Very useful website which enables you and your business team to easily plan, design, write, proof and publish top-quality content. It is an excellent aid for businesses of all types and sizes. Copywriters, graphic designers, marketers, video producers and many other professionals can enhance their work with this service.

Simplified Overview

Simplified operates as a marketplace for professional writing services, bringing together clients who need content with writers who have the expertise to deliver it. The platform streamlines the often complicated process of finding, vetting, and managing writing talent, making it easier to obtain quality content at scale.

Range of Writing Services

The range of services available through Simplified typically encompasses blog writing, article creation, website copywriting, social media content, product descriptions, and email marketing copy. Many writing platforms also offer specialised services such as white papers, case studies, press releases, and technical or academic writing. This breadth allows businesses of all sizes to source the specific type of content they need from a single provider.

How It Works

Engaging Simplified for your content needs follows a structured workflow. Begin by specifying what you need — content type, length, subject matter, tone, and any keywords or style guidelines. A thorough initial brief reduces the need for extensive revisions and speeds up delivery.

Professional writing platforms like Simplified generally provide quality safeguards including writer rating systems, sample work portfolios, and revision policies. These mechanisms protect your investment and help ensure that the content you receive is accurate, engaging, and fit for purpose.

Finding the right writing partner is as important as the content itself. The best results come from writers who take the time to understand your brand, your audience, and your objectives. When working with Simplified, invest in building this understanding early in the relationship. Share your brand guidelines, provide examples of content you admire, and give detailed feedback on initial deliveries. This upfront investment in communication and alignment pays significant dividends in the quality and relevance of the content you receive going forward.

Tips for Getting the Best Results

- Review the platform's pricing structure carefully. Understand what is included — some services charge extra for revisions, expedited delivery, or specialised topics.
- Be clear about your target audience. Writing that resonates with a technical audience differs significantly from consumer-facing copy.
- Build long-term relationships with writers who understand your brand. Consistency in

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voice and quality improves when a writer becomes familiar with your business.
- Request test or sample pieces before committing to large projects. This helps you evaluate writing quality and compatibility early.
- Use the content you commission strategically. Repurpose articles into social media posts, newsletters, and other formats to maximise your return on investment.

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