



# Copy Samples

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## Book Your Luxury Namibia Safari

Namibia – home to the world’s driest and most ancient of deserts, the Namib. The scenery in this country can be dramatic in the extreme, with red dunes like mountains, valleys full of dead trees, a coast littered with broken ships, and landscapes that resemble the Moon. Safaris here are a little bit special, with nature providing a uniquely stark yet somehow tranquil backdrop.



[www.destinationsafrica.com.au](http://www.destinationsafrica.com.au)

**Project:** SEO-optimised full site copy (*except* home page intro and footer copy) comprising approx. 30,000 words, with thorough research into 9 African destination countries and approx. 160 individual locations. Also SEO-optimised blog articles.

**Sample displayed:** “Namibia” destination page copy sample.

**Links to my blog articles:**

- <https://www.destinationsafrica.com.au/about-the-da-difference/>
- <https://www.destinationsafrica.com.au/why-choose-a-bespoke-african-safari-with-destinations-africa/>
- <https://www.destinationsafrica.com.au/how-we-keep-you-safe-on-safari/>
- <https://www.destinationsafrica.com.au/how-to-have-the-best-photographic-safari-possible/>



## How Does Employee Onboarding Impact New Hire Retention and Turnover Rates?

A new hire joins your company – they're talented, and they're going to bring performance to the next level! A few months later, they've resigned. What on earth happened?

The early resignation of a new hire is both expensive and demoralizing – for everyone involved.

Now you have to go through the whole recruitment process, again. And meanwhile the team has to pick up the slack.

All the while doubt creeps in – why did the new hire fail to see things through? This can leave the other team members, and your managers, questioning their own roles.

It's little wonder then that **new hire retention** and **turnover** are two essential metrics of the talent acquisition process. These basic metrics help to tell if you are doing the right thing by your staff, because, of course, unhappy employees don't tend to stick around.



[enboarder.com](https://enboarder.com)

**Project:** SEO-optimised collaborative blog articles and resources (uncredited).

**Sample displayed:** Blog article sample.

**Links to my co-authored materials:**

- <https://info.enboarder.com/business-case-for-onboarding>
- <https://enboarder.com/employee-onboarding-new-hire-retention-turnover-rates/>
- <https://enboarder.com/employee-engagement-lifecycle/>

An additional cluster of 10 of my SEO-optimised blog articles (including pillar page) are complete and will shortly be published on this site.



Alinea Chambers is Sydney's newest  
commercial barristers' chambers.

## A new line of thought

Alinea has leading Senior and Junior Counsel who have come together to form new commercial chambers committed to excellence in legal practice.

### Our Barristers

Our barristers provide expert representation and practical commercial advice. We have a range of core practice areas covering a breadth of expertise while maintaining an intimate atmosphere of more boutique chambers.

With 11 barristers including two Senior Counsel and an impressive spread across Junior Counsel seniority and areas of legal expertise, Alinea has the depth of knowledge and experience to meet the needs of any commercial dispute.



[www.alineachambers.com.au](http://www.alineachambers.com.au)

**Project:** Full site copy, plus editing/proofing of barristers' bios.

**Sample displayed:** Home page copy sample.



## Introducing Balmoral Bathrooms

A specialist bathroom transformation company creating inspired bathroom spaces with a focus on individual customisation and unparalleled excellence.

A luxurious bathroom is a retreat, a place of individual rejuvenation where you can turn for privacy, personal space and self-pampering.

Our visionary design and commitment to uncompromising quality combine to create inimitable bathroom experiences that grace your home with a sense of profound elegance, impeccable style, and unique individuality.

Learn more about [why to choose us](#) as your bathroom design and renovation virtuosos.



**BALMORAL**  
BATHROOMS

[www.balmoralbathrooms.com.au](http://www.balmoralbathrooms.com.au)

**Project:** Full site copy.

**Sample displayed:** Home page copy sample.



## How to use fruit tree netting and other methods to protect your summer crop

With the warmer months rapidly approaching and many fruit crops on their way, now is the time to consider using fruit tree netting and other methods to protect your precious fruit from birds, possums, flying foxes, and other small invaders.

Thankfully, there are numerous ways you can protect your sweet summer bounty, varying in terms of difficulty, effectiveness, and cost, so you should be able to find a solution regardless of your budget or gardening ability.



<https://www.getlopped.com.au>

**Project:** SEO-optimised blog articles, and company renaming project (still in process).

**Sample displayed:** Blog article sample.

**Links to my blog articles:**

- <https://www.getlopped.com.au/how-to-use-fruit-tree-netting/>
- <https://www.getlopped.com.au/why-lowest-quote-not-best-choice/>



## About you. (Yes, you.)

You are unique. Your business, culture, and working environment are different from all other organisations. You are the only “you” there is.

In fact, everything we do at Vestra Workspace is focused on you and your organisation. After all, Vestra is derived from the Latin word for *you*.

Recognising your uniqueness, we work closely with you at every stage of our workspace creation process to uncover everything we can about your organisation’s needs. Ultimately, our work is a **collaboration** with you to determine the ideal plan for your new workspace, whether you are renovating your existing space or relocating your office to an entirely new address.

We also hold your budget in the highest regard. We rigorously adhere to the limitations of budget, while still squeezing every drop of value from it.

So really, it’s your organisation that matters to us most. At all times.

We look forward to getting to know you.

**Are you ready to get to know us? Just contact us today for a no-obligation consultation, and find out what we can achieve together.**



[www.vestraworkspace.com.au](http://www.vestraworkspace.com.au) (new site under construction)

**Project:** SEO-optimised full site copy (except home page).

**Sample displayed:** Special page “About You”.



## US Estate Taxes & Death Duties – When Do They Apply?

If you are a US citizen living abroad, be warned – there can be significant tax implications on your estate despite residing in another country. If you're concerned about keeping your tax obligations under control when you finally pass on and will your possessions to your loved ones, you need to know what to expect.

This is especially significant since Australian citizens don't pay taxes on estates (and haven't since the abolition of Australia's estate tax laws in 1979). If you're a US citizen living in Australia, you might be persuaded to think it's the same for you – but not so.

This is because neither where you live (or are domiciled), nor where your assets are located, affect the actual amount of tax paid on your estate if you are a US citizen. Rather, it's your citizenship that counts, and citizenship alone.

However, US citizens aren't the only individuals liable for US estate tax. Let's look at exactly to whom and when these taxes apply.



[www.back9.com.au](http://www.back9.com.au)

**Project:** SEO-optimised blog articles (soon to be published).

**Sample displayed:** Blog article sample.

Like what you've read here?

I'd love to chat about your next project:

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For effective copy, affordable rates,  
quick turnaround, and solid availability.

