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Kris Kringle, a jolly, rosy-cheeked 67-year-old man, has recently hired a staff of technical communicators to assist with his social media presence and specifically, to write letters back to the millions of children who send letters to him each year. Kringle hails from the North Pole, only leaving his frigid perch one night each year—December 24th, also known as Christmas Eve—so that he can deliver presents to children who are too excited with anticipation to sleep.

Starting in November of each year, the North Pole sends Kringle look alikes to malls, parks, and holiday gatherings to listen to the wishlists of children and report their findings back to Kringle and his staff of elves. In addition to the requests of the children that the Kringle look alikes meet, millions of children send letters to the North Pole and it's always been the responsibility of the elves to open and respond to each and every single letter. As you can imagine, this is a tough job that requires hundreds of hours of work on top of the most important duty that the elves have—making toys.

In an effort to ease the burden of this task, Kringle has decided to hire 250 technical communicators whose job will be to manage the North Pole's social media channels and most importantly, write high-quality letters back to every child who sends a letter to him. Kringle is searching for technical writers and technical editors because he knows they'll be able to do the job in a timely manner and most importantly, create high-quality content that will excite all of the children who receive a letter back from the North Pole.

Kringle begins his quest to find technical communicators by searching for "technical writers in Atlanta, Georgia" and lands on my site. (His search began in Atlanta because his sixteenth cousin lives in Atlanta and it's the southern city that he's most familiar with.) His first visit to my site was on October 29th and he has visited nine more times since then. This makes Kringle a returning visitor who has spent quite a bit of time on my site. His most active engagement comes in the form of visiting my homepage and document design page with 56 views on Oct. 31st. Kringle leaves the site from my homepage or technical writing page which must mean that he's interested in the technical writing skills that I have. As I continue to create keyword-rich content for my site and improve the amount of traffic visiting, I'll be able to acquire more data from my Google Analytics.