# Blog Post Creation, Posting, and Distribution

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## Task Summary

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1 Brainstorm Content Ideas

1 Check HS and Google Analytics for Top Performing Posts

2 Check competitors websites - what's working well for them?

3 Check industry social sites, forums, and #'s - what's getting shared?

4 Gather stats and use them to help create new ideas for posts (keep keywords in mind)

2 Score and Evaluate Your Content

# Content Evaluation Sheet

Before including any of your brainstormed content into the strategy, evaluate how strong your content ideas are.

**1. Ask and answer the following:**

- Why does answering this question matter?
- Point to the value - why is this post valuable?
- Create actionable content. What is the next step - does this content help the reader get there?

If you can not answer the above in a valuable way, reconsider content topic/idea.

**2. Score your content:**

- Score the post on how original the idea is (1-10)
- Score the post on how original/engaging/interesting your headline is (1-10)
- Score the post on ICE (1 - 10):

I = impact (potential impact if we hit our hypothesis)

C = confidence (% chance we hit the ranking we seek)

E = energy (amount of energy required for this post, big 5 posts may be a 1, deep dive or skyscraper posts may be a 3, ebooks a 5, anchor pages maybe an 8.. something like that)

**3. Remove the lowest scoring ideas and proceed with the highest scoring ideas.**

**If you still are unsure, see this article on tips for evaluating content. (https://blog.hubspot.com/marketing/validate-blog-post-topics#sm.0018usfcea3te1j10j02olzoy4vtu)**

3 Create Content Strategy

Using the highest scoring content from your evaluation, create your inbound strategy.

1 Create strategy

2 Set meeting with client to review strategy

4 ☐ **Create Content Calendar**

After strategy has been approved, create a content calendar to schedule out posts in HubSpot.

1 ☐ Send content calendar to client for review

5 ☐ **Schedule Weekly Interview/Review With Client**

Slot should be for 90 minutes

1 ☐ Send invite with topics that you will cover - include anything they need to have ready for meeting.

6 ☐ **Fill Out Blog Prep Form & Send to Client**

**https://docs.google.com/a/lean-labs.com/document/d/1l5KwkLsHEmD_10PPxqjd65mkctaz_OeOQk_cS4gYW-8/edit?usp=sharing**

The Blog Prep Form is where you outline overall strategy, goals, keywords, and other important elements of the content. You will put interview questions here, as well as the final recording of the interview here for both the client and the writer to review. This document is where the writer will deliver the final version of the content.

1 ☐ Send interview questions to client in advance of the meeting

2 ☐ Send client access to this sheet with fully outlined strategy and interview questions prior to the meeting

7 ☐ **Conduct Interview/Content Review with Client**

See schedule for weekly agenda and phase (https://docs.google.com/presentation/d/134k2DoO6uVXxnysSIEKxqwuxBMmFzlTPxtr3CVD9Is8/edit#slide=id.g1b54e16d72_0_54).

1 ☐ After each meeting, send a follow up email with any tasks for the client, and what to expect in the next week's meeting.

8 ☐ **Send Writing Team Blog Prep Form & Guidelines**

**https://docs.google.com/a/lean-labs.com/document/d/1l5KwkLsHEmD_10PPxqjd65mkctaz_OeOQk_cS4gYW-8/edit?usp=sharing**

Send writers to your research/interview doc (https://docs.google.com/document/d/1l5KwkLsHEmD_10PPxqjd65mkctaz_OeOQk_cS4gYW-8/edit). This should be as fully filled out as possible so the writer can create the best work possible with as few revisions as possible.

Send writers this writing style guide to review (http://styleguide.mailchimp.com/grammar-and-mechanics/). They should always refer to the "grammar and mechanics" section for correct formatting and punctuation guidelines.

Writer should follow instructions outlined in the research/interview doc. When the first draft is done, they set to "edit" and notify inbound editor.

Writers should consider these elements when outlining and creating copy:

- Leave readers with questions. This doesn't mean to have an incomplete post, but rather to include questions that make readers reflect on how they can implement the knowledge you provided.
- Have an important and promising introduction. Ever wondered how quickly people make judgments about blog posts? Most people probably decide within the first few sentences if the post is worth reading. Tell users why they should care and what you'll be discussing in the blog post. Make them want to read it.
- People love stories. You can use an anecdote in your introduction or have a story woven into your blog post. Stories can also help clarify a point. When possible, add a story to your blog post. It will make it more engaging and may also help the reader learn.

1. ☐ Set Writing Deadline and Due Date
2. ☐ Send Writers Research/interview Document
3. ☐ Send Writers the Writing Style Guide
4. ☐ Provide Writers with Deadlines and Expected Timeline

## 9 ☐ Inbound Editor Review and Edit Post

1. ☐ Read and Review Content
2. ☐ Send any revision requests to writer & place content in correct status (revision requested)
3. ☐ Set revision due date and relay to writer

## 10 ☐ Inbound Peer Review Editor Edits

Send your edited and revised pieces to your inbound peer review editor for 2nd round edit.

1. ☐ Set to "peer review edit"
2. ☐ Send notification to peer review editor with due date

## 11 ☐ Final Checks and Updates

1. Review peer review edits and amend as necessary
2. Set piece to "ready for client review"
3. Send batched articles ready for tone and fact check to client for next meeting

## 12 Client Fact and Tone Check

Discuss batched and reviewed copy with client in scheduled weekly meeting (following this schedule (https://docs.google.com/presentation/d/134k2DoO6uVXxnysSIEKxqwuxBMmFzlTPxtr3CVD9Is8/edit#slide=id.g1b54e16d72_0_54)).

Edit in real time.

Goal is by end of meeting this piece is approved and does not have to go back to writing team.

## 13 Batch and Schedule Blog Posts Reviewed by Client

Use calendar to schedule.

When batching use the following check list:

1. At least 2 links to other blog posts or pages on client site.
2. At least 2 links to supporting sources (non-client site)
3. Try to use at least 2 (relevant) images to break up text and add additional SEO in description/caption/alt text for image.
4. Ensure meta description, title, author, and categories are correctly added to the post
5. Ensure each link opens in proper way (on-site links open immediately and use relative linking, off-site links in new window)
6. Ensure “read more” bar has been added to top of post
7. Schedule for proper date and 8:30am
8. Ensure all images are properly sized and optimized for site
9. If using social media, schedule at least 3 tweets using the HS social media tool

## 14 Promote Content

Promote this piece of content. Complete at least 3 of the following:

1. Promote on social channels - use #'s
2. Use social channels to ping/message influencers who might find content interesting
3. Influencer outreach - email writers/influencers whose blogs/posts/sites you have linked to in post. Let them know you wrote a piece about them, and ask them to share it if they like it.
4. Find blogs, social feeds, influencers who share content like this. Ask them if they would like to share it.
5. Perform backlink analysis on a piece of content similar to this piece. Look at who is linking to it. Reach out to them with this piece to see if they would be interested in sharing/reviewing it.
6. Submit content to http://www.stumbleupon.com/ (http://www.stumbleupon.com/)
7. Submit content to content communities like Blog Engage, BizSugar, Triberr, TribePro
8. If you no dot yet have a Medium channel for this client, create a Medium channel and share content there.
9. Transform content into a new medium - video, slideshare, podcast, infographic, and share
10. Create content ads on Outbrain or create a paid content promotion ad for Facebook/Adwords
11. Create monthly newsletter of top content and send to leads

Additionally, this checklist offers great ways to promote content as well (if you need more ways/ideas) https://www.process.st/checklist/advanced-content-promotion-checklist/#set-up-blog (https://www.process.st/checklist/advanced-content-promotion-checklist/#set-up-blog)

If we are not promoting content for this client, please see https://docs.google.com/document/d/1adSMr-UYVAGLNAzBEG5NMpqVlXtOL1Kg-Ht5Lr_Hj7E/edit# (https://docs.google.com/document/d/1adSMr-UYVAGLNAzBEG5NMpqVlXtOL1Kg-Ht5Lr_Hj7E/edit)
for detailed ideas on how to provide information to clients on how they should promote content.

## 15 Send Weekly Update Email to Client

What has been accomplished, what's coming up?

Hi <NAME>,

Below, please find the inbound activities and review for the week:

**What's Done?**

We have batched and scheduled ___, ____, and ___.

**What's In Progress?**

Within the week, ___ and ____ will be ready for you to review.
In the next few days, we will begin on ___, ___, and ___.

If you have any questions or feedback, please let us know.

Best,

<NAME>