

BYU-IDAHO COMM SENIOR  
PROJECT

---

# Copywriting

## for Senior Solutions

I created ten SEO-driven articles for an Idaho Falls company to improve the quality of their website.

---

**Project Contact:**

Isabelle Justice

isabellecali6@gmail.com

isabellejustice.com

---

**Project Presentation Date:**

**06 / 22 / 2023**

ISABELLE JUSTICE



# Project Goals

---

## What did I do?

For my senior project, **I completed ten blog posts for an Idaho Falls company called Senior Solutions.** Senior Solutions focuses on connecting elderly clients and their families to local health resources.

My project answered commonly asked questions that clients and their families have. **My target audience was seniors 65 years old and older, families who are looking for ways to help their aging loved one, and caregivers wanting to help their clients.**

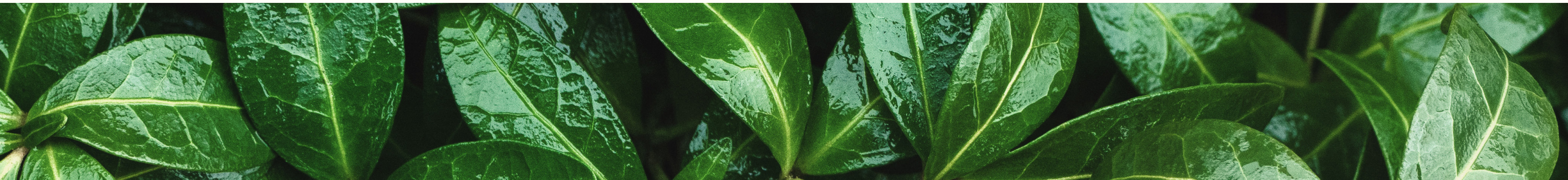
I completed the desired outcomes for this project by successfully writing and editing ten articles that drove viewers to the website.

## How did I do it?

**I created a schedule in Google Docs** where my content was conveniently located for the CEO. I took in-depth notes recording what he needed answered and tried out two different blog formats.

The first format was always 1,000-words and answered multiple questions. **After reviewing my blog posts with my faculty mentor, he encouraged me to keep the content shorter.** My client agreed, and we changed our direction.

The second format was 500 to 1,200-words, depending on the topic, and answered fewer questions. **The final word count varied and was written in active voice. I added more photographs and incorporated graphics** that were created from the student running the social media, Meagan Rogers.



# Project Timeline

- WEEK 1**
  - Interviewed with CEO
  - Conference for initial planning
  - Project approved!
- WEEK 2-3**
  - Conference with CEO
  - Created writing schedule
  - Chose ten topics
- WEEK 4-6**
  - Wrote articles 1, 2 & 3
  - First round of edits from CEO
  - Able to solidfy writing style
- WEEK 7-8**
  - Wrote artices 4 through 10
  - Published 7 articles to the website
  - Posts shared on Facebook & LinkedIn
- WEEK 9**
  - Final 3 articles published to website
  - Posts shared on Facebook & LinkedIn
  - Report write up, trifold, & booklet design
- WEEK 10**
  - Print Booklet
  - Senior Showcase
  - Share Instagram content
  - Add project to portfolio

# Article Topics

**3 Ways Seniors Can Stay Connected In Eastern Idaho**

**How Can I Care For A Senior With Cognitive Impairment?**

**Stay Engaged With Senior Solutions's Help**

**What Is The Difference Between Medicaid and Medicare?**

**How To Live A Purposeful Retirement**

**Estate Planning For Senior Citizens**

**Cognitive Decline In Senior Citizens Explained**

**How To Have An Aging-Friendly Home**

**5 Ways To Prevent Cognitive Decline In Seniors**

**Senior Housing & Care Explained For Family**



# Analytics & Engagement

1

## WEBSITE

- **193 views** on my article series "Senior Living"
- Organic searches **increased by 50%**
- Average engagement time of **3 minutes**
- There were **135 new users** for the website
- **57 users** were from social media
- **47 users** were from organic search
- **32 users** were from direct links

2

## COMPANY SOCIALS

- Senior Solutions Facebook: 1.5 K followers
- **15 Facebook likes**
- Senior Solutions LinkedIn: 59 followers
- **1 like, 1 repost on LinkedIn**

3

## MY SOCIALS

- My Creative Instagram: 167 followers
- **31 likes, 2 comments on Instagram**
- My LinkedIn Connections: 59 connections
- **6 likes, 1 comment on LinkedIn**
- My Facebook Friends: 147 friends
- **5 likes, 3 comments on Facebook**

## MY CONTENT WILL CONTINUALLY BE USED AND REPURPOSED FOR SENIOR SOLUTIONS!

Next time, I would make sure that the articles are posted on a regular schedule. On my own social media accounts, my content got more engagement compared to the company accounts. Next time, I want more control over the graphics that are posted.

# My Skillset

## HOW DID I IMPROVE MY SERVICES WITH THIS PROJECT?

### Copywriting & Editing

I adapted my strategy based on the client's needs and developed a routine to balance the writing and editing process.

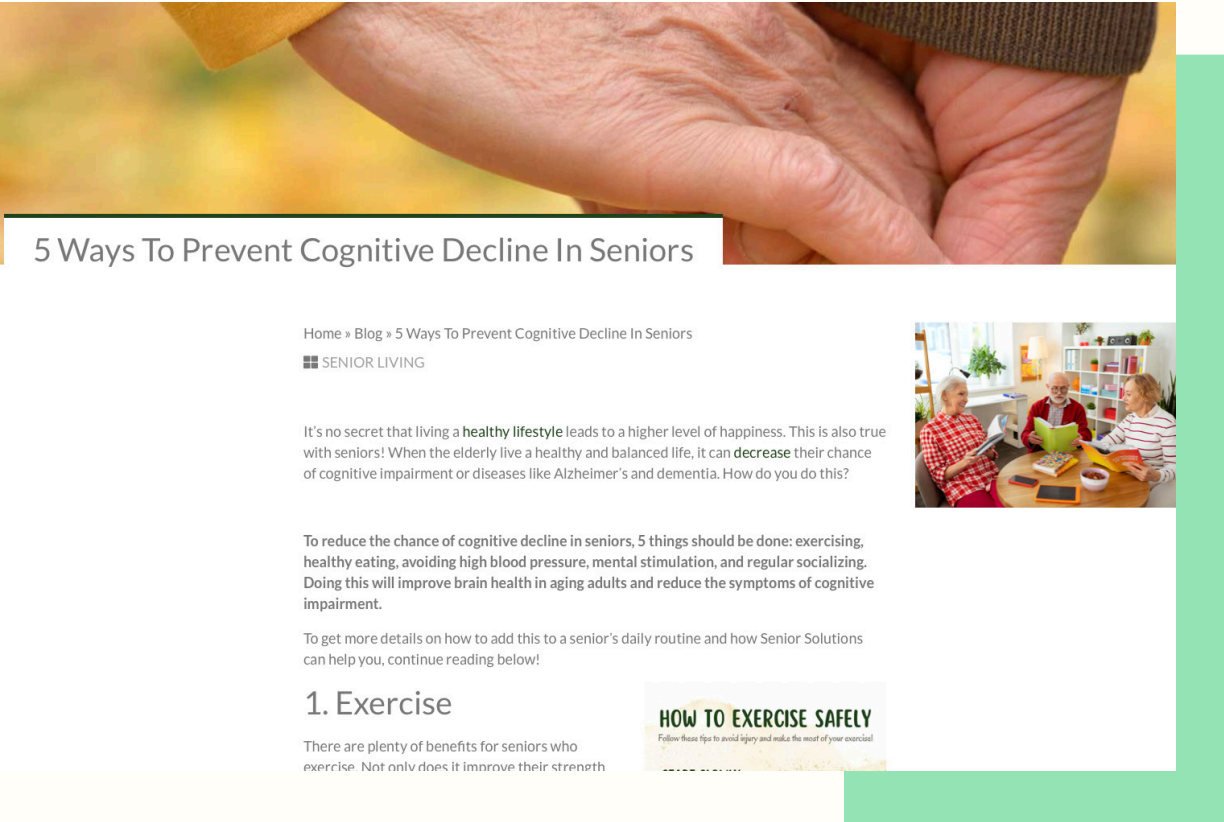
### Print Design

I reaffirmed my Adobe InDesign skills when creating this project summary booklet.

### Social Media

I used my social media skills and connections to market my senior project.

# Professionalism



## MY RELEVANT EXPERIENCE

**In my freelancing experience, it is important to have effective time management and intrinsic motivation.**

To use the skills I learned from my bachelor's degree, I wrote my content in active voice, did thorough research on my claims, and communicated in a professional and organized manner. I scheduled days that I would submit each blog post and did not use competitive sources. Senior Solutions's competition

included other niche website about senior living. To combat this, I only used government or official sources from hospitals. I wrote ten articles of original content and avoided plagiarism at all costs. The stock photos were purchased for commercial use and were different for each article.

60  
hours

60 hours were spent on this project. 50 hours were the requirement. This was spent writing, researching, and designing.

40  
hours

45 hours were spent writing, researching, and coordinating content with the CEO.

15  
hours

15 hours were spent designing, sharing content on social media, meeting with my faculty mentor, and attending class time.