



ERIN SLATTERY

UX ARCHITECT & CONTENT STRATEGIST

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 EASLATTERY

INDUSTRIES

HEALTHCARE

TOURISM

ECOMMERCE

FINANCIAL

REAL ESTATE

GOVERNMENT

HIGHER EDUCATION

AUTOMOTIVE

PROFILE

I am a freelance UX Architect and Content Strategist with more than 12 years of agency experience in digital marketing. I bridge design, development and communications to provide strategic solutions that drive traffic, increase conversions and support overall ROI.

SERVICES

UX, IA & CONTENT STRATEGY

- Content audit & strategy
- Information architecture consultation & creation
- Content outline & creation
- UX audit & recommendations
- Usability testing

SEO

- SEO audit, recommendations & implementation
- Meta and content optimization
- Monthly monitoring & reporting
- Keyword recommendations & implementation
- Competitor keyword analysis

PPC

- Google Adwords strategy
- Goal-based keyword lists & ad groups
- Campaign implementation
- Ad copy creation
- Daily monitoring
- Monthly reporting

CONTENT

- Cross-platform content strategy
- Content creation & optimization
- CMS entry & website buildout