

[ACLS, a Leading Accreditation Institution in the Medical Field :](#)

[ACLS.com](#) provides a large array of training courses, with necessary certifications and accreditations in the healthcare field. Its main clients being dentists, physicians, pharmacists, and nurses.



The screenshot shows the ACLS.com website. The header is dark blue with the ACLS.com CareerCert logo on the left and navigation links for Courses, Group Orders, Free Resources, and About Us in the center. On the right, there is a shopping cart icon, a blue arrow pointing right, and links for Sign In and Buy Now. The main content area features a large image of three healthcare professionals in white coats. Overlaid on the left side of the image is the text: "Accreditation and Continuing Education Credit". Below this, a paragraph states: "ACLS.com offers BLS, PALS, NRP and ACLS certification and recertification. These training programs are approved to provide CME/CE/CEU credits in joint providership with the Postgraduate Institute for Medicine (PIM) and through the Commission on Accreditation for Prehospital Continuing Education (CAPCE)."

When they first came to us, ACLS needed a boost in marketing, a “step up” to promote and encourage advanced level certification in the healthcare field. WriterArmy founder, Sully Chaydhary, was more than familiar with the company’s intricate marketing needs and future hopes - he was the company’s marketing and content leader.

He brought his new WriterArmy project to the doors of ACLS.com, intimately and uniquely aware of the company’s pressing issues and how they can be resolved. Sully and his team created a captivating content strategy from scratch, beginning with an instant high conversion homepage and continuing with rich blog posts and resource pages to drive traffic to the most informative and profitable areas.



Quality Education for Better Outcomes

We offer ACLS, BLS, PALS, and NRP certifications designed to help your providers retain more so they can provide life-saving care.



Tools to Save Time and Stress

Save time and simplify your team’s continuing education by managing and tracking certifications in one place.



Service That Ensures Success

Our team is an extension of yours. We’ll help you at every step to ensure your team stays current on critical certifications.

With dedication, WriterArmy helped build ACLS.com into the de-facto leader in the industry. Effective inbound marketing combined with analytic and research-driven outbound methods, drove ACLS.com to new heights. The team also helped steer the company into innovative new digital marketing approaches, soon becoming industry mainstays, including the development of video content and informational videos, and rich writing-focused blog posts. While content may have leaned video-heavy for some time, WriterArmy understood the powerful draw of the written word and the importance of well crafted and updated blogs.



By researching our clients' field and customers thoroughly, we make sure to produce high quality, engaging topics every time.

If you're getting curious on what writing styles we took on for this client, you can check out the blogs we made together [here](#).



3 Tips for Handling Holiday Pediatric and NRP Emergencies

Start preparing now for the medical field's busiest season beforehand so that you can take on the holidays both professionally and emotionally.

[Learn More >>](#)



How to Balance Residency with ACLS Certification Management

Basic life-saving skills and your own health can go hand in hand. Find out how to stay polished in both departments with advice from physicians.

[Learn More >>](#)



From Paramedic to PA: What You Need to Know

From a technical career to acedegreed profession, find out what it takes to transition from EMS to PA and the emerging field of paramedic practitioner.



What It Takes to Be a Paramedic and a Mom

Looking at making a career switch? Learn what it takes to become an emergency responder and a mom with these helpful tips.

[Learn More >>](#)



How Emergency and Medical Professionals Can Cope with Anxiety on the Job

Having anxiety in healthcare is both common and can be dangerous for paramedics, nurses, and physicians. Learn helpful tips to help you overcome anxiety in the workplace.

[Learn More >>](#)



3 Things You Should Know About Becoming an MD

How can you set yourself up for success as a medical student? Understanding what challenges you might face and how to focus on continuous growth will help you as you start your career.

[Learn More >>](#)