**Beacon’s Blogging Process**

1. Research Blog Topics (Adrienne responsible)
	1. Research topics for each client for the month on the last week of the month previous
	2. Use resources like Answer the Public and Google Keyword planner to come up with relevant topics
	3. Talk to account manager about items the client wants to promote or that would support a social media focus for the month
	4. Research to see if there are any “national days or weeks” that relate to the industry (i.e. National Foster Care month, National Earth Day, etc.,)
2. Assign blog topics in Teamwork (Adrienne responsible)
	1. Each blog should be a sub-task under the main “blogging” task for the month.
	2. Write the blog title/subject in the sub-task line
	3. Choose a due date for the blog

Writing & Posting Process

1. Keyword research
	1. Use Google Keyword Planner
	2. Look for medium to low competition words with highest search numbers
	3. Pick 2-3 to focus on in the blog
2. Research topic
	1. Make sure to have at least 3 blogs as reference material, 5 is better
	2. Reference material should come from reputable sources, double check with Adrienne if not sure is source is reputable.
	3. Do NOT plegerize material from blogs. Rewrite material in your own words.
		1. Using a “quote” from another blog is ok so long as it is designated as a quote, the source is clearly stated in the blog, and it is linked back to the source
	4. Do NOT use blogs from local competitors as reference material
3. Write Blog
	1. Blogs should be written in the client’s WordPress area, on their website
	2. Use keywords in natural flow of the text throughout the blog. Try to work into the first paragraph if possible.
	3. Use sub-headlines with keywords to break up text. (See first screen shot) 
		1. Make sure sub-headlines are not just bold, but you are using the “heading” options in the drop down at the top of the WordPress document. (See second screen shot below) 
	4. Break up text with bullet points, lists, graphs, info graphics, photos, bold text etc.
	5. Blog structure: Intro, body, conclusion
		1. “First tell them what you’re going to tell them, then tell them, then tell them what you just told them.”
		2. The intro should be one to three sentences and summarized what the blog is going to be about.
		3. The body is the bulk of the blog
		4. The conclusion is a summary of what the main point of the blog with a gentle call to action and a link back to one of the client’s services or products page.
	6. Required Links
		1. Each blog should have 1-3 relevant links back to the client’s website.
		2. 1-3 backlinks to other people’s material is acceptiable. However the links must be to neutral parties. Meaning it if the blog is for a florist in Anchorage, we do not want to link to another florist’s blog, even if they are across the country. It would be better to link to a nursery that offered tips on caring for plants.
4. Posting Logistics
	1. Once blog has been written, it must be checked using Grammerly for grammer and spelling.
	2. A photo needs to be chosen from Shutterstock. Provide Ricky or Sarah with the Shutterstock number and they will download the photo.
		1. DO NOT use any photo accept those provided by the client, or taken by our staff, or from Shutterstock.
		2. Upload the photo as the featured image for the blog 
		3. When uploading the photo, copy the title that comes with the photo to the “description” area, retitle the photo with a description of the photo. Then put the blog title in the “Alt Text” area. 
	3. SEO Items
		1. Edit the Permalink and remove any connceting words like a, the, to, for etc.

 

* + 1. Select the appropriate categories. Make sure that “uncategorized” is not checked if it is available.

 

* + 1. Add in blog title in the SEO section at the bottom on the blog.
			1. Make sure title does not exceed 60-70 characters even if that means you have to shorten the title
		2. Add in a brief summary of the blog, not to exceed 160-70 characters. Think “what would make someone want to read this blog?”



* 1. Send blog link to Adrienne Wilkerson for review via TeamWork.
		1. Make edits if needed
	2. Publish blog
	3. Post blog link in Social Media Edits Slack channel for whichever social media contractor needs to post it.