



Press Release

AWAI Verified™ Site Content Audit Specialist

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Gloria Motton

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Gloria Motton is Now an AWAI Verified™ Site Content Audit Specialist

“This professional review helps companies discover what’s missing and improve results”

Murfreesboro, Tennessee Gloria Motton, owner of **STEPUP2VIRTUAL**, today announced that she has passed the rigorous requirements to become certified as an AWAI Verified™ Site Content Audit Specialist. This milestone means that she is prepared to offer professional web content reviews, uncovering gaps and opportunities for clients to bring in more traffic and enjoy more business from key prospects.

“Earning this prestigious certification better prepares me to be the behind the scenes competitive advantage for my clients and serve them with excellence, says Gloria Motton”.

“Using a 21-Point ‘industry best content practices’ checklist and other strategic tools, I can evaluate the strengths and weaknesses of any website and pinpoint major opportunities to improve results.”

Earning an AWAI Verified™ Site Content Audit Specialist certification requires extensive training, website evaluations, turning in a complete Site Content Audit Report, and passing a challenging test. By earning the certification, Gloria Motton has successfully completed all the necessary steps required through AWAI’s Site Content Audit Mentorship Program.

The AWAI Verified™ Site Content Audit Specialist program is presented by American Writers & Artists Institute (AWAI), the world’s leading provider of copywriting training programs, content writing programs, freelance success programs and more for over 23 years.

For more about Gloria Motton’s Site Content Audit services, visit www.stepup2virtual.com.

About STEPUP2VIRTUAL:

When prospects are searching online for your products and services, having a website that sets you apart from the competition with the right copy content and keywords to improve search engine optimization (SEO), will help lead them right to you. **“A stellar website with the right copy content is like a breadcrumb trail right to your door”.** STEPUP2VIRTUAL is your “competitive advantage” and we look forward to assisting you with your project.