



Betty Emrey
Use Your Words Marketing
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To the reader of this letter,

I consider myself to be a reasonable writer and was happy with the content I created when my new website first launched. Several years later, I knew my content needed updating and that it would be beneficial to get an outside perspective on how well it was communicating. Betty Emrey's website audit seemed like the perfect solution.

It was illuminating for me when Betty presented her page-by-page audit of my site. She highlighted what phrases were vague, what sentences said great things but were hidden in other text; and pointed out what content could be headings for a quick understanding of my services. As a writer, Betty doesn't just string words together in the best possible way, she also has tremendous insight into the message being delivered and what is missing, what is confusing and how the content can be enhanced to better guide and inform the reader. She listens and works hard to understand what's different about your services and your story, so that your content reflects that.

I could never have reached this clarity around what was missing in my content without Betty's expert help. If you have any doubt at all about what message your content is or is not communicating, I highly recommend hiring Betty Emrey, [Use Your Words Marketing](#).

Warmly,

Meredith Sims