

AI Hidden Copywriter

A freelance copywriter for web content, marketing materials, technical copywriting

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copywriter

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AI Hidden is a Gloucestershire-based freelance copywriter writing marketing, technical and feature content for websites, brochures, newsletters and other publications. From its conception, the site, which showcases AI's work on subjects as diverse as building products, aerospace and tourism, was designed to be simple, clear and understated.

Within days of going live, the site was attracting positive and enthusiastic critical response, a tribute to the partnership with Evergreen that had brought the website to fruition quickly and within budget.

The secret? A clear design brief, simple design, fast-loading easily-navigated site architecture and a reliable, easy-to-learn content management system were priorities for the website that will be the main showcase for AI's copywriting and fiction-writing business. As the project evolved and was tested, final modifications were quickly and efficiently incorporated before going live.

Full Case Study

AI Hidden is a Gloucestershire, UK-based freelance copywriter, writing marketing and technical content for websites, brochures, newsletters and other publications. From its conception, the site, which showcases AI's copywriting on subjects as diverse as building products, aerospace, water treatment, healthcare and tourism, was designed to be simple, clear and understated.

When he launched his copywriting business in 2006, AI knew that a polished, fast-loading website was going to be vital for success. He had plenty of content - after all, copywriting is what AI does best - but what he needed was a reliable, easy to update site.

Evergreen created exactly what I need

'Ultimately, my copywriting has to do the talking,' explains AI, 'but the site had to be robust too. I'm comfortable with regular updating of content but I didn't want to get distracted by the consequences of accidentally messing up the site architecture. Evergreen have created exactly what I need, giving me the confidence to be creative, knowing that my hard work is contained in a solid structure.'

Once he'd decided to commission his copywriting website, AI ran a search for website designers in Gloucestershire, shortlisted a few and then investigated them in more detail. His interest in Evergreen was heightened when he learned that they did site management for a company where he was doing contract work. After an initial meeting and a chat about AI's requirements, Evergreen received a 'draft' website in very raw HTML and got to work.

Always quick and responsive

'I need to add articles and fine tune the website content for search engine optimisation (SEO) almost every day,' says AI. I also wanted someone to take the responsibility for hosting, management of my domain name and submission of the site to leading search engines. Evergreen made it all very easy. They quickly developed the site and let me loose. I asked for a few small modifications and had a couple of questions about the content management system: Evergreen were always quick and responsive. Within a few days I'd signed the job off and www.alhidden.com was live.'

AI's copywriting site was launched in September 2006. Due to a combination of his SEO copywriting, Evergreen's sound, search-engine friendly architecture, and a prominent reference spot on the Evergreen website, AI Hidden, Freelance Copywriter quickly began to appear prominently in Google searches.

Within a few weeks I was getting my first copywriting enquiries

'These weren't paid-for results,' AI says, 'Evergreen's site and my SEO copywriting quickly got me good natural search results. Within a few weeks, I was getting my first copywriting enquiries through the website - from exactly the sort of businesses and agencies that I wanted to talk to about copywriting work. Many of these enquiries have led to business. Perfect.'

So, what's the secret? 'A clear design brief, simple design, a fast-loading easily-navigated site architecture and a reliable, easy-to-learn content management system were priorities for my copywriting showcase. I'm delighted!'

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I'm very pleased. A clear design vision and solid site architecture have given me a website that complements my words rather than smothering them with gratuitous eye candy. It's been a pleasure working with you.



AI Hidden, Owner
AI Hidden Copywriter

