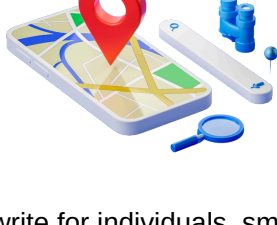


Parker Content, LLC

Website LinkedIn Medium



Localized content writing samples

I write for individuals, small businesses, startups and enterprise organizations, putting their ideas and value propositions into words.

I've written about workplace wellness and health and safety testing, digital marketing, B2B SaaS applications, influencers and the creator economy, and B2C sales and services for audiences ranging from individual business owners to large-scale buying groups.

Many of my first writing gigs were for local companies. I also wrote eight local SEO and GMB playbooks for an enterprise local SEO platform and nine reputation and reviewed management guides for a consumer feedback management platform prior to 2020.

My real-world experience stems from working as a receptionist, assistant retail manager, paralegal and state administrative staffer, and business attorney. I've also worked directly with several startup founders as their content writer or copyeditor.

Contact me at: Tonya@ParkerContent.com or via LinkedIn

Please continue to the next page to see a selection of work.

Thanks and have a great day!

Note: Don't use these articles to plan your next trip! They were written several years ago and the information provided is likely to be out of date. 😞

Tourism promotion blogs

@ 780 words

Celebrate the Holidays in Destin and Ft. Walton Beach

Winter has come to North America and we're all feeling a bit of a chill, but in Destin and Ft. Walton Beach that just means daytime temperatures are in the 60s. As we approach December and the holiday season, forget worrying about snow and ice this year. Instead, plan to visit the Emerald Coast and celebrate the holidays in Destin and Ft. Walton Beach with your family and friends.

Rent a condo or beachfront home close to the beach and then enjoy mild temperatures, beautiful sunsets, and ocean breezes while you relax and spend time with those you love. Destin and Ft. Walton Beach put on a holiday celebration that you and your friends and family won't soon forget.

What's happening in and around Destin and Ft. Walton Beach this Christmas holiday season?

🔔 Destin and Ft. Walton Beach kick off the Christmas season with Santa's Arrival at Harborwalk Village on the Friday after Thanksgiving. The event is free and offers fun activities for kids of all ages.

If you're busy shopping on Black Friday, don't worry!

Santa will be available for visits at Harborwalk Village from noon to 4:00 p.m. throughout the season. Your children can even have breakfast with Santa on select dates.

Just call the Grande Vista Bar and Grill at 850-424-0621 to make your reservation.

🔔 The Annual Destin Harbor Boat Parade happens on December 11 this year.

The parade starts at 6:00 p.m. After the parade, you can stay around to enjoy the live music, fire dancing, and fireworks. This exciting event is fun for all ages. Area shops and restaurants will be open and ready to serve your group and put everyone in the holiday spirit.

🔔 On December 17, the adults get to have some fun with the Santa Pub Crawl at Harborwalk Village..

Dress in your best holiday gear and enjoy specialty drinks at each stop. Just remember, if you start thinking that the elves are real, it's time to call a cab.

You can grab your Pub Crawl pass for this event at Eventbrite.com. As with many of the area's holiday celebrations, a portion of the proceeds will go to charity.

The celebrations in Destin and Ft. Walton Beach don't end with Christmas.

🔔 On December 26, a Chanukah Menorah Lighting celebration will take place on the main stage at Harborwalk Village. This event features live music and activities for children, too. The activities begin at 5:30 p.m.

Learn more about additional synagogue services taking place during December, by visiting the [Chabad of the Emerald Coast website](#).

Of course, Harborwalk Village isn't the only location in Destin that offers fun for the holidays.

🔔 On December 3 from 11:00 a.m. until 6:00 p.m., Ft. Walton Beach is hosting *A Downtown Holiday*.

There will be a holiday market and tree lighting ceremony, live entertainment, activities for the kids, and a visit from Santa. Visiting the holiday market would be a great opportunity to purchase handcrafted items to remember your holiday vacation in Florida or to buy unique gifts for your family and friends back home.

🔔 The nearby Indian Temple Mound Museum will be hosting an open house from noon to 4:00 p.m. on this date, too.

Time spent together discovering new things—could there be a more wonderful way to create all kinds of special memories with those you love?

Several other nearby locations are also prepared with activities and events to keep your family entertained this holiday season.

🔔 From November 27 through December 27, visitors to the Gulf Breeze Zoo can enjoy Zoo Lights. Beginning at 5:00 each evening the zoo lights up with a beautiful display. Located on 50 acres along the Gulf Breeze Parkway, Gulf Breeze Zoo is open during the day for your family to enjoy.

🔔 Every Wednesday in December in the village of Baytowne Wharf, you can view live music at the village's Holiday Concert Series.

Baytowne Wharf also has a full-sized ice skating rink for those of you who miss the chill of winter! Located in the Apex Skating Pavilion, you can stop by and enjoy a spin around the rink between holiday shopping.

Come celebrate with us!

Beautiful music, delightful parades, and lots of friendly people to share your holiday. You'll find all this-plus everything else the Emerald Coast has to offer during a December visit to Destin or Ft. Walton Beach.

So tell the kids and call your friends; make your reservations and pack your bags. Then start creating one-of-a-kind memories of sun, sand, and good spirits.

@770 words

Where's the Best Place to Vacation in Florida?

In 2015, over 1 million tourists visited Florida. Where did they all go? Well, a lot of them probably headed to Orlando for the rides and attractions. But—bummer for them—there are no beaches in Orlando. And what's a trip to Florida without a visit to the beach?

Incomplete, that's what!

Fortunately, when you plan your Florida vacation, you don't have to choose between beaches and attractions. In Panama City Beach you'll find something for everyone.

Panama City Beach has beautiful beaches, fine dining, shopping, amusements, and wildlife encounters and a thriving bar and music scene. This combination of exciting entertainment and natural beauty are what make Panama City Beach the best place to vacation in Florida.

Of course, we should admit that all of us at Aquatic Adventures are a little biased when it comes to Panama City Beach.

We love living and working here! The shores of the Gulf of Mexico feature sparkling white sands and crystal clear waters. Plus, the area experiences 239 days of sunshine a year. Here on the Emerald Coast we get to enjoy beautiful sunsets and a temperate climate.

What's not to love?

A Panama City Beach's vacation delivers

When you visit Panama City Beach, you and anyone fortunate enough to be with you will have a great vacation.

You don't need to worry about missing a thing. There's no FOMO risk here!

Besides a great climate and beautiful beaches, Panama City Beach has all the important elements to make your vacation great.

Rest and relax with a gorgeous view

Panama City Beach scores a 74 on the Spertling's Best Places comfort index.

Stroll along miles of beach then enjoy the view of a gorgeous gulf sunset from a waterside restaurant or your high-rise hotel room. For an extra vacation treat, book a day of pampering from one of Panama City Beach's many spas. Sightseeing and tours.

Discover the natural habitats surrounding Panama City Beach

Uniquely situated between the Gulf of Mexico and Saint Andrew Bay, Panama City Beach is home to the St. Andrews State Park Aquatic Preserve and Shell Island.

These areas are famous for the large number of bottlenose dolphins who frolic in the gulf waters and many other species of marine life.

Visitors can explore Shell Island and the St. Andrews State Park by foot or rent a boat to explore further. Chartered boat tours are available for snorkeling, deep sea fishing, or sunset cruises.

Amusements and thrills light up Panama City Beach day and night

Panama City Beach also offers amusements and thrills for all ages. Pier Park Amusement Rides is a favorite for young and old alike, while Gulf World offers an up-close view of dolphins, sharks, sea lions, and more.

The Shipwreck Island Waterpark is a local and tourist favorite. Wonderworks and Ripley's Believe It or Not Odditorium can keep everyone entertained on rainy days. And those are just a few of the many amusements in the area. Panama City Beach is a town dedicated to making sure everyone in your group has a good time.

Hit the clubs or chill at a Panama City Beach pub

Panama City Beach has plenty of good times for the over-21 crowd. If you love to party with a serious crowd, try out Club La Vela. It's the largest nightclub in the United States.

If you prefer something a little more intimate, Panama City Beach has a thriving bar scene. You can find a great joint featuring live music here in Panama City Beach almost any night of the week.

And, oh the food!

Live music, fresh local seafood and great company all in one place. You definitely won't be missing a thing when you spend your vacation in Panama City Beach.

Do something you've never done before

Have you ever gone deep sea fishing? Been jet skiing alongside dolphins? Snorkeled next to a stingray? What about parasailing—hundreds of feet above the water with a harness and a chute?

You can do it here!

Whether you want the thrill of something new or want to make lasting family memories, you can and *will* on your Panama City Beach vacation.

Start planning now for your best Florida vacation ever

Starting to feel the twinges of FOMO yourself?

Not to worry. Panama City Beach isn't going anywhere!

Start making your plans; we're here to help. If you'd like more information about where to stay, just visit our website. You can find information about area hotels and the many adventure services we provide.

Got questions? Just give us a call. We'll be here enjoying the beautiful sunshine.

Localized content for small businesses

@ 500 words

Treats for Your Feet in Downtown Vancouver

October is the perfect month to explore Vancouver. The air is fresh and crisp and the summer crowds have dissipated. Now is your opportunity to check out all the museums, galleries and parks you've been meaning to get to all summer.

Downtown Vancouver offers a variety of unusual and interesting walking tours. So, in honor of the season, we'd like to share a list of some of Vancouver's best treats for your feet.

Tour downtown Vancouver step-by-step

Take a self-guided tour curated by NatGeo

Tour downtown Vancouver's most interesting architecture beginning at Canada Place by Coal Harbour then heading to the Robson Street shopping district. The Vancouver Art Gallery is the tenth and final stop you can explore at your own pace. It's a wonderful way to spend the day in Vancouver.

Let the Tour Guys give you an assist

The Tour Guys offer free daily tours of select areas of Vancouver. Meet up with a Tour Guy to guide you through the sights and sounds of Chinatown, Granville Island, Downtown or Gastown.

These guys work for tips, so they have to impress. Even if you are a long-time Vancouver resident, they may tell you something you didn't already know about the city.

See a diverse set of self-guided selfie spots

GPS My City has an amazing set of self-guided tours for sightseeing in Vancouver. Each tour is designed around a theme so you can choose the one that suits your taste. These GPS tours will provide you with directions to Vancouver's most interesting art galleries, landmarks, and outdoor art. Several Vancouver neighborhoods are highlighted, too.

Your smartphone will be your guide to Chinatown, Granville Island, Yaletown, Mount Pleasant and the University of British Columbia—just to name a few of the options!

A guide to finding the Vancouver's forbidden side

Have you wondered what secrets Gastown holds? The theatrical troupes of [Forbidden Vancouver](#) will show you.

Sign up to join the tour and learn about the lost souls of Victorian Gastown. If you want to jazz things up a little bit, try the Prohibition City tour. Tours [last](#) a little less than two hours will take you on a one kilometer journey around town.

A Sea Walk Like No Other

At 28 kilometers long, the Vancouver Seaside Greenway is the longest uninterrupted waterfront pathway in the world.

Beginning at Kitsilano Beach Park and winding around False Creek, then around Stanley Park to Canada Place, the [Seaside Greenway](#) is an excellent workout for your feet and a wonderful way to see our beautiful city.

One Final Treat for You and Your Feet

Enjoy the beauty of fall in Vancouver with these great walking tours. Then, find an extra treat for your feet at Barefoot Oasis Foot Massage and Spa.

Stop by our Crosstown location conveniently located on Keefer Circle and just steps away from Stadium SkyTrain Station, for a relaxing foot reflexology massage. And, we offer not just a treat for your feet but also a quiet oasis to relax [you](#) body and soul. We have tea and Pocky, too!

@ 700 words

Make the Transition from Work to Relaxation Using These Simple Steps

The "busy trap." That's what author Carly Weeks of [Canadian Living Magazine](#) calls that hamster wheel cycle some of us refer to as life. We hurry from task to task, mentally monitoring an endless to-do list. We are constantly distracted by our activities and obligations.

When we do get a break to take a vacation or go sightseeing, we still rush to make sure we don't miss a thing. It can be hard for us to make the transition from work to relaxation, even when we can find the time.

Your body and mind need you to make time to relax

Relaxation is important to both your mental and physical health. Taking time to relax allows your body to counteract the [negative effects of stress](#).

Without this down time, your immune system may become weakened. Other negative effects of overwork and excess stress include depression and anxiety, high blood pressure, heart problems and diabetes. Giving yourself a little break now and then lets your mind and body recover and get caught up.

In the words of psychologist [Louise Handfield-Champagne](#) of Montreal, "relaxation is not a frivolous pleasure."

Sometimes, though, making the transition from work to relaxation isn't easy.

Once our minds are set in the fast lane, it can be hard to slow down. One of the best ways to ease the transition from work to relaxation is to signal your brain by setting the scene.

That's what we've done at Barefoot Oasis Foot Massage and Spa.

Every detail of our facility is designed to help you quickly relax and unwind so you can let go of your stress and stay well. When you need to relax at home, you can use many of the same methods we've employed.

Five simple steps to set the scene for relaxation

1. Use visual signals to signal a change of pace.

We took our color cues from nature when choosing the decor for Barefoot Oasis and we [keep](#) the lighting low and diffused. It's hard to relax when you feel like you're under a spotlight.

2. Quiet things down.

During the workday, most of us are surrounded by a cacophony of sounds. From ringing phones to passing cars, it can be hard to find a quiet moment.

When you're ready to relax, turn down the volume.

We do this at Barefoot Oasis by asking everyone to keep their voices low and their mobile phones quiet.

You don't have to sit in complete silence to relax. We play soft, repetitive music in our waiting and treatment areas. At home or in the office, turn on a gentle soundtrack to help you transition from busy mode to relaxing.

3. Remind yourself to relax with scents.

Many essential oils have properties that encourage your body and mind to relax and soothing or pleasant scents can trigger pleasant memories. Everyone's favorite memories and the scents that go with them are different. That's why our guests choose their favorite soothing scents to use for their full body massage.

Essential oils as a soothing touch to our foot baths, too. Choose a favorite scent to add to your relaxation routine at home. Add scented oils to your bath or light a scented candle.

4. Mark the transition with a treat.

Pausing to eat or drink gets your brain's attention and helps you switch gears. Tea and pocky are our treats of choice here at Barefoot Oasis. That little taste of [sweet](#) is your signal that it's "me time."

5. Send a message through your sense of touch.

Touch has the power to sooth your body and mind. At Barefoot Oasis, your transition from work to relaxation can include a soothing shoulder rub and foot massage or a full body massage. At home, fill your relaxation zone with soft surfaces and pleasing textures. Or, find a friend willing to give you a nice back rub.

Feel like you could use a break? Barefoot Oasis Foot Massage and Spa is nearby in downtown Vancouver just a short walk from the Stadium-Chinatown SkyTrain station and we'd love to help you relax and rejuvenate.

@ 550 words

Radium Springs Estates—Perfect for Both of You

One of you wants to relax; the other wants to go for a walk and see the scenery. One of you just wants to sit on the deck and enjoy the view; the other is ready for 18 holes of golf.

You're both thinking about purchasing a home that will meet your future needs.

But where can you find a place that will keep both of you satisfied?

Radium Springs Estates.

Getaway to Radium Hot Springs

One of the most exclusive opportunities in Columbia Valley real estate, twenty beautiful lots are available to the first families who choose to make their getaway here in this gated community.

You won't lack for pampering when you choose to live in Radium Springs Estates.

Nearby Radium Hot Springs is a picturesque resort town that offers upscale dining and shopping. Every day will feel like a holiday when you can indulge in a spa day or relax in the famous Radium Hot Springs mineral pools.

Several resorts in the area cater to visitors with amenities of every kind and there are 15 golf courses to choose from throughout the Columbia Valley region.

Activities for Every Taste

Of course, a town in the Canadian Rockies has the benefit of wonderful weather year round. If your idea of enjoyment is spending a day outdoors *not* relaxing, you'll be able to fulfill your wishes in your new community.

Two ski resorts make enjoying the winter a breeze. Kootenay National Park and Lake Windermere offer endless opportunities to enjoy the natural beauty of the area. Local outdoor activities include whitewater rafting, snowmobiling, fishing, hiking, and bird watching.

A Place to Suit Your Style

Your new home, built by elite builder New Dawn Developments, will be located down a secluded lane within the Springs Golf Course. Each home will stand alone as a thing of beauty but also stand together with neighboring homes as a community of substance.

Following architectural guidelines set to reflect the character of this distinctive locale, you'll work with the professionals at New Dawn Developments to create a home uniquely inspired by the beautiful natural surroundings and exquisite views and uniquely your own.

Just the Right Distance

Even though your new home is nestled in the heart of the mountains, you won't be too far from civilization. Radium Hot Springs is just 1.5 hours from the Canadian Rockies International Airport. The U.S. border is only 2.5 hours to the south, and Calgary is just a 3-hour drive away.

You won't need to worry about missing your friends, either.

The area surrounding Radium Hot Springs attracts over 20,000 tourists each year. As the south entrance of Kootenay National Park and just an hour and a half away from Banff, Alberta. Your friends will be calling to visit often.

A Place You Both Can Agree is Perfect

Choosing a place to live that makes everyone's dreams come true can be a challenge. But Radium Springs Estates offers everything you need. A beautiful setting, nearby resort amenities, and a home built just for you. Finally, a decision that will be easy for both of you to make.

[Contact us at Radium Springs Estates](#) today and find out how to get started building your future home.

@ 600 words

Tips to Make Your Commercial Car Wrap Last

Commercial car wraps are a fast and [effective way to make a lasting impression](#) for your business whatever its size. Once you wrap your car, delivery van, or truck or slap a cool vinyl sign on the side of whatever you're driving, it's free advertising.

And it's advertising that shows up exactly where your potential customers will see it, while you're driving around here in [city](#).

But a ratty looking wrap or sign isn't going to take the kind of care you'd hope for. To get the most from your investment, you need to take care of it. Taking good care of your wrap will maximize its useful lifetime. Your custom vehicle wrap can last anywhere from 5 to 7 years with proper maintenance.

What do you need to do to keep your vehicle wrap or vinyl sign in top shape?

Care and Maintenance of Your Vinyl Vehicle Wrap

To [take care of your wrapped](#) vehicle, clean the exterior regularly.

Just like with a painted finish, dirt left on the vehicle will degrade the coating over time so regular cleaning is essential. Inspect your vehicle frequently for particularly damaging grime such as bird droppings or tree sap.

Protect your vehicle's wrap by storing it indoors or covered to avoid sun and other environmental damage. As the saying goes, "An ounce of prevention is worth a pound of cure."

Avoid harsh chemicals when cleaning your wrapped vehicle
Some cleaners contain ingredients that can damage your commercial vehicle wrap's finish. Don't use cleansers containing harsh chemicals on your wrap and always rinse your vehicle with lots of water after washing. In particular, don't expose your car's wrap to cleaners that are oil based or contain acetones, citrus, thinners, M.E.K., or toluene.

Never use brushes or cleansers containing abrasives on your car's vinyl wrap. [Avery Dennison's Graphics Solutions](#) further recommends that you always spot check any cleanser in an inconspicuous spot before using it on your entire vehicle.

Waxes too can contain abrasive ingredients that can cause damage or stains. Avoid petroleum-based waxes, waxes with harsh, or colored waxes.

Apply a gentle touch to your car's vinyl signs or full-body vinyl wraps

You may wash your vehicle using a touch less car wash, by hand, or with a power washer. However, if you use a power washer, keep the power and temperature settings low.

Whatever method of washing you use, be careful not to snag the edges or angles of your vehicle's wrap. Any peeling, snag, or tear should be repaired right away. Otherwise, the force of wind pressure will rip the tear even further the next time you drive your vehicle.

How to Protect Matte and Textured Vehicle Wraps

If your vehicle's commercial wrap is [textured or has a matte finish](#), follow the manufacturer's instructions for cleaning. Waxes may adhere to a matte or textured finish unevenly and alter its appearance.

For a textured wrap, avoid waxes and polishes as well as cleaning agents that include waxes as an additive. Scratches and swirls from a matte finish are difficult to repair or remove, so always use premium microfiber cloths.

When selecting a detergent or finishing product, use one made by 3M or other manufacturers designed specifically for the care of matte finishes.

We carry a full range of safe cleaning products to help you keep your vehicle wrap or signs clean and looking good. Stop by our shop at [addresses](#) [\[for one of our other locations in and around city\]](#), to grab supplies or chat with your professional staff about your vinyl sign and car wrap needs.