Client Name

Blog Procedures
Date

Client Logo

BLOG
Overview

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01: Blog Process Overview

The blog process is managed by the SEO team and follows a quarterly cadence. Below are the high level steps:

Topic Selection	Content Writing	Approval + Posting
• Reference SEO keyword groupings • Use blog topic file to create monthly calendar • Get approval on topics from Account Manager	• Facilitate blog content writing with Copywriting team • Ensure blogs are ready per monthly calendar	• Get approval on blogs from Account Manager • Post blogs per monthly calendar

The following document outlines the specific steps for the Blog topic selection, writing and posting process steps.

02: Topic Selection + Writing

SEO creates keyword groups that drive topics available for blog content. Each quarter, the SEO team curates 13 weeks worth of blog topics (approximately 400-600) across all clients.

The Blog Manager is then responsible for compiling a monthly blog calendar for clients based on their tier level of service, from the available topics. Using Blog Topics file, the Blog Manager identifies pillar topics (e.g. propane) and subtopics (e.g. when to order propane) for each client.

- Platinum clients - 3 blogs per month
- Gold clients - 2 blogs per month
- Silver clients - 1 blog per month

Once the calendar is created, the Account Manager approves the blog topics and the Blog Manager sends it to Copywriting (Basecamp task) for creation. Each blog has its own due date when assigned to a writer.

The Account Manager is responsible for reviewing and approving final blog content before posting.

03: Scheduling + Posting

Once the blogs are approved for the upcoming month, the Blog Manager completes the following tasks:

- ✓ Downloads approved blog file from Basecamp

- ✓ Copies and pastes blog copy into client website backend and completes HTML formatting

- ✓ Adds SEO keywords, titles and descriptions

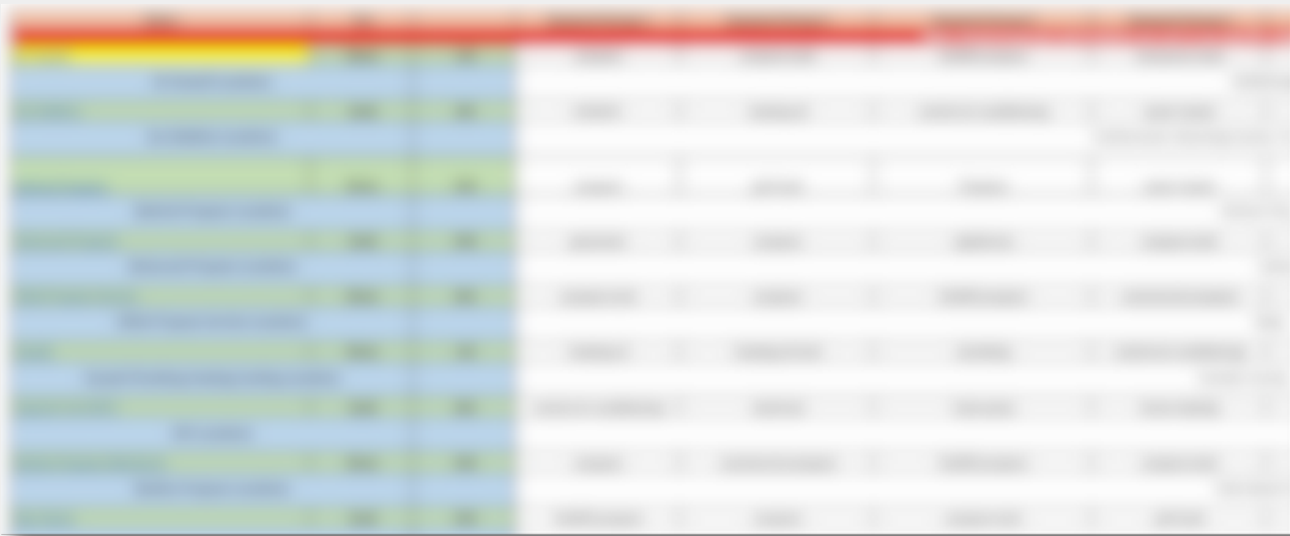- ✓ Adds stock image from library

The Blog Manager previews and reviews the draft blog before scheduling or posting (if approved on or after posting date).

The blog link and posting date are sent to the Social team for further distribution across client channels.

04: Documents in Datto

Client Keyword Groupings and Locations

SEO provided keywords to drive blog topics.

Blog Topics

Full list of topics available and refreshed quarterly.

04: Documents in Datto

Blog Content Calendar

Blog topics and schedule by client for approval by Account Manager.

Blog Posting Reference

Past blog topics by client to avoid repeat posts.

End of Document