

# ALISON KASCH

SEO Content Writer | Home & DIY Expert

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## PROFESSIONAL SUMMARY

Passionate and skilled SEO content writer with a strong background in home improvement, DIY, and home services content creation. Author of 450+ research-driven articles for major platforms like Angi and Forbes Home, specializing in data interpretation, cost analysis, and SEO-driven storytelling. Proven ability to develop high-ranking content strategies, collaborate with editorial teams, and translate complex industry data into engaging, consumer-friendly insights. Dedicated to producing authoritative, high-impact content that drives engagement and brand growth.

## AREAS OF EXPERTISE

- Home and DIY Content Creation
- SEO-Focused Writing & Content Strategy
- Keyword Research & Competitive Analysis (Ahrefs, Semrush, Google Search Console)
- Data-Driven Storytelling
- On-Page SEO (Meta Descriptions, Header Optimization, Internal Linking)
- Content Research & Fact-Checking
- Cost Guide & Budgeting Research
- User Behavior Analysis (Google Analytics)
- Editorial Collaboration
- Google Workspace (Docs, Sheets, Drive)
- CMS Platforms (Wordpress, Wix, HubSpot)
- Digital Collaboration Tools (Monday.com, Slack)

## PROFESSIONAL EXPERIENCE

### SEO Content Writer, March 2021 – Present

Angi Home Services | Remote

*Create home and DIY-focused SEO content that enhances brand authority and engages key audience segments through data-backed, well-researched articles.*

- Author 400+ research-based articles focusing on the DIY, home, and home services industry.
- Craft SEO-optimized content that consistently ranks for target queries, increasing organic traffic by 20-50%.
- Collaborate with editors and SEO researchers to develop new content and refine high-performing articles for improved search visibility and engagement.
- Research and translate complex cost data into accessible, reader-friendly content, helping homeowners make informed purchasing and budgeting decisions.

### Contributing Writer, November 2023 – Present

Forbes Home | Remote

*Analyze and interpret data sets to create comprehensive cost guides and “best-of” company roundups within the home services industry.*

- Analyze data from 10-15 companies to create annual 'best-of' rankings, evaluating costs, customer reviews, and product offerings.
- Adapt data points to tell a story about each company, highlighting pros/cons and helping readers make informed decisions based on personal priorities.
- Perform independent research on local companies to customize “best-of” content by state and/or region.
- Analyze cost data from personal research and company quotes to create clear, thorough cost guides.

### All-Star Writer and SEO Topics Creator, February 2019 – February 2021

The Hoth | St. Petersburg, FL (Remote)

*Managed a portfolio of clients across multiple industries, delivering SEO-driven content that boosted engagement and search rankings.*

- Helped improve clients' site engagement, leading to a 15-30% increase in session duration and a 10-25% reduction in bounce rate.
- Maintained excellent writing quality and receptiveness to client feedback, resulting in a 100% client retention rate.
- Conducted SEO keyword research to identify content opportunities, increasing visibility and securing new business.

### **Freelance Content Writer & Editor, September 2015 – February 2021**

Self-Employed | Chicago, IL (Remote)

*Produced targeted, compelling content for diverse industries and platforms; edited existing content to enhance readability and brand authority.*

- Edited and optimized client web content directly via CMS for enhanced SEO, readability, and grammatical precision.
- Created SEO-optimized content for websites, blogs, email campaigns, and social media, boosting engagement and enhancing online presence.
- Conducted thorough research and fact-checking to maintain the accuracy and reliability of all published materials.

### **Marketing Coordinator, August 2012 – September 2015**

Planmeca USA, Inc. | Roselle, IL

*Led content development and website rebranding efforts while managing cross-functional marketing projects to ensure cohesive brand messaging.*

- Owned the entire catalog of marketing collateral, creating new content and updating existing content as needed to enhance readability and reflect current product specifications.
- Led website rebranding efforts, utilizing CMS platforms to enhance search visibility and brand messaging.
- Collaborated with cross-functional marketing, design, and sales teams to ensure brand voice consistency, develop new objectives, and achieve project goals.

## **EDUCATION** -----

**Bachelor of Arts, English, Northern Illinois University, DeKalb, IL**