SEO tools, and VR Fitness.



WRITING SAMPLES



We Analyzed Every Black Friday 2021 Coupon Code — The Big Winners from Our Data



The 9 best ways to find codes (or get discounts) when a store rarely or never has coupon codes

Top 5 Healthy Snacks to Buy Online for Your Kids



Top 5 Best Electric Skateboards for Adults



Electric Skateboards: The Complete Guide and Best Picks for Every Level & Budget (2022)

Graeme Whiles
Content Copy Writer
SEO Specialist



How to Make Money with Axie Infinity

The Complete Guide to Make Money with Axie Infinity (Plus: How Much Can You Earn?)

Sam Greenman
Content Copywriter & Editor
SEO Specialist



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DIAMOND LOBBY

Lead Copywriter - 2020 - 2021 (Freelance)

Working with Diamond Lobby allowed me to combine three of my passions, all in one project!

HIGHLIGHTS

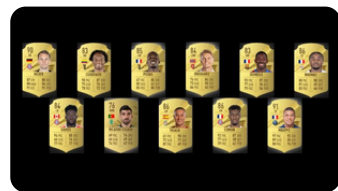
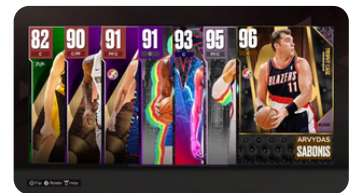
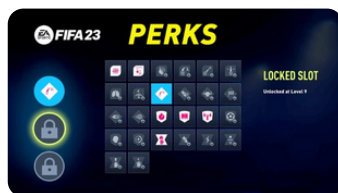
Studied low-competition keywords for articles, increasing organic traffic by 86%.

Developed article proposals and outlines to write engaging articles around game releases, leading to an increase in viewers by 196% WoW around the NBA 2K22 release.

Wrote 300 content pieces for existing popular games that met low-competition keywords, and brought 86% more readers to the site.

Published over 100 articles on the WordPress website.

WRITING SAMPLES



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SPORTS CARD RESEARCH

Copywriter - 2015/2018 (Freelance)

Working with Michael and the team at SportsCard Research was an excellent opportunity to write about sports, a topic I am particularly passionate about.

HIGHLIGHTS

Observed current trends and competitor activity to ensure current and topical coverage of rookie basketball cards for maximum user engagement.

Monitored content engagement and interaction, tailoring future posts to maximise areas of high interest.

Utilised expertise in SEO to carefully craft appealing rookie card content, growing site traffic by 112%.

Heightened brand strength and presence through engaging and entertaining articles.

Selected cover art, fonts and designs to appeal to target demographics.

WRITING SAMPLES



Jalen Green Rookie Card: 7 Best Cards You Need To Know About (2022)



The Ultimate List of 27 Giannis Antetokounmpo Rookie Cards (2022)



The Ultimate List of 27 Stephen Curry Rookie Cards (2022)



The Ultimate List of 24 Jayson Tatum Rookie Cards (2022)



The Ultimate List of 40 Luka Doncic Rookie Cards (2022)



The Ultimate List of 24 Trae Young Rookie Cards (2022)

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CLASSICAL FINANCE

Copywriter - 2015/2017 (Freelance))

Working with Nathan at Classical Finance was my first opportunity to flex my SEO and Excel knowledge, and provide low-competition key words for the team to target.

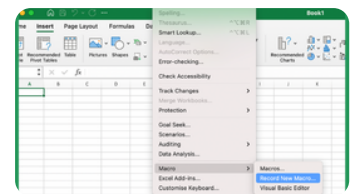
HIGHLIGHTS

Studied popular trends and underwent competitor analysis to ensure our Excel content met the current needs of our target audience.

Tracked customer engagement and interactions on each post, to help dictate the future of the content on the site.

Utilised expertise in SEO to create insightful, engaging Excel content, growing site traffic by 22%.

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SABLONO

SEO Consultancy - 2021-2022 (Freelance)

Sablono have paved away for themselves as a market-leader in digital construction, providing project managers with an all-in-one platform for every jobsite.

HIGHLIGHTS

Worked closely with the Sablono Content Marketing Manager to create content pillars and assisting content that ensured more people learned about the Sablono brand.

Increased the Sablono brand reputation and Google ranking through SEO-friendly content and tidying up the inter-website linking and backlinks.

Increased the organic traffic to the Sablono website, driving more customers to their product.

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SEKKEI DIGITAL GROUP

SEO Consultancy - 2021-2022 (Freelance)

Sekkei Digital Group are an SEO and Content Marketing agency that helps brands make their content suitable for Chinese search engines, to help them increase their brand awareness in the country.

HIGHLIGHTS

Ran a full SEO audit on the Sekkei Digital Group website, rewriting content to become more SEO-Friendly.

Tidied up the internal linking to ensure the inter-web links were much clearer and better for when Google crawled the site.

Worked with reputable sites to add more backlinks to the website, to increase the brand reputation.

Increased the organic traffic to the Sekkei website, driving more customers to their service.

WRITING SAMPLES



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GLADIATOR LAW MARKETING

SEO Consultancy - 2021-2022 (Freelance)

Gladiator Marketing are a leading SEO Agency for Law Firms, based in Kentucky. They wanted an SEO expert to come in and work on their inhouse content, and revamp their website.

HIGHLIGHTS

Fully rewrote Gladiator's home page, to make it more SEO-friendly, and more accessible for Google when it performs its crawl.

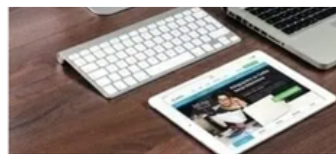
Wrote engaging content that helped build up brand reputation and attract more potential clients.

Turned non-ranking pages into articles that featured in the top three search results for that topic.

WRITING SAMPLES



Core Web Vitals for Law Firms



7 Tips for Creating an Exceptional Law Firm Website



The Cookies are Almost Gone and It's Google's Fault



EAT for Lawyers

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GAME UNBOUND

Senior Content Writer - 2022 (Freelance)

Game Unbound required an SEO and Content specialist to work closely with them and launch their gaming and educational website.

HIGHLIGHTS

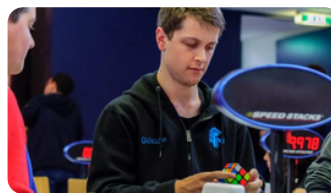
Used Ahrefs to establish content pillars that would help the brand increase its reputation

Utilised SurferSEO to write pillar content and supporting blogs that were SEO-friendly, so that the website performed well when crawled.

Helped Game Unbound increase their organic traffic by 198% in the first two weeks and continue to improve from there.

Used Monday to track progress and report back on how the content I was producing was performing.

WRITING SAMPLES



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BRICK DIGITAL

Content Ghostwriter - 2022 (Freelance)

Brick Digital are an SEO agency based in Hertfordshire UK. They needed someone with SEO knowledge to come in and handle their in-house articles, so they could spend more time dealing with their clients.

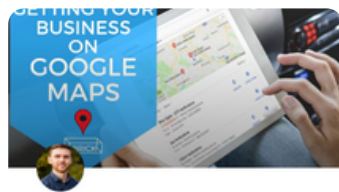
HIGHLIGHTS

Worked closely with the SEO experts at Brick Digital to maximise their SEO potential with each piece of content we worked on.

Helped them pick up client SEO content as well when they were slightly overrun.

Used Google Sheets and Asana to track progress and report back on how the content I was producing was performing.

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BROADWAY PUBLISHING

Content Writer - 2022 (Freelance))

Broadway Publishing is a content marketing agency, who hired me to help them write content for one of their main clients, eDesk.

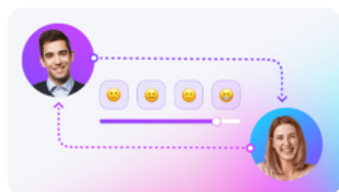
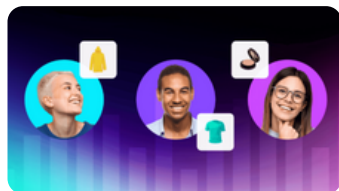
HIGHLIGHTS

Worked with the founder of Broadway Publishing to ensure all content was created and written in the correct tone for their client.

Broadway Publishing was so happy with my content, that they asked me to write SEO-friendly content for another two of their internal brands.

Increased the organic traffic to the eDesk website, which made them ask for more content from Broadway, increasing their profits.

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NEIL PATEL DIGITAL

Content Writer - 2022 (Freelance)

Neil Patel is widely regarded as one of the best Digital Marketing entrepreneurs worldwide, ranked in the top 10 by Forbes.

HIGHLIGHTS

Worked closely with the NP Digital Marketing Agency to write content that matches the quality and tone that the NP audience has come to expect.


Created engaging SEO content pieces that helped show off my knowledge on the subject to a particularly critical content marketing audience.

Helped write two articles a week for the NP Digital and Ubersuggest websites.

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DIGITAL TRENDS

Content Writer - 2021-2022 (Freelance)

Digital trends is a leading website for promoting daily deals and discounts on high-tech products.

HIGHLIGHTS

Wrote two daily deals articles, before publishing on WordPress.

Kept the Digital Trends Admin team up to date with my progress by moving cards across the relevant sections in Asana.

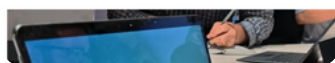
Increased the organic traffic to the Digital Trends website, driving more customers to their service.

WRITING SAMPLES

This Surface Pro X deal at Best Buy cuts \$300 off the price tag

By Graeme Whiles
October 19, 2022

SHARE



This powerful, compact laptop has a huge discount at Dell today

By Graeme Whiles
October 21, 2022

SHARE



Get a Chromebook for under \$100 in Best Buy's latest sale

By Graeme Whiles
October 27, 2022

SHARE



Apple iPad Pro 12.9 is \$200 off at Amazon – but for how long?

By Graeme Whiles
October 26, 2022

SHARE



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CLICKTHERE

Senior Content Writer - 2018/2021 (Freelance)

ClickThere needed an SEO expert to come in and provide them with excellently written, engaging, SEO-Friendly content.

HIGHLIGHTS

Used Frase to write over 500 articles on various topics, including cyber security, finance, outdoor activities, and travel.

Ranked 12 different articles for three of the agencies clients on the front page of Google for the first time in their history.

Created over 600 article outlines for client approval, before crafting detailed content for each required niche, or passing to other freelancers.

Used Asana and Trello to manage my workload, and the workload of other less experienced freelance content writers working with ClickThere.

WRITING SAMPLES

Does stand up paddle boarding build muscle?



Are VPNs Really Safe to Use?



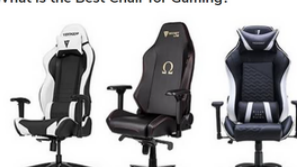
Do iOS devices Need Antivirus Protection?



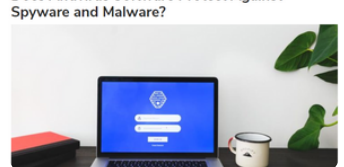
Can your identity be stolen from passport?



What is the Best Chair for Gaming?



Does Antivirus Software Protect Against Spyware and Malware?



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LA REDOUTE

Senior CRM Manager - 2021/2022 (Contracted)

Working with La Redoute gave me another opportunity to flex my CRM-muscles. When I joined the business, they had no CRM team or strategy to speak of.

HIGHLIGHTS

During my 12 months with the company, I increased Commercial Email Revenue by \$900,000 year on year

I also remodelled the entire customer journey, and taught the marketing staff how to make edits and amends after I had left the business.

I monitored competitors through multi-channel research strategies to best capitalise on market gaps or anticipate changes in customer interests.

I also tracked sales, click-through rates, and conversion rates by marketing campaign for comparison, maintaining a detailed record of sales activities.

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PUREGYM

CRM Manager - 2015/2021 (Contracted))

Over my six years at PureGym, I moved from CRM marketing coordinator to CRM Manager.

HIGHLIGHTS

My role was to ensure that we used all the digital avenues available to us to ensure member satisfaction was as good as possible and to convert as many prospects into members as we could.

In my time at PureGym, I increased Email Newsletter Open rates from 11% to 41% through AB testing and great content.

I also hit the profitability goals each year by developing and implementing all UK commercial activities on email, social, and in-gym.

I collaborated across departments to deliver projects on-time and under-budget.

I also leveraged trends in customer industries and marketplaces to shape solutions and increase sales.

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Thankyou


THANK YOU FOR YOUR TIME

If you have any questions, please don't hesitate to ask.




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