



**Gear Writers fixes broken or unclear factory English...especially suppliers based in China.**

**We turn low-quality or hard-to-understand English into clean Western-market product copy that converts.**

**Read on for our *SEO, Blog & Long-Form Content sample work.***

# Training Blog Rewrite (Excerpt)



*An example of how Gear Writers transforms supplier content into authoritative, SEO-ready training articles.*



**BEFORE (Typical Supplier Blog Content):**

**“The power rack is not only an effective gym item --- it is essential. --- Do you want me to tell you more about the power rack? Just say the word!”**

**AFTER (Gear Writers Rewrite):**

**“Your rack is the centerpiece of your training space. *Before* you click “Buy”, consider steel gauge rating (a strong proxy for durability and stability), footprint, and accessory compatibility. These factors determine how well your rack will support your training today and how easily it can evolve with you over time.”**

# Buyer's Guide Rewrite (Excerpt)



*An example of how Gear Writers transforms supplier content into clear, practical buyer guidance.*



## **BEFORE (Supplier Buyer's Guide):**

**“Bench is small and good for home. Height is okay. Padding comfortable and can move easy.”**

## **AFTER (Gear Writers Rewrite):**

**“Compact benches need to balance support with maneuverability, especially in tight home gym layouts. In small spaces, footprint and base stability matter far more than thick padding or extensive height settings.”**



# Internal Linking Strategy (Excerpt)



*An example of how Gear Writers builds pathways that guide readers from education to purchase.*



## **BEFORE (Typical Supplier Approach):**

- Training articles link randomly or not at all.
- Buyer guides aren't connected to training content.
- Product pages rarely receive internal links from relevant posts.

## **AFTER (Gear Writers Strategy):**

**Training Blog Post: “How to Bench Press Safely at Home”**

- Links to “Best Adjustable Benches” (Buyer Guide)
- Links to *Adjustable Bench Model X-3* (Product Page)

**This creates a clean pathway:**

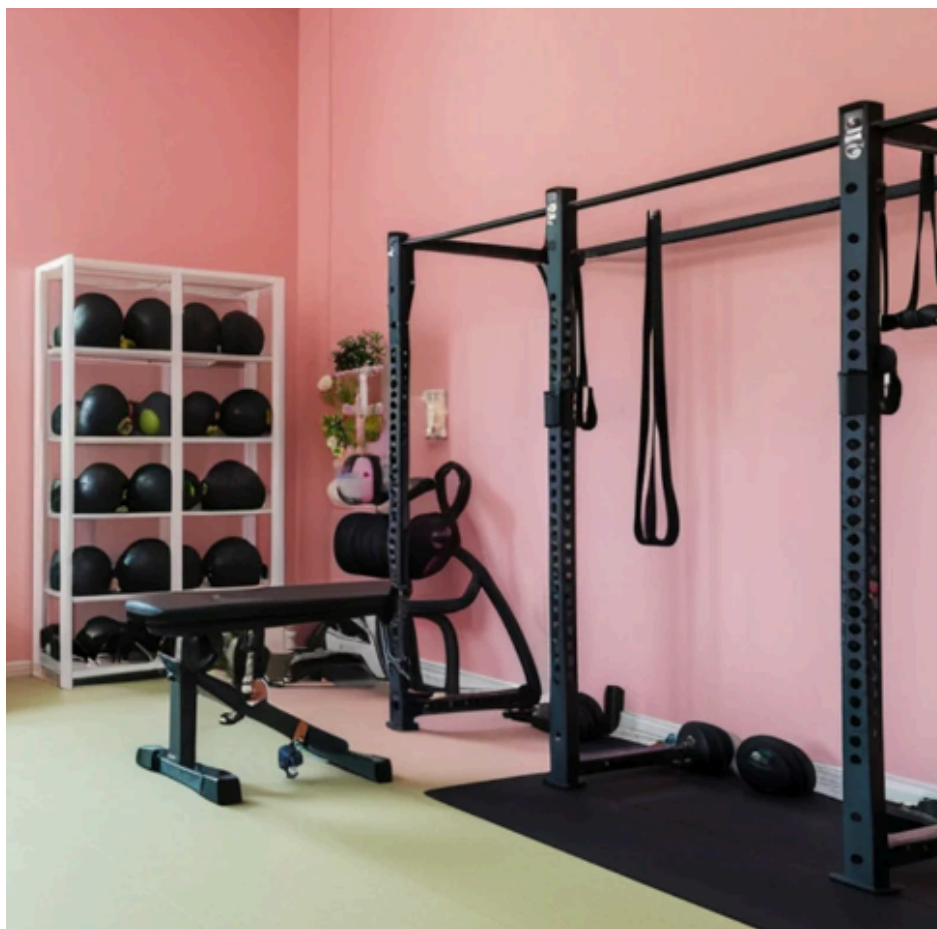
**Training Content - Buyer Guide - Product Page**

**A structured internal linking flow that increases reader engagement, improves SEO, and leads high-intent buyers exactly where you want them to go.**

# Publishing Calendar Rewrite (Excerpt)



*An example of how Gear Writers organizes scattered topics into a clear, strategic publishing calendar.*



## **BEFORE (Typical Supplier Topic List):**

- “Home gym setup small space.”
- “Steel gauge meaning.”
- “Beginner training program.”

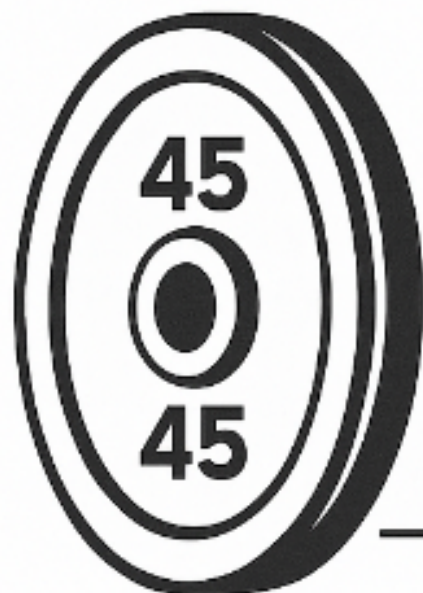
## **AFTER (Gear Writers Strategy):**

**December:** *Best Home Gym Holiday Gift Ideas*

**January:** *How to Read Steel Gauge (and Why It Matters)*

**February:** *Beginner Barbell Program for New Lifters*

This structured calendar aligns with buyer intent, builds topical authority, acknowledges seasonal buying patterns, and gives your team a clear, repeatable publishing roadmap.



# GEAR WRITERS

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**Stronger words. Stronger sales.**



## **What Gear Writers Delivers**

- Western-friendly product descriptions
- Clear, accurate English for spec sheets & manuals
- Storefront optimization (Alibaba/Amazon)
- Brand voice development
- Blogs, newsletters, and press materials

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