

Frequently Asked Questions

Pratyusha Chakraborty | Content Writer & Strategist

ABOUT MY SERVICES

What types of content do you write?

I write blog posts, articles, case studies, newsletters, e-books, web pages, FAQs, and social media copy. I also handle video scripts and professional email content. If it involves words that need to work hard, I cover it.

Do you write for specific industries or niches?

My core domain is HR technology, finance, compliance, and payroll. I have spent years writing for this space, and I know how to make complex product topics readable. I also take on work outside it, so a fresh sector is never a problem. Simultaneously, I have been working with Travel sites, wellness portals, CRM and ERP (Greytrix and Sage), and political sites. I am open to working with all industries cause, I believe life introduces you to everything through something first.

Can you write both short-form and long-form content?

Yes. I move between a tight social caption and a full long-form blog with equal comfort. I do competitor research and keyword analysis.

Do you offer SEO writing, or just plain copy?

Every piece I write is built for search from the ground up. I use Semrush and Ahrefs for competitor analysis, keyword mapping and generating relevant content outlines that align with the content requirement. I also optimise for AI answer engines, so your content stands a chance of being cited by tools like ChatGPT and Perplexity. Plain copy and search performance are not separate jobs for me.

Do you handle content strategy, or only the writing?

Both. I work as a content strategist as well as a writer. I can plan the content, map it to your goals, then write it. Recently, I have been working as an LLM content strategy builder as well.

What else do you do besides writing?

Beyond content writing, I offer complete creative and social media support to help brands build a strong online presence. I design professional graphics using Canva and Adobe Creative Suite, and create engaging videos, Instagram Reels, YouTube Shorts, and other short-form content optimized for social media platforms.

I am experienced in end-to-end social media management, including content strategy, content creation, graphic design, video editing, profile setup and optimization, post scheduling, hashtag research, audience engagement, and daily account maintenance. I develop content that reflects your brand's voice, increases engagement, and supports your business objectives.

Whether you need compelling copy, eye-catching visuals, or consistent social media management, I deliver high-quality work that is professional, creative, and tailored to your specific requirements.

SEO AND PERFORMANCE

Do you do keyword research, or do I supply the keywords?

Either works. I can run the research myself or write around a list you already have. I also look at competitor content gaps so your piece covers what theirs miss. Besides, I also have an SEO team who will help me out with the entire SEO mapping.

Will my content be optimised for search engines?

Yes. Structure, headings, and intent all get handled properly. I also keep a headings library to stop repetition across a content set.

Do you write for AI search and answer engines too?

I do. I apply a citation-focused framework so content is built to be picked up by AI Overviews and generative search. This is now part of how I write, not an add-on.

Can you refresh or rewrite my existing content?

Yes. I can update, rewrite, or repurpose what you already have. Old blogs often just need a sharper structure and a search refresh.

WORKING WITH ME

How do we get started on a project?

Send me a brief with your topic, goal, and audience. We agree on the scope, then I begin. Simple.

What do you need from me before you begin?

A clear brief, any brand guidelines, and your keyword list if you have one. The more context you give, the closer the first draft lands.

Can you work with my brand voice and style guide?

Yes. Matching an existing voice is a core part of my work. I preserve your tone rather than paint my own over it.

How do you handle feedback and edits?

I welcome it. Tell me what is off, and I will fix it. Clear feedback makes for a better final piece.

Which tools do you work with?

I primarily draft content in Google Docs and deliver most projects as clean, professionally formatted Microsoft Word documents. Before delivery, I visually review every file to ensure the formatting is polished and presentation-ready.

To maintain quality and efficiency, I use a range of industry-standard AI tools:

- Grammarly for proofreading, grammar, and clarity.
- ChatGPT and Claude for brainstorming, research support, and idea generation.
- Copy.ai for copywriting and marketing content.
- Grok for identifying trending social media topics and content ideas.

Do you provide content ready to publish?

Yes. What you receive is formatted, proofed, and ready to go live.

CREDENTIALS AND TRUST

How long have you been writing professionally?

Over seven years. I currently work as a Senior Content Writer and Content Strategist.

Do you have experience in my sector?

My deepest experience is in HR tech and payroll. I have also written across other sectors on freelance work, so I adapt quickly to a new field.

Can I see samples of your work?

Yes. My portfolio is on this site. You will also find my writing on Medium and LinkedIn.

Who owns the rights to the finished content?

You do. Once a project is delivered and paid for, the content is yours to use as you wish.

A BIT ABOUT ME

What made you become a writer?

I have always written. I am a published children's story writer for the Bengali cultural newspaper Sandesh, and I write lifestyle and pop-psychology pieces on Medium as Pratzz. Client work is where that instinct meets strategy.

Do you do anything creative outside writing?

I have a strong creative background in illustration, painting, and photography, which gives me a unique perspective on content creation, visual storytelling, and design. This artistic experience helps me create content that is engaging, visually appealing, and well-structured.

I also manage my own Instagram page, where I showcase my creative work and experiment with visual content, branding, and audience engagement. This hands-on experience keeps me up to date with current design trends and social media best practices, allowing me to create content that delivers both aesthetic appeal and meaningful results.

What value will you bring if I hire you?

If you hire me, you'll gain a reliable professional who combines strong writing, design, and social media skills in one package. Instead of coordinating with multiple freelancers, you can rely on me to create high-quality content, professional visuals, engaging videos, and consistent social media management.

Here's what you can expect:

- High-quality, original content tailored to your brand and audience.
- Professional graphics, videos, and short-form content that capture attention.
- End-to-end social media management, including content creation, scheduling, optimization, and daily maintenance.
- Timely communication, on-time delivery, and attention to detail.

- A creative approach backed by experience in illustration, photography, and visual storytelling.
- Content that is carefully reviewed for quality, accuracy, and presentation before delivery.