

## Horizon Advisors Website Copy & SEO

**Who:**

Horizon Advisors

**What:**

Wealth management company designing new website needed SEO and copywriting assistance

**When:**

August 11, 2011

**Highlights:**

Working with copy written by Horizon Advisors team members, GlobalWrites assisted Horizon Advisors with the launch of their new website. Accomplishments included:

- Editing existing copy for consistency
- Ensuring one voice throughout the site
- Optimizing web content for search engines, including creating SEO-friendly hyperlinks, titles and keywords



<http://www.horizon-advisors.com/>