



Website Development and Content Writing



Client Location: Singapore

Industry: Media

Technology Used:

Wordpress, Invision

Services Provided:

Website Development,

Content Writing Services

Status: Ongoing

“DSS has helped to find the right candidate for my firm very quickly. They have ensured that the hiring process was fast and smooth, and that staff are happy.” - Verba Content

Overview

The client is a seasoned freelance writer, editor, and content strategist who specialises in Asian equity and commodity markets, technology, business, and finance. She requires a company website to establish online presence and for the sale of her services. Furthermore, she needed a finance writer to assist her with feature articles, editing, and other types of content requested by her clients.

Challenges

Although the client has already established her name, having been published on various high authority sites such as Forbes, Bloomberg, Thomson Reuters, The Financial Times, and Nikkei Asian Review, she decided to take her freelancing career to the next level by setting up her own company *Verba Content*. Despite her broad connections, it is difficult for a new company to acquire more clients, become relevant, and dominate the market without a website.

Another key challenge faced by the client is that the significant influx of writing and editing projects becomes too much for her to handle. In short, she needed a company website and a writer to assist her.

How DSS Helped

Direct Sourcing Solutions developed a Wordpress site for her company, based on her requirements and preferences. Not only did we implement SEO best practices when developing the website, but we also ensured the website is responsive to mobile, tablet, and desktops.

Also, we thoroughly screened various applicants to find the ideal candidate for the



Results and Future Plans

Having an extra hand, the client can now focus on driving growth for her business and broadening her network. Also, by outsourcing time-consuming tasks such as research and other non-sensitive projects, she can get more work done.