

# Blog Post: Monthly

## Fully Managed Solution

Our talented team of content writers will develop a creative and engaging 500-word blog for your business. We will choose relevant topics each month on your behalf to showcase your brand as an expert within your industry.

### What to Expect Next:



#### Order and Fulfillment Form

##### Client Requirements

To ensure a smooth and efficient process, please fill out the order and fulfillment form with as much detail as possible. This will help streamline the entire experience.

**Timeline:** We'll review the order and start the process within 2 business days.

**Please note:** If information is missing from the form, this will delay the overall process and delivery of the completed blog.



#### Onboarding Call

##### Client Requirements

After receiving your confirmation email, please schedule an onboard call using the provided booking link. The onboard call is intended to provide an overview of our service and address any questions you may have about your order.

Clients can prepare for this call by having these details confirmed:

- Company's background
- Blog topics (First 2 months if desired)
- Desired written tone (formal, informal)
- Target audience
- Competitors' blogs or websites
- Keywords (optional)
- Topics to avoid

**Timeline:** This call can be booked with our team in as little as 1 business day, depending on client availability.



#### Topic Submission

##### Client Requirements

Our writers will choose industry-relevant topics for you each month. If you prefer to choose your own topics, they must be submitted to our team via email prior to the 10th of each month.

**Please note:** To ensure timely delivery, our team will start writing your blog based on the topic information provided in the fulfillment form. If no topic is provided, we will choose one for you based on industry-trends unless otherwise specified.



#### Drafting & Revisions

##### Client Requirements

If you have edits to make to the first draft, we'd be happy to revise up to 30% of the blog for you. You may choose to edit the document directly or to simply describe the revisions in one email.

**Timeline:** Our content writers will deliver your **first** monthly blog within 5 business days based on the information provided in your fulfillment form. All subsequent **monthly** orders will be delivered on or before the 25th of the month. Our team will complete any required **revisions** and deliver the final draft within 2 business days of receiving the request.



#### Publication

##### Client Requirements

You own the creative rights to your blog and are more than welcome to publish it where you want. If your site is hosted on Website Pro, our team can post the blog to your site **3 business days** after approval free-of-charge. Additional charges will apply to post to WordPress sites not hosted on Website Pro.

**Please note:** Your blog will not be posted to your site until it has been approved. We also cannot post the blog free-of-charge to sites we do not host. We do not post to sites that are not built using WordPress.

# Documentation for your Business

## Process Expectations

**Now, it's time for the good stuff—engaging clients with great written content! Here's what you can expect:**

### Onboarding Call

The onboarding call is our opportunity to chat with you about your business to get a full understanding of what your business has to offer and what written content we can create to engage with your customers. It also helps you to understand the full process and avoid any surprises down the road.

The following can help you prepare for this call by having some of these details ready:

- Company's background
- Blog topics (First 2 months if desired)
- Desired written tone (formal, informal)
- Target audience
- Competitors' blogs or websites
- Keywords (optional)
- Topics to avoid

### Choosing Your Blog Topic

Next, you can decide if you want to choose your own blog topic or can leave the creative thinking to our professionals. We request that if a specific blog topic is chosen, it be submitted to our team **before the 10th** of every month. Either way, you can sit back and relax as our professional writers create a brand image that enhances the best features.

### Making Revisions

This portion of the process may be the most important, because we want to make sure that you are thrilled with the written content we create for you.

Once the blog created, it will be sent to you via email to review. Our team will revise up to **30%** of the blog each month. You may choose to edit the document directly or to simply describe the revisions in one email. We request that you help us complete **one** major round of revisions to your blog. This helps keep us on track to deliver the content in a timely manner.

### Setting Your Blog Live

Congratulations! Your blog is ready to be shared with your audience! You own the creative rights to the blog and are more than welcome to publish it wherever you want. If your site is hosted on Website Pro, we can post the blog free of charge. But watch out—our team will not post your blog until it is approved! After approval, the blog will be posted in 3 business days.

**Please note:** We can post to WordPress websites for an additional charge. We do not post to sites that are not built using WordPress.

# Documentation for your Business

## Process Expectations

**Now that you have successfully published your first blog, here's how you can prepare for the ongoing services:**

### **Next Month:**

Every month, our team will create a new blog either with the topic you have provided us or with an industry relevant topic chosen by our experts. If you have any requests or recommendations for content ideas, we are always eager to hear them.

Please be sure to share them with our teams your topic prior to the 5th day of the month to ensure we can provide you with timely content. Our blogs are written one month in advance to match with different seasons or holidays. If no requests are received by this date, our writers will continue to create content based on industry trends.

You can expect content for the upcoming month to be sent via email on or before the 25th of the month to review and make any edit requests you may have. Again, one round of revisions is preferred to publish the blog on time. The blog is now complete and can be posted where you wish or it can be posted to your Website Pro website 3 business days after approval.

### **Ongoing Requests & Support:**

If you would like to provide additional feedback to our team, you are welcome to do so via email at any time.

# Documentation for your Business

## Process Expectations *for Add-Ons*

If you have specific needs, we have a multitude of add-ons that help to bolster the effectiveness of our Blog Post: Monthly service.

### 1. Additional Blog Post (Monthly or One-Time)

Our most frequently-requested add-on, this service includes one additional blog to your current monthly or one-time order. This can be ordered multiple times.

This additional blog will follow the same expectations and timelines as the original and be it's on unique masterpiece. If our team publishes your blog on your Website Pro hosted website, you can request at what time of the month you would like the additional blog to be published.

### 2. Add SEO Enhanced

Search Engine Optimization can bring in all sorts of new customers and increase search rankings. Our team will optimize your blog to help your website get the best search results by including these features in your blog:

- 1000 words of SEO optimized content
- 2 images total in blog
- Image alt text
- Meta description
- 1-2 long tail keywords (not paid keywords)

### 3. Add 100 Words (Monthly or One-Time)

A typical blog consists of 500 words, but with this add on you can increase the size of your blog as you wish. Order once for a 600 word blog or order 5 times for a 1,000 word blog!

### 4. Custom Request

Need some specific assistance? We got you covered. Reach out to our team, we will scope out the work you are looking for, send you a quote then charge per hour. It's that simple!

### 5. French Translation

Looking to reach your French speaking customers? Have our team of bilingual writers translate your blog into a French equivalent. This service includes 150 words of text, so please order it 3 times to equal a 500 word blog!

**Please note:** This is not a creation of a new blog in French but simply a translation of an already existing blog. Whether it was done by our team or not, we are happy to help!

# Frequently Asked Questions

## Content

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

Our skilled team of content writers will thoroughly research your business and industry using your website and other reputable sources found online. Each blog will include external hyperlinks to non-competitive sources where possible. It is important to incorporate content that is not necessarily trying to *sell* to the audience, but rather, to *engage with* the audience.

Let's look at an example to help explain the concept. Joe the Plumber wants to engage his audience and we want to help him do just that. Here are a few types of content that we might recommend to Joe:

- Current bathroom design trends
- Safety tips for keeping water out of your basement during the spring thaw
- Fun facts about the history of plumbing

If you have specific links or sources you would like our team to use, please share them with us via email.

### **As a client, Can I choose the blog topics?**

Yes! In order to ensure timely delivery, please submit your topics prior to the 10th of the month. If we do not receive a topic from you, our writers will choose one based on current trends in your industry.

### **What kind of content should I/we avoid?**

Just as we want to publish content that will engage your audience, we don't want to share content that might cause readers to dislike your content/product/service. To be safe, we always suggest that we don't share negative content, such as:

- Political or religious posts
- Content that is inconsistent with branding
- Misleading posts or unattributed content

### **Do you provide images?**

Yes! Every blog includes one stock image that is used as the feature image for your site. If you would like us to use your own photos, please provide them to our team in advance.

### **What does SEO-friendly mean?**

Each of our blogs are equipped with SEO-friendly features such as internal linking to services and previous relevant blogs, formatting headings with long-tail keywords, and including the business name and location throughout the blog.

### **If needed, where should I upload attachments for my order?**

Please upload all attachments in the attachments section within the Fulfillment Form. Or if you prefer, you can email your attachments to [marketingservices@yourdigitalagents.com](mailto:marketingservices@yourdigitalagents.com). This ensures our team can access all documents to provide you excellent service.

# Frequently Asked Questions

## Timeline, Edits, and Approvals

### What is the expected timeline of my blog?

The first blog of your monthly order will be delivered within 5 business days. All subsequent orders will be delivered on or before the 25th of the month.

For example, if you order Blog Post: Monthly on Monday, April 19th, you'll receive your first blog on Monday, April 26th. Your next blog will be delivered on or before May 25th.

### Can I request a blog that is longer than 500 words?

Absolutely! 500 words is our standard for readability and engagement purposes, but if you have more to say, we're happy to help. Order our add on, 'Add 100 Words' as many time as you wish to received the desired length of blog.

### Why is there a limit on the changes that can be requested?

We limit revisions to a single one round of edits to ensure efficiency and clarity. You know the old saying about when there are too many cooks in the kitchen? The same happens when many individuals have differing opinions on what should (or shouldn't) be shared on your blog. We recommend that you limit the approval process to a single decision-maker so that we can publish engaging content in a timely manner.

If you require adjustments above and beyond 30% of the content, reach out to our team to discuss options. We're happy to work with you.

### Do you have any examples of blogs your team has done before?

Of course! Visit the website below to find a variety of examples of projects we've worked on before:

<https://examples.yourdigitalagents.com/>

### How does backlinking help boost my blog's performance?

Our strategic backlinking approach helps improve your website's authority and search rankings by building high-quality links from relevant, authoritative sites. These backlinks drive organic traffic to your blog, increasing your online visibility and helping you stay competitive in the digital landscape.

By connecting your content to reputable sources, search engines recognize your site as more credible, which can lead to higher rankings and better overall performance.

# Frequently Asked Questions

## Publishing

### **Will you post the blog for me?**

Yes! Once the blog has been approved, we're happy to post it to your site within 3 business days.

Please note: You need to have Website Pro **activated**, as we can only post to sites **hosted** by our team. If you do not have Website Pro, you are more than welcome to post the blog yourself once it has been delivered to you.

### **Can you still post to my/our site if it's not hosted on Website Pro?**

Yes! We can post for a fee to sites that are hosted on WordPress. We highly suggest importing your WordPress site to our hosting service to take advantage of free blog publishing and the many support features we have to offer. However, if you would like us to post to a WordPress site that we do not host, you will need to activate the Custom Request add-on once the blog is approved.

Please note: We will only post to WordPress-based sites and it is not possible for us to post to other type of websites. Login credentials are required for sites that we do not host.