



About Us

Emerald Creative Content is a woman-powered digital marketing agency specializing in organic SEO strategy and copywriting. Emerald is based in Columbus, OH, and was founded by Amanda Kern in 2021. Emerald recently welcomed Ashley Smith, SEO Copywriter, to the team in 2024.



READY TO GET MORE EYEBALLS ON YOUR WEBSITE?

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EMERALD
CREATIVE CONTENT

CASE STUDY: **SEO BLOGGING**

How SEO Boosted Organic Traffic For A Candle Company
By 250% In Just 8 Months.





In Our Client's Words—

"Amanda makes it easy. Her communication is great, and we don't have to spend money on Google ads (which have a mixed bag of results to begin with) because of the work that Amanda is doing with Search Engine Optimization."

"There's not a lot of people that can just take ownership over something and make it good – and I think Amanda's the latter. I have to put out random fires all day long. So not having to think about something and not having to worry about something is different and greatly appreciated."

–Adam McFarlin, CEO Kalamazoo Candle Company



***Organic SEO content strategy results were achieved through growing niche keyword rankings.**



Our content strategy yielded a **250% traffic increase.**

After weekly blogging for 8 months with Emerald, this website went from less than 2K visitors per month to 6.8K visitors per month. Better news—our client reported **more product conversions** for targeted products as well.