



SEO Freelance Writers Needed for a Special Project

Gale, a world leader in e-research and educational publishing for libraries, schools, and businesses, is looking for fast, savvy, accurate SEO writers who can follow strict guidelines and respond quickly and professionally to editorial requests and correction. Writers will craft original content for a project providing good advice on the how-to's of making good **business decisions**, which will be targeted toward business decision-makers. Each article is short (450-650 words) and is intended to help businesses solve a problem by delivering specific resources and solutions in a fast-read format. While we've used the term "article," these are not articles in the old-media sense.

Understanding that today's readers seldom have the time to take the traditional "lean-back" approach to reading, these how-to guides constitute the "lean-forward" approach, providing action-oriented, expert written, "1-2-3s" of how to solve a problem and where to find the best solutions on the Internet to "get it done." Topics and required SEO keywords will be provided to writers. Plagiarism will not be tolerated. Writers will be paid \$28 per article; copyeditors will be paid \$8 per article. Candidates must have a reliable computer, email, and high-speed Internet. If you would like to become part of our virtual editorial team, send a cover letter, resume, and 2-3 short SEO writing samples to GBP@cengagelearning.com with the subject line **Interested Special Writer**. Selected respondents will be contacted with more details, including style guidelines.