

Blog Creation

Fully Managed Solution

Our talented team will develop a creative and engaging 250-400 word blog for your business. We will communicate with you to gather any helpful details and information necessary to develop the specific blog you'd like to represent your business.

What to Expect Next:



Scheduling an Onboard

Our Marketing Strategists will send you a **Confirmation Email** to confirm the receipt of your order along with a request to schedule an onboarding call at your earliest convenience.



Onboarding

Onboarding Call: Our Marketing Strategists will conduct an **Onboarding Call** with you to gather any additional information necessary to write a blog for your business.

- Discuss desired topics and subtopics.
- Discuss preferred target audience.
- Review any recommended resources.
- Review blog format and specifications.

Important: Please note that our team will create blogs based on the topics requested. Suggested topics may be available upon request.



Creation

First Draft: Based on the information provided during the onboarding call, our content strategists will develop a **First Draft** of the blog. This includes your chosen topic, one related stock image, and provided SEO keywords, and we'll send it to you for approval. If any changes are needed, one round of revisions in a single email can be submitted by replying to the email.

Important: ONE set of revisions is included. The client will be required to outline all requested changes in one single email.



Revisions & Edits

Revisions: If you have edits to make or suggested revisions to the first draft, we'd be happy to make them for you. You may choose to edit the document directly or to simply describe the revisions in one email. Please take this opportunity to review your blog and point out any potential changes, edits, or other requests.

Please note that our team will not be able to publish your blog until you edit and/or approve it.



Publication

Publication: After the you've approved the blog, you have two options to publish it to your website. First, you own the creative rights to the blog and are more than welcome to publish it wherever you see fit.

We can also post it to your Wordpress website on your behalf if we are given credentials.

Important: If we do not have the Wordpress credentials for your website, we cannot post the blog on your behalf. We also cannot post the blog on non-Wordpress websites.

Please note that if no response is received, we will not post the blog on your behalf even if we have website credentials to do so.

Congratulations! Your blog is now LIVE and on the World Wide Web!

Important Notes:

- The content creation timeline of 10 business days begins from the day we complete the onboarding call or receive the blog topic.
- Timelines may vary based on client responsiveness and delays in providing the required assets.
- **Timeline is considered paused while waiting on customer response.**
- The production timeline will be adjusted when additional blogs, additional length, or custom requests are added to an order.
- We require direct contact with the business owner via email and phone to ensure we deliver the blog on the timeline outlined above.

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FAQs

Client Expectations:

- Provide topics and images as requested.
- Communicate efficiently with us to keep the project on track in order to meet the set deadlines.

How can I be sure this blog will have the correct information?

Our skilled writers thoroughly research the topic you have chosen for the blog and provide links to their sources. The finished blog is then sent to you for approval. If you have specific links or sources that you would like used, please share them with our Marketing Strategists during the onboarding call.

What's the expected timeline for my blog?

You should be prepared to hear from our team within the first week of the current month to discuss your blog topic for the following month. This conversation needs to happen by the 15th of the month. Our content strategists will prepare the blog and send it out to you for approval within 10 business days of receiving the blog topic.

Can I choose the blog topics?

Yes, we prefer that you do! If you're struggling to come up with topics, our Marketing Strategist will work with you to choose an appropriate topic for your industry.

Do you provide stock images?

We can provide stock images when requested. However, we recommend using professional images of the business, products, and services to create a more personalized blog.

Can I request a blog that is longer than 400 words?

Our writers keep blogs at a maximum of 400 words to keep readers engaged. If a blog is too long, it's been shown that readers just won't finish it. If needed, a topic can be split up into multiple blogs. Additional charges would apply.

If you really would prefer a longer blog, talk to your Marketing Strategist about it. Exceptions may be made, but additional charges will apply.