

Jason Hunter Design



About Jason Hunter Design

Jason Hunter Design is a digital agency dedicated to building websites that actually work , websites that get found online, turn clicks into customers, and give business owners back their time.

Client	Kasey Willis
Industry	Web Design Agency
Scope of work	Blog Writing

Project Overview

I collaborated with Jason Hunter Design to create blog content that supported their mission of helping businesses get found online and turn clicks into customers. The goal was to publish SEO-driven, engaging blogs that educated their audience, improved search visibility, and positioned the agency as an authority in web design and digital marketing.

SEO-Focused Content Researched and wrote keyword-optimized blogs that improved organic rankings and helped attract traffic from business owners searching for web and SEO solutions.	Educational & Value-Driven Created content that explained complex digital topics — like responsive design, website conversions, and SEO best practices — in simple, actionable ways for non-technical readers.	Authority & Lead Generation Positioned Jason Hunter Design as a thought leader by publishing consistent blogs that not only boosted brand credibility but also generated inquiries from potential clients.
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The Challenge

As a web design and SEO-focused agency, Jason Hunter Design needed consistent blog content that could strengthen their authority, educate their audience, and drive organic visibility. However, producing high-quality blogs in such a competitive digital marketing industry came with its own set of challenges.

Highly Competitive Space The digital marketing and web design industry is saturated with content, making it difficult to stand out with fresh and valuable insights.	SEO Demands Ranking for relevant keywords required blogs that balanced search optimization with readability and avoiding keyword stuffing.	Conversion The challenge was ensuring that blog content included trust signals and CTAs to guide readers into becoming potential clients.
Educating Non-Technical Readers Most of Jason Hunter Design's audience included small to mid-sized business owners with limited technical knowledge. Content had to simplify complex topics like responsive design, conversion optimization, and SEO into clear, actionable advice.	Consistency & Authority Blogs needed to be published regularly to establish authority and keep the agency's audience engaged, but creating that cadence required a structured system.	

Work Process

SEO Blogs Process

- 01**
Keyword Research
Analyzed trending topics and high-value keywords in the web design and digital marketing space to build a blog strategy that aligned with search demand.
- 02**
Content Strategy Design
Planned a content calendar that balanced evergreen topics (SEO basics, responsive design, conversion strategies) with timely industry insights.
- 03**
Blog Outlines
Developed clear outlines for each blog with defined sections — intro, problem, solution, examples, and CTA — ensuring flow and engagement.
- 04**
SEO & Readability
Integrated researched keywords naturally into headlines, meta descriptions, and blog content, while maintaining readability for a non-technical audience.
- 05**
Publishing & Lead Alignment
Optimized blogs for on-page SEO and strategically placed CTAs to convert readers into leads, reinforcing Jason Hunter Design's authority and services.

SEO Blog Content

5 Helpful Tips for Getting Repeat Customers Everyone knows that getting customers to come back can be incredibly beneficial for a business, but the question is how? Read here
Welcome Emails For New Clients In this post, we'll discuss the importance of welcome emails and provide you with effective welcome email examples to help you fine-tune your first impressions. Read here
Writing Great Headlines For Your Website Business owners know how important it is to get the word out about their brand effectively. But competing in a crowded digital space can be challenging, with customers often drowning in a sea of information and missing valuable offerings due to a lack of engaging headlines. Read here
How to Choose the Best Web Design Company for Your Business Investing in the right web designer for your company's website is an important decision that can be both time-consuming and overwhelming. Read here

Let's Collaborate

Have a project in mind or want to build something amazing?