ABOUT

Whatever the connection - student, educator, professional or general interest, people who like psychology, love All-About-Psychology.Com

Providing free, high-quality information and resources since 2008, All-About-Psychology.Com receives over two million visits a year and has attracted over a million followers across its social media channels.

It has taken a passionate interest and years of hard work to establish the massive online presence, trust and authority All-About-Psychology.Com and its associated social media channels enjoy today. Bottom line! If you are looking to supercharge your brand awareness and reach, ignite your lead generation efforts or simply need some awesome content promoting or creating; All-About-Psychology.Com can help!

DAVID WEBB

Owner, creator and host of All-About-Psychology.Com, David Webb has a first class honors degree in psychology and a Masters in Occupational Psychology.

A former University lecturer and bestselling author, his published work includes 'The Psychology Student Guide', 'The Incredibly Interesting Psychology Book' and 'On This Day in Psychology: A Showcase of Great Pioneers and Defining Moments'.

Working with David is a pleasure. He is professional, creative, and conscientious. If you're looking to reach students of psychology in the academic arena, David will be able to connect you. He has a large and loyal social media following, and engages his fans in conversations on a daily basis. (Dr. Shannon Kolakowski)
STATS AT A GLANCE

The popularity of the All About Psychology website combined with the unparalleled reach of its supporting social media channels means that any content (article, image ad, video, text link etc) marketed on your behalf will be seen by a huge audience of psychology enthusiasts.

MONTHLY PAGEVIEWS 220,000

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Pageviews</th>
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<tr>
<td>Facebook</td>
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GOOGLE PAGE RANK 5

Client content can also be promoted via The All About Psychology Linkedin Psychology Students Group, which at the time of writing has 80,771 members.
David Webb is a gem for anyone interested in promoting the science of psychology. He comes with a ready made audience of nearly a million people specifically interested in this topic. Most importantly, David is not a salesman; he cares deeply about psychology and curates excellent content on the topic.  (Dr. Robert Biswas-Diener)

Fun fact! The All About Psychology Facebook page has over 350,000 more followers than the American Psychological Association facebook page!

**TOP 3 WEBSITE TRAFFIC SOURCES**

**UNITED STATES 36.69%**

**INDIA 10.46%**

**UNITED KINGDOM 8.34%**
KEY VISITOR INFO

FEMALE 60% MALE 40%

AGED 18-34 70%

SITE ACCESS - MOBILE 55.71% DESKTOP 40.46%

EDUCATION - HIGH SCHOOL 9% COLLEGE 71% GRAD SCHOOL 20%
CONTENT MARKETING SERVICES

SPONSORED CONTENT

Typically published in the form of an article and promoted across the All About Psychology social media channels, sponsored content offers brands and agencies excellent long-form advertising opportunities. Custom/bespoke sponsored video content also available.

SEO TEXT LINK

Anchor keyword linked to client URL. Available as part of custom/bespoke sponsored content and/or within existing All-About-Psychology.Com content pages.

BRAND AWARENESS

Showcasing a significant person or event in the history of psychology. Each 'On This Day in Psychology' post is featured on the All About Psychology social media channels and on the All About Psychology Blog, one of the most visited pages on the site. Re-branded (client colors and clickable website text link) 'On This Day in Psychology' posts, would be subject to the same daily posting strategy and extensive level of exposure.
ON THIS DAY IN PSYCHOLOGY

11th JANUARY 1842

William James was born. One of the most influential figures in the history of modern psychology, James is best known for his profoundly influential work *The Principles of Psychology*, first published in 1890 and widely regarded as the most important English language psychology book ever.

A revered thinker and prolific writer, James explored an extraordinary range of topics such as the perception of time, emotions, imagination and whether life is worth living. He never missed an opportunity to study and report on something of human and psychological interest; When "The Great" San Francisco earthquake hit on the morning of April 18th, 1906, James was just 35 miles away. Close enough to have experienced the earthquake directly he was keen to discover how his subjective experience of the event compared with those around him and so made his way to San Francisco itself.

During his 34-year career at Harvard University, James offered the first graduate course in psychology taught in The United States in 1875-6 and twice served as president of the American Psychological Association in 1894 and 1904.

ALL-ABOUT-PSYCHOLOGY.COM

SOCIAL MEDIA POSTS

Custom/bespoke content specifically designed to be shared on one or more of the All About Psychology social media channels.

IMAGE/TEXT/VIDEO DISPLAY UNITS

Designed with the specific needs of the client in mind, All-About-Psychology.Com offers generous advertising space within its content pages, including above the fold.
OFFICIAL SITE SPONSORSHIP

Official site sponsorship offers incredible coverage and epic marketing opportunities. As well as having an extensive presence on hundreds of pages across the All About Psychology website, the official site sponsor would also be directly associated with high profile, extremely popular and regularly promoted projects; such as the ongoing initiative to provide completely free access to classic full text psychology journal articles.

WHO WE HAVE WORKED WITH

UCCS University of Colorado
Colorado Springs

Penn State World Campus

CAL U

William James College

University of Dundee

Routledge Taylor & Francis Group

City University London

Adler University

Bournemouth University

University of Liverpool

INTERESTED?

Contact David Webb, Owner and Founder: davidwebb@all-about-psychology.com

David Webb is a rare bird indeed. He has a deep understanding of human behavior and psychological science, and he is also a keen translator who values plain language and wit. He knows the marketplace of ideas, and perhaps more than anyone has tapped into its potential. (Wray Herbert, columnist for Newsweek, Scientific American Mind, The Huffington Post and former editor-in-chief of Psychology Today).