

Since 2017, I have created content to help Payability generate leads, get new business, and boost traffic and SEO. Such content includes blog posts, eBooks, and sales pages that cover topics like e-commerce, financing, small business, and more.



Blog Posts Among Top 10 on Google Search Results

Search "Amazon stockout" and the top two results are posts I've written.

"Amazon unavailable balance" shows three of my pieces among the top 10 in results (after one sponsored post and four community forum links).



26.7% of total blog page views are from one of my posts alone

My 2017 post "10 Ways to Source Inventory for Amazon" continues to be Payability's most popular blog post because it ranks so well on Google. It is also a consistent source of leads, boasting a 6.67% conversion rate in 2019.



2,015 eBook Downloads

The two eBooks I've written and designed for Payability, *Smart Inventory Management for Increased Profitability* and *10 Ways to Source Inventory for Your Ecommerce Business*, have been downloaded more than 2,000 times (and counting).

*All stats as of January 2020

"Miranda's professionalism and finance writing skills are unmatched. Because of her knowledge and ability to meet tight deadlines, we are able to produce valuable content that drives inbound leads and revenue. Miranda is wonderful to work with and always produces high quality content that accurately represents the Payability brand."

- Alison Sperling, Director of Marketing, Payability

READY TO WORK TOGETHER?

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