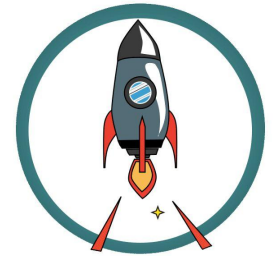
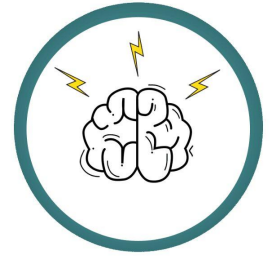


We're a modern agency
getting creative with
science content.



For lunariscreative.com
Last updated October 5, 2023



Lunaris Creative is a Seattle-based content agency.

Our specialty is telling science stories.

Whether you're a startup bringing genetics to women's health or a telescope company uniting stargazers around the world, your narrative has true power.

➤ **Lunaris unites writers, brand strategists, and graphic designers.** We have years of experience translating clients' past, present, and future into approachable, compelling narratives across a wide range of mediums. And our specialty is science.

We offer comprehensive content strategy, website copy, blogs, market research, branding, social media management, and more crafted specifically for each organization and their unique audience.

OUR TEAM

Your outsourced marketing and content team.

NATE SCHARPING



A former science journalist, Nate specializes in shaping brands by integrating research, positioning and copy to deliver custom content for an array of clients. He relishes the chance to write in-depth features whenever he can.

ANNA FUNK



Anna discovered her proclivity for writing while earning her Ph.D. in biology. Whether she's writing an article for the masses or immaculately curated guidelines for your staff, she's got storytelling down to a science.

JULIA GREENALL



Julia is an avid artist with years of experience in design and marketing. She specializes in brand development, social media, newsletters and she loves helping companies find their unique voice to share their story.

ERIC BETZ



Eric traveled the world as a writer for national outlets before making the jump to marketing. He is a content strategist with deep SEO knowledge. He's led writing teams, overseen content for major brands and helped bring new products to market.

We'd love to tell your story. Here's how.

Content creation & management.

➤ Whether you need a writer, editor, fact checker, content manager, or all of the above, we'll take your social media, blog, and/or email newsletter to the next level. We also offer ghost-written articles, web page copy, press releases, white papers, case studies, scripts, and more — you name it.

Search engine optimization (SEO).

➤ Grow your reach organically by ranking for the right keywords. We'll analyze your website's current search rankings and report how it grows by updating your content strategy, webpages, or both.

Websites & creative.

➤ We'll match your current branding with custom graphics, videos, infographics, and more — or give your organization a face-lift with new a new set of brand guidelines, logos, and website from our team.

Strategy & consulting.

➤ Need some advice? We're here for you. Whether you're just getting started in marketing or looking for in-depth competitor research, we'll help you increase your reach. We're ready to guide your team through the next phase of your marketing journey.

OUR CLIENTS

Meet a few of our clients.



adyn



scistarter

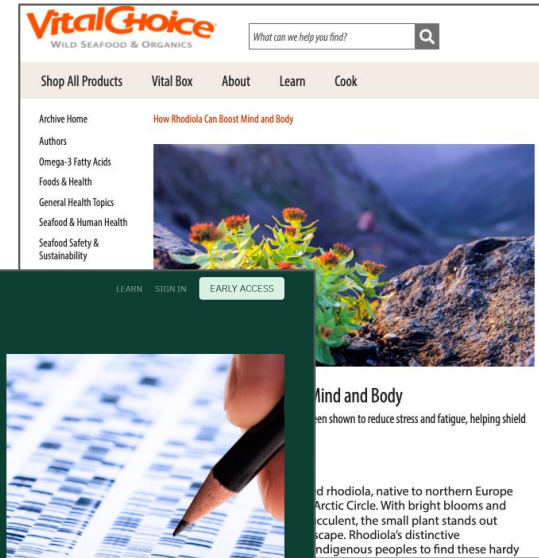
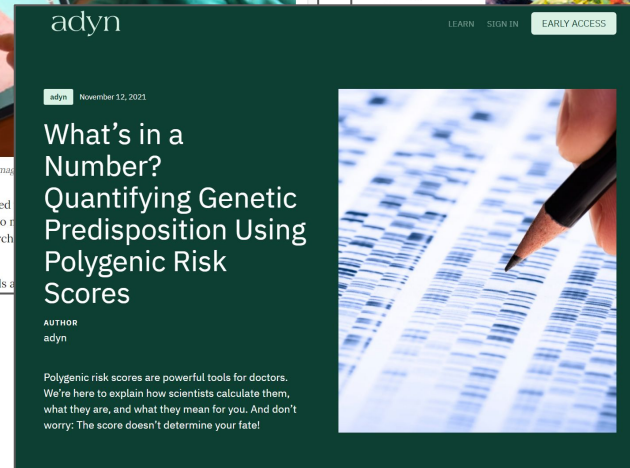
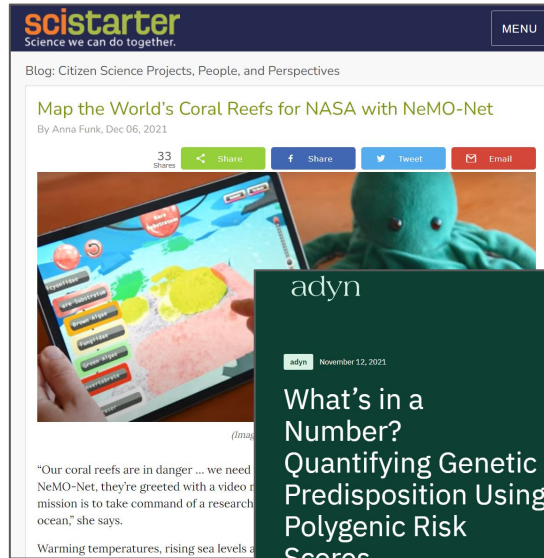


Our work in action.

Our clients include venture-backed startups and multi-billion-dollar brands. From vaccine manufacturers to citizen science non-profits and biomedical research organizations, no story is too complex for us.

 **We learn your vision.**

We draw on years of content experience to inspire your audience and reach new ones.



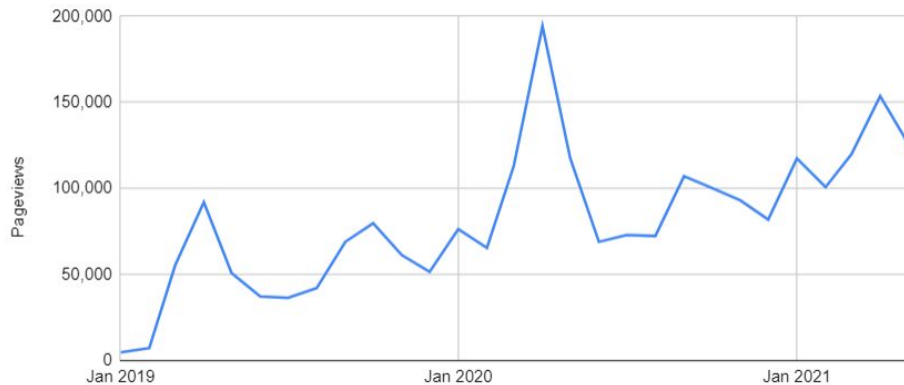
The value of SEO.

Search engine optimization (SEO) is the way to ensure that when your audience searches the web for what you offer, they find *you*.

With a content plan backed by detailed research, you can rise to the top of the SERPs (Search Engine Results Pages) for keywords and queries relevant to your organization.

➤ Optimize your website for search

- For most sites, the majority of traffic comes from search.
- Improving SEO increases site traffic, which means more engagement and conversions.
- SEO is a cost-effective sales investment with quantifiable ROI.
- SEO improves credibility and reputation while building your brand.



How it works

Competitive SEO is based on three pillars: Research, Content, and Optimization. We combine all three to drive robust, replicable results for organizations large and small. Our years of experience in SEO allow us to customize strategies for any ask.

- **Research:** We use industry-standard tools to identify core keywords and select content pillars, understand existing content and site structure, conduct competitor research, and analyze the SERP landscape.
- **Content:** Based on our research, we create hub pages for core keywords and spoke pages for select long-tail keywords. We optimize content throughout for keyword placement and density, including headline, meta, subheads, and alt text.
- **Optimization:** We reassess content performance at regular intervals to identify pieces in need of updates, and perform gap analysis with competitor content to identify areas of strength and weakness.

PORTFOLIO

Articles.



Managing a Career and a Chronic Condition

The choices you make about employment can set you up for success. We share a three-point checklist of considerations when job hunting.

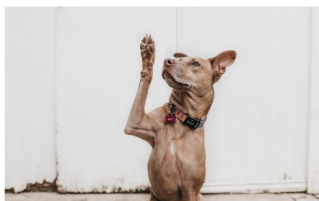
[Read it.](#)



Who Will Receive Gene Therapy for Rare Diseases?

Experts discussed health equity and access to gene and cell therapy at an event at the U.S. National Institutes of Health.

[Read it.](#)



With One Citizen Science Survey, C-BARQ is Fueling Years of Research Into Dogs

In addition to powering big-picture scientific research into what makes dogs what they are, C-BARQ is also enabling insights that hit a little closer to home for the dogs themselves.

[Read it.](#)



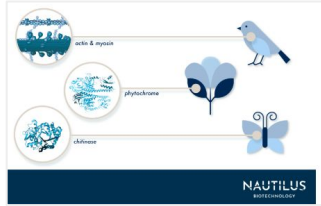
Is my birth control making me gain weight? And other questions about side effects

It can be a challenge to sort out what symptoms are caused by your birth control and what's not. Here's our advice.

[Read it.](#)

PORTFOLIO

Articles.



How proteins make spring more vibrant

Reflect on the joys of springtime — which of course includes appreciating the biological mechanisms that make sure spring has properly sprung.

[Read it.](#)



What's in a Number? Quantifying Genetic Predisposition Using Polygenic Risk Scores

Polygenic risk scores are powerful tools for doctors. We're here to explain how scientists calculate them, what they are, and what they mean for you. And don't worry: The score doesn't determine your fate!

[Read it.](#)



Citizen Science Observations Are Showing Up In Dozens of Published Research Papers

Data submitted by volunteers are letting scientists make new findings thanks to the availability of new sources of data.

[Read it.](#)



Gaming for Science: How Video Games Are Making Research Fun

Games that pair citizen science with rewarding play are probing treatments for cancer, helping to cure Alzheimer's, probing the foundations of language and more.

[Read it.](#)

PORTFOLIO

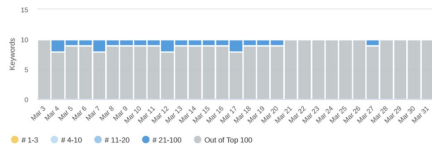
Research, reports,
and fact-checking.

SEO Overview: March 2023

Core Keyword Average Position: **96**

Core Keyword Position Tracking:

proteome, proteomics, proteoform, multiomics, protein analysis, protein quantification
protein sequencing, proteomic analysis, signaling proteins, single cell proteomics



Competitive Landscape | US:

navillus.bio

1.9K 0% TRAFFIC

SEMrush Rank 626.4K
Keywords 345 1%
Traffic Cost \$6.9K 41%

somalogic.com

5.4K 0% TRAFFIC

SEMrush Rank 283.3K
Keywords 1.7K 1%
Traffic Cost \$23.8K -1%

quantum-si.com

2.9K -1% TRAFFIC

SEMrush Rank 459.4K
Keywords 375 2%
Traffic Cost \$1.3K -10%

olink.com

4.2K 3% TRAFFIC

SEMrush Rank 348.2K
Keywords 2.6K 7%
Traffic Cost \$8.6K -3%

seer.bio

6.1K 0% TRAFFIC

SEMrush Rank 257.6K
Keywords 412 0%
Traffic Cost \$7.4K -2%

Thankfully, today solid evidence shows that [low-dose birth control is a safe and effective](#) way to help alleviate perimenopause symptoms like [nausea](#) and hot flashes.² Dozens of options for hormonal birth control are available, though not every pill is right for everyone.

What is perimenopause?

Perimenopause is a stage that can begin years before menopause itself, and some people may begin to [experience symptoms even in their 30s](#).⁴ It ends with menopause, which is commonly defined as [going twelve months without a period](#).

Most people enter menopause in their 40s or 50s, and the [average age is 51](#).⁵ Levels of the sex hormones estrogen and progesterone fall leading up to and continuing after menopause, leading to a [higher risk of health issues like osteoporosis and cardiovascular disease](#).

Though estrogen and progesterone levels decline as we get older⁶, during perimenopause, they can fluctuate widely. In fact, research shows that [levels of estrogen can actually spike above premenopausal levels](#) at some points during perimenopause.⁷

It's important to remember that people [going through perimenopause can still get pregnant](#).⁸ So, if you're taking birth control to prevent a pregnancy, you should keep taking it even if you start experiencing perimenopause symptoms, [and talk to your doctor about the best way to figure out twelve](#)



Summary Report: AssayQuant SEO Research and Guidelines

Compiled by Lunaris Creative
4/8/22

What our report contains

Our SEO report contains two main sections:

1. A [list of SEO-relevant keywords](#) organized into a broad taxonomy
2. [Competitor research](#)

In the **Keywords** tab, you'll find a comprehensive selection of keywords relating to AssayQuant and the protein assay space organized into **Themes**, **Categories** and **Pillars**. Each keyword includes monthly search volume and difficulty scores. A difficulty score tells us how hard it would be to rank for that specific keyword — higher means more difficult.

Lauren Koenig
1:11 PM Sep 8

Delete: "nausea and"

Lauren Koenig
1:11 PM Sep 8

There's no evidence in the literature that low-dose BC alleviates nausea from perimenopause. Nausea is actually one of the side effects of BC (<https://www.everydayhealth.com/menopause/using-the-pill-to-treat-menopause.aspx>)

Comments above copied from original document

Lauren Koenig
1:18 PM Sep 8

Add footnote: with text
"<https://pubmed.ncbi.nlm.nih.gov/1262439/> LK"

al document

PORTFOLIO

Supporting your organization with custom-made assets.

The image displays three overlapping cards, each representing a different customer profile. The top card is purple, the middle is red, and the bottom is blue. Each card contains sections for 'ARCHETYPE', 'ATTRACTIVE BRAND QUALITIES', 'HOW TO REACH THIS PERSON', 'WAYS TO REACH THIS PERSON', and 'THIS PERSON SHOPS BY'. The bottom card also includes 'ATTRACTIVE BRAND QUALITIES', 'ATTRACTIVE PRODUCT FEATURES', and 'HOW TO REACH THIS PERSON'. The name 'Cal the Creative' is written in a cursive font below a stylized person icon on the bottom card.

ARCHETYPE

- Baby Boomer
- Self-titled artist
- Husband is mechanically inclined
- Close to family
- Lives 40 miles from city (rural)
- Stays active – part time classes at rec center/club
- Never idle

ATTRACTIVE BRAND QUALITIES

- The story is very important. She wants to be involved and informed about:
 - Brand
 - Product from start to finish

ARCHETYPE

- Millennial
- Lives in newer construction
- Interior Designer, Events Coordinator, Set Designer, Photography, Styling, etc.
- Purchasing for work more than personal
- Very up to date with interior trends
- Established in her career, confident free designs

ATTRACTIVE BRAND QUALITIES

- Unique find
- New releases - looking for something under-covered

ARCHETYPE

- Baby Boomer
- Has been involved in several successful businesses
- Business Creative mindset
- Urban dweller living in a masterly designed High-rise/purposed Home (Not a loft style)
- Makes decorative decisions in home that reflect his personal style
- Aware of design elements from various creative disciplines
- Teacher/a involved with local art school

THIS PERSON SHOPS BY

- In person
 - Goes to lighting boutiques
- Online
 - Direct from manufacturer

ATTRACTIVE BRAND QUALITIES

- Design
- Craftsmanship
- Authentic Materials

ATTRACTIVE PRODUCT FEATURES

- Simple Tech (Cannot be complicated)
- Bold Designs (Forward thinking)
- Is not turned off by hard wires
 - Knows a guy that can install anything

HOW TO REACH THIS PERSON

- Lighting Boutiques
- Students keep him up to date
- Aware of Instagram
- Reads Tech and Design blogs

WAYS TO REACH THIS PERSON

- Trade shows (Neoncon, Lightfair)
- Lighting and interior boutiques
- Blogs
- Instagram
- Pinterest

THIS PERSON SHOPS BY

- In person
- Online but would like to see in person
- "Trusted" go to online distributor
 - Lumens, Y-Lighting

THIS PERSON SHOPS BY

- In person
- Online but would like to see in person
- "Trusted" go to online distributor
 - Lumens, Y-Lighting



Explore. Experience. Engage.

Media Tips for Partners

ScienceNearMe.org is an innovative web and mobile platform connecting families and the general public with opportunities to enjoy, experience and even help shape science from anywhere. We're funded in part by the National Science Foundation, and we work with a diverse group of partners nationwide, including science museums, festivals, citizen science organizations and more. We're excited to be creating innovative ways for people everywhere to engage in STEM and help bridge the divide between people and the scientific process!

This guide will help our Partner Organizations promote Science Near Me in a way that's accurate and aligned with our shared goal: Science for everyone!

In [Part I: Promoting Science Near Me](#), we'll walk through the basics of how to talk about Science Near Me.

In [Part II: Social Media Primer](#), we've got how-tos and tips on how to use social media in general, in case you need a refresher or are starting at square one!

Part I: Promoting Science Near Me

There are opportunities to get involved in science everywhere, whether it's visiting a science museum, an event, participating in a citizen science project, joining a club or something else

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Custom art and graphics.

Citizen Science project AI4Mars

lets users help teach Mars rovers how to classify martian terrain



10 TOP ASTEROID QUESTIONS, ANSWERED!

Are Asteroids Dangerous?

They sure can be! An asteroid killed the dinosaurs. And ancient historical accounts suggest small asteroids may have even killed people. Thankfully, civilization-threatening asteroids only hit every couple million years.

Will Asteroids hit Earth Again?

In 2013, an asteroid exploded over Chelyabinsk, Russia and injured some 1,500 people. Asteroids will hit Earth again.

What are Asteroids Made of?

Most asteroids are chondrites, made of clay and silicate. Some are "stony" and include nickel and iron. A select few asteroids hold precious and pricey metals.

What is the Main Asteroid Belt?

The main asteroid belt sits between Mars and Jupiter and holds millions of asteroids. These space rocks are remnants of the material orbiting our Sun as the solar system formed.

What is a Near-Earth Asteroid?

Roughly 25,000 known asteroids pass close enough to our planet to be considered Near-Earth Asteroids (NEAs). Every year, dozens come so close they slip between us and the Moon.

Can we Mine Asteroids?

Metal-rich asteroids could be worth trillions thanks to elements rare on Earth that are needed in a host of modern technologies. Several companies are racing to find ways of asteroid mining.

What are Trojan Asteroids?

Jupiter, our solar system's largest planet, holds two large groups of asteroids in its gravitational grip. These space rocks are called Trojan asteroids.

Where are Asteroids Located?

Asteroids orbit our Sun at several key places in the solar system, including the main asteroid belt beyond Mars, the Trojan asteroids ahead and behind Jupiter and a group called Near-Earth Asteroids that comes close to Earth.

What is Planetary Defense?

Planetary defense initiatives would use things like nuclear weapons and lasers to stop asteroids from hitting Earth. But the real key is detection. Unistellar citizen astronomers help by monitoring nearby asteroids.

How can I Observe Asteroids?

Large asteroids are sometimes visible in backyard telescopes. To hunt more elusive Near-Earth Asteroids, the eVscope lets you catch asteroid occultations, where space rocks pass in front of distant stars.

Illustration includes original art by Ron Miller



UNISTELLAR

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Custom art and graphics.



Discover Opportunities to Engage in Science Near You

- Virtual science opportunities
- Museums near you
- Upcoming science festivals
- Speakers and events
- Science volunteer activities
- Hands-on learning for all ages

ScienceNearMe.org



brand new products

“
We are like butterflies who flutter for a day and think it is forever.
Carl Sagan



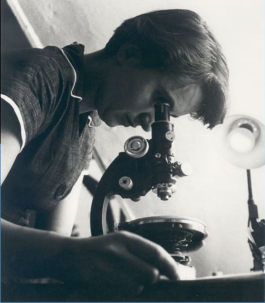
Find ways to help scientists monitor and aid monarch migration at SciStarter.org

NEW OLED
FLOOR LAMP



ARCIO

“Science and everyday life cannot and should not be separated.”




Rosalind Franklin




Did you know?
THERE ARE 600 MILLION DOGS ON PLANET EARTH.

C-BARQ Needs your help tracking the wide range of dog behavior – and behavior problems.

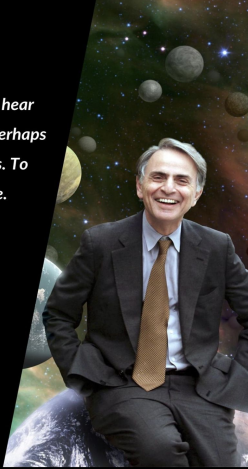
source: (Reed and Unjohn. Front. Vet. Sci., 28 May 2018)
*rough estimate



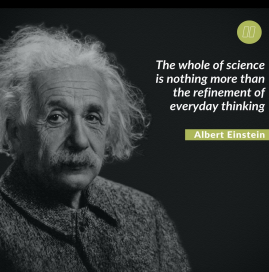
CREATE A SPACE YOU DON'T WANT TO LEAVE.



One glance at a book and you hear the voice of another person, perhaps someone dead for 1,000 years. To read is to voyage through time.



CARL SAGAN

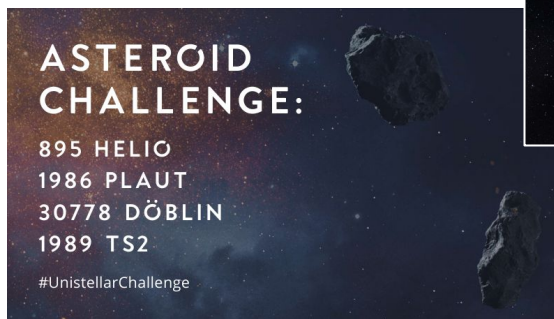
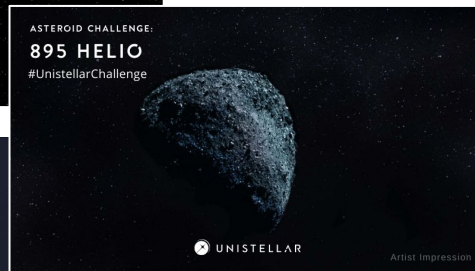
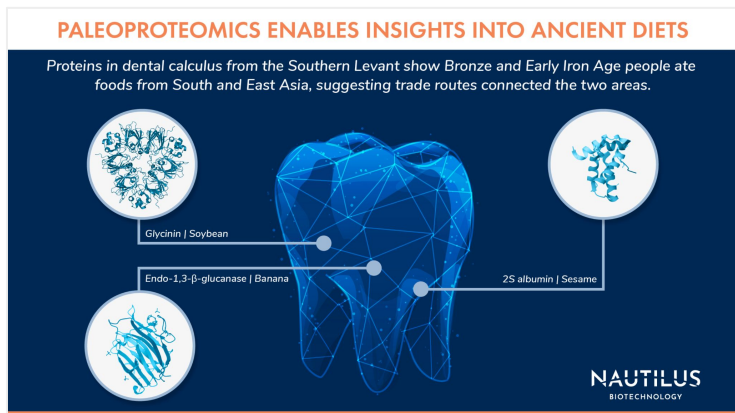
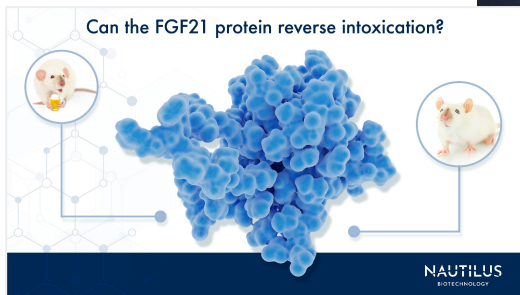
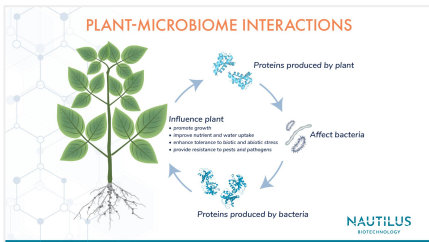


The whole of science is nothing more than the refinement of everyday thinking

Albert Einstein

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Custom art and graphics.



unistellarscope Unistellar Challenge of the Week: #Asteroid Hunt

On June 30, the astronomy world joins to celebrates #AsteroidDay. Throughout the month, we are dedicating our weekly observing challenges to #asteroids. Our new targets even include a Potentially Hazardous Asteroid! <https://unistellaro.com/asteroid-challenge-june-11-2021>

Follow along with eVscope Citizen Astronomers' observations at #UnistellarChallenge!

PORTFOLIO

Email newsletters.

scistarter
Science we can do together.

NEW
CITIZEN SCIENCE PROJECTS!

Science needs your help.


Visit your [SciStarter Dashboard](#) for project recommendations!

[f](#) Share [t](#) Tweet [in](#) Share

New projects are being added to SciStarter all the time! We're rounding up a few of the latest citizen science opportunities on SciStarter here for you to check out. You can travel to Mars to find clouds above the Red Planet, learn about how alphabets from around the world are evolving, track wayward balloons and more!

Don't forget to add your favorite projects to your [Dashboard](#) to save for later, and keep checking back to find even more new projects on SciStarter!

The SciStarter Team


Image credit: NASA

Cloudspotting On Mars

The Mars Reconnaissance Orbiter peers at the horizon of the Red Planet in infrared and visible light to measure the temperature, water-ice and dust content of Mars' atmosphere.

From nearly the first day it sent data back to Earth, it found strange features at high altitudes: Clouds!

Help researchers identify Mars clouds in images from the Red Planet to learn about extraterrestrial atmospheres. What shapes will you see in these otherworldly clouds?

Location: Online


[Join the hunt!](#)

A SPECIMEN **Glyoh**

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The Many Benefits of Eating More Protein
Want to lose weight, build muscle or improve your mood and cognition? Try eating more protein.

[READ MORE](#)


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Hearty, savory, protein-rich soups that are ready-to-eat in minutes.
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Wild, Sustainable, Delicious
Shop premium, wild seafood & healthy organic foods for nutritious meals.
[Shop Now >](#)

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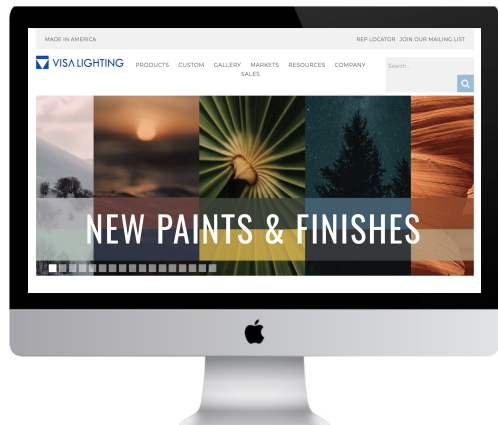
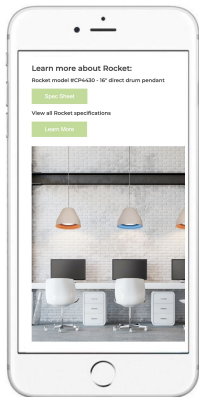
Logos.



PLAY PROOF DOG GEAR

PORTFOLIO

Websites.



APRIL 1, 2022 | ANNA FUNK

Meet our Board Members

Get to know the Botanical Belonging board of directors and how we came to where we are today.



APRIL 1, 2022 | PRAEGOSZ



Native plants

Our mission is to familiarize the people in our community with the native plants in our region by encouraging and enabling hands-on interaction.

OUR PLANTS



Local people

Our vision is for a regional community in which people sense the health and history of the land through familiarity with the plant communities growing around them.

LEARN WITH US



Hands on

Whether you're ready for an hour-long demo on common local plants or a summer-long immersion in native plant cultivation, we have a program for you.

ABOUT US

Partnership options.

Flexible commitments to match your business.

Our best working relationships allow us to adjust alongside your changing needs. That's why we encourage our clients to invest in a monthly partnership, so we can work at the pace that works for you.

Please inquire
for pricing



Not what you're looking for? No problem.

Reach out and we'll develop a custom scope of work that suits your needs.

Prepared for:

LunarisCreative.com

Primary contact:

Anna Funk

Partner, Lunaris Creative

anna@lunariscreative.com

