

## Press Release

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### **Richmond resident, Katrina Gibson, launches new freelance business in SEO content development**

Richmond, VT – Richmond resident, Katrina Gibson, recently launched her own freelance business in search engine optimized (SEO) content development, copywriting, public relations and social media marketing.

With a background in marketing and a strong passion for the written word, Gibson combines her love of writing with her skills in Internet marketing to create a set of services designed to help small businesses and marketing directors better market their brand online.

“In today’s web 2.0 world, it’s all about relevant content that speaks to your audience as well as to search engines,” said Gibson. “My job is to attract targeted visitors to my client’s sites and convert them into life-long customers by blending SEO with the voice of the brand.”

Her services include SEO web content development and editing, social media marketing, blog writing, email marketing, copywriting, and public relations. She works out of her home office in Richmond, Vermont. For more information visit [www.katrinagibson.com](http://www.katrinagibson.com).

Gibson also writes a blog called *Writing for New Media* intended to offer Internet marketing tips to marketing professionals. You can view her blog at [www.seocontentdeveloper.com](http://www.seocontentdeveloper.com).

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