



**eLearning Industry**

eLearning Industry's

**Top Content  
Development  
Companies Lists  
for 2021**

**Editorial Calendar**

Ever since 2012, we've focused on understanding the needs of learning solution buyers in order to connect them with top custom content development companies.

Keeping in mind the needs of our eLearning audience and those of our vendors, we ran a survey to give content providers a chance to vote on which eLearning topics matter the most to their target market.

## Content Development Companies lists 2021 - Editorial Calendar

#	Topic/List	Publishing date
1	Top Content Providers for Rapid eLearning	Beginning of February
2	Top Content Providers for Remote Workforce Development	End of February
3	Top eLearning Gamification Companies	Beginning of March
4	Top Content Providers for Soft Skills Training	End of March
5	Top Content Providers To Help You With Your Training Needs Analysis	Mid-April
6	Top Content Providers for Culture Transformation	Beginning of May
7	Top Content Providers for Virtual Training	Mid-May
8	Top Content Providers for Competency-based Training	Beginning of June
9	Top Content Providers for Microlearning	Mid-June
10	Top Content Providers for Custom eLearning	Beginning of July
11	Top Content Providers for Mobile Learning	End of July
12	Top Content Providers for 2021	End of September
13	Top Content Providers for Employee Onboarding	Mid-October
14	Top Content Providers for Blended Learning	Beginning of November
15	Top Content Providers for Leadership Development	Beginning of December

## The value of being listed:

- **Take advantage of our SEO expertise and increase your company's visibility:**

Our top content provider lists usually rank between the 1st and 3rd position on Google search results (SERPs). Based on the topic, a lot of our top content provider lists are also highlighted as Google's featured snippets. There's no doubt you can achieve high organic rankings by leveraging our topic-oriented content provider lists.

If you are among the 20 Top eLearning Gamification Companies 2019, feel free to add this badge to your website!

1. EI Design. EI Design is a **leading** learning and performance support solutions **provider**. ...
2. SweetRush. ...
3. AllenComm. ...
4. Learning Pool. ...
5. Inno-Versity. ...
6. InfoPro Learning. ...
7. Aims Digital. ...
8. Obsidian Learning.

[More items...](#) • Sep 23, 2019

[Top eLearning Gamification Companies 2019 - eLearning ...](#)

[https://elearningindustry.com > top-elearning-gamification-companies](https://elearningindustry.com/top-elearning-gamification-companies)



- **Boost brand awareness to highly targeted prospects**

Get recognized amongst the 51,900 eLearning leaders and professionals that read our lists every year looking for custom learning solutions to address their needs. By being featured in our top lists, prospects will be able to find you easier based on their topic of interest.

- **Increase sales opportunities**

Our topic-oriented lists target highly interested prospects. You can skyrocket your conversions and increase your revenue by winning a spot. We know that B2B buyers heavily rely on their own research before engaging with salespeople. In fact, 94% of B2B buyers conduct online research before making any business purchase (Accenture).

- **Take advantage of the highly targeted marketing activities eLearning Industry runs to promote each list**

We use a variety of marketing activities which include email marketing, banner ads, push notifications and social media posts to increase shareability and brand awareness for our top content development companies.

## How to increase your chances of topping the lists!

### ● Update Your Business Listing

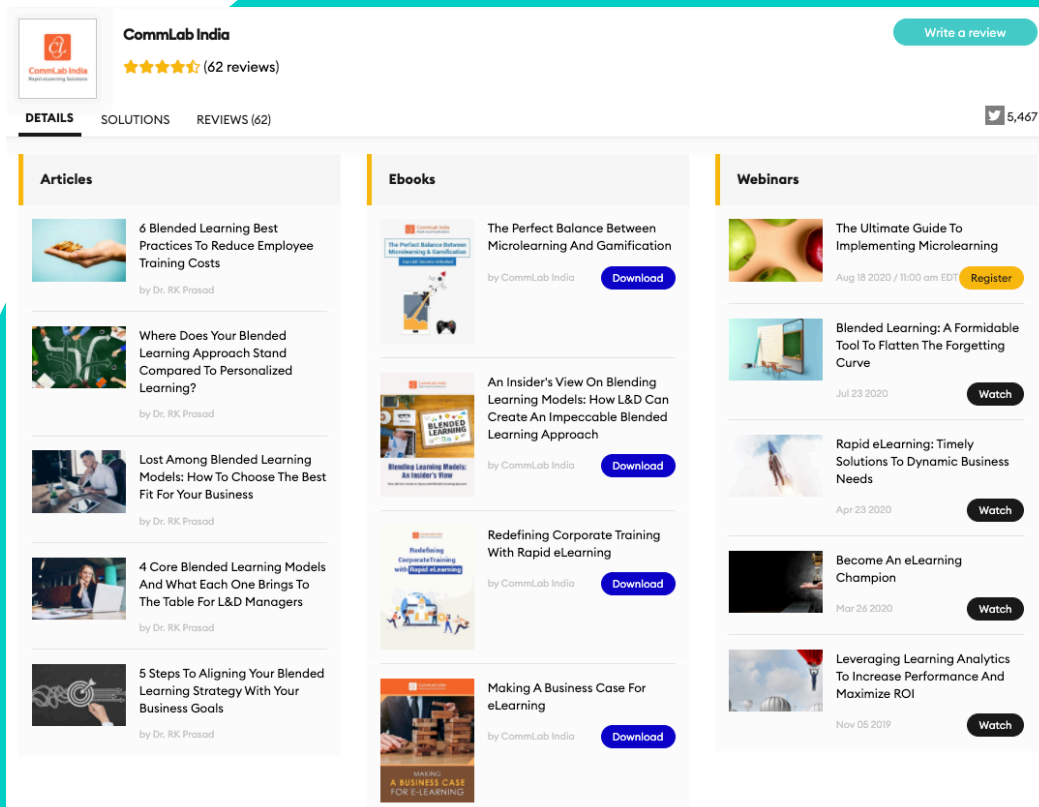
When was the last time you updated your business listing in eLearning Industry's directory? If it has been a while, this is an opportunity to make some adjustments and let the world know about your custom learning solutions, your customers, and anything else that reflects upon your unique value proposition. Don't forget that this is also an excellent way to help your rankings by adding some keywords too. To get started on this, log into your [Business Listing](#)!

Leverage our [Review Template](#) for better results :)

## ● Publish Relevant Content Resources On eLearning Industry

In order to build credibility with learning solution buyers and show expertise, it's important to publish content that highlights your unique value proposition on the topics that you want to be recognized for. You can show your thought leadership and authority through publishing articles, eBooks, and/or by running webinars on eLearning Industry.

***\*Companies that create content that is published on eLearning Industry will have the added benefit of receiving direct links back to their website.***



The screenshot displays the profile page for CommLab India on the eLearning Industry platform. The profile includes a logo, a 5-star rating with 62 reviews, and a 'Write a review' button. Below the profile information, there are three columns of content resources:

- Articles:**
  - 6 Blended Learning Best Practices To Reduce Employee Training Costs (by Dr. RK Prasad)
  - Where Does Your Blended Learning Approach Stand Compared To Personalized Learning? (by Dr. RK Prasad)
  - Lost Among Blended Learning Models: How To Choose The Best Fit For Your Business (by Dr. RK Prasad)
  - 4 Core Blended Learning Models And What Each One Brings To The Table For L&D Managers (by Dr. RK Prasad)
  - 5 Steps To Aligning Your Blended Learning Strategy With Your Business Goals (by Dr. RK Prasad)
- Ebooks:**
  - The Perfect Balance Between Microlearning And Gamification (Download)
  - An Insider's View On Blending Learning Models: How L&D Can Create An Impeccable Blended Learning Approach (Download)
  - Redefining Corporate Training With Rapid eLearning (Download)
  - Making A Business Case For eLearning (Download)
- Webinars:**
  - The Ultimate Guide To Implementing Microlearning (Aug 18 2020 / 1:00 am EDT) (Register)
  - Blended Learning: A Formidable Tool To Flatten The Forgetting Curve (Jul 23 2020) (Watch)
  - Rapid eLearning: Timely Solutions To Dynamic Business Needs (Apr 23 2020) (Watch)
  - Become An eLearning Champion (Mar 26 2020) (Watch)
  - Leveraging Learning Analytics To Increase Performance And Maximize ROI (Nov 05 2019) (Watch)

## How will we determine which companies make the list?

Global recognized LMS experts, including C. Pappas, and our editorial team will review your eligibility and relevant published content (articles, eBooks, webinars). Our committee will rank the best companies based on the following 8 criteria.

- Company's Economic Growth Potential
- Company's Social Responsibility
- Customer Retention
- Customer Reviews
- Employee Turnover
- Learning Industry Innovation
- Learning Solution Content Development Quality
- Learning Solution Expertise

**Apply in order to be considered**

Apply Now