

Ruth's Writing Samples

Onchain Foundation

[The Onchain Web3 Magazine](#) - [my articles](#)

[One-time printed magazine distributed at global conferences](#)

[Newsletter welcome cadence](#) - [Quarterly email newsletter](#)

Internal writer's training (presentation): [The Lede](#)

Similarweb

Blog: [How to Find Trending Keywords for SEO](#) (top ranking in 2023)

Blog: [Why The Competition Slide Can Kill Your Pitch Deck](#) (high traffic-driving)

Blog: [15 Types of Marketing Videos Explained](#)

One-pager: [Competitive Analysis Cheat-Sheet](#)

Other

[My Blog](#)

Anodot blog: [Smarter Digital Payment Monitoring to Protect Business Operations](#)

Webz.io blog: [Structured Or Unstructured Data? The Big Web Data Question For Businesses](#)

Medical Content:

[Optometrist's Homepage](#) (published in Feb 2020 and still live)

[Low Vision Care for Macular Degeneration](#) (published in Jan 2020 and still live)