Blogs Process

Old Process	Recommended process by GM & OM	New process
AM and SEO Manager to determine blog topics on a 6-month basis. Blog topic calendars usually are made for January through June and July through December	AM and SEO Manager to determine blog topics on a 12-month basis. This can be adjusted based on market dynamics or client redirection. Content calendars usually are made for January through December. This allows the Client and team to think about the annual plan and ensure timely and relevant blog topics	AM and SEO Manager to determine blog topics on a 6-month basis. Content calendars are made from Jan-June & July-December AM reminder: Please send communication to the client to alert them about getting started on writing the blogs for the upcoming quarter. This will give the client the opportunity to revisit topics
SEO Manager fills out the spreadsheet (Google doc) Keywords/Keyword Phrase, Anchor text, Anchor link.	SEO Manager fills out the spreadsheet (Google doc) indicating Keywords/Keyword Phrase, Anchor text, Anchor link.	SEO Manager fills out the spreadsheet (Google doc) indicating Keywords/Keyword Phrase, Anchor text, Anchor link.
AM sends the Content Calendar to Client for approval before content development begins	AM sends the Content Calendar to Client for approval before content development begins	AM sends the Content Calendar to Client for approval before content development begins
AM adds to the notes section anything additional that the writer should know. If nothing, AM should add N/A.	AM adds to the notes section anything additional that the writer should know. If nothing, AM should add N/A.	AM adds to the notes section anything additional that the writer should know. If nothing, AM should add N/A
Send the monthly blog assignment sheet with the due date to the IC	Once approved, PM will send the quarterly blog assignment through Gather Content to Sara	Once Content Calendar approved by the client, PM populates due dates and sends quarterly blog assignments to Sara via Google doc
PM will Proofread the blogs and send it to the writer for revision	Sara will write blogs for each quarter and assign it to Mike to be proofread through Gather Content	Sara writes blogs, for each client for the entire quarter and sends to Mike for proofreading via email

The writer makes the revisions and sends it back to the PM	Mike will make any minor editorial revisions or send to Sara for more extensive revisions	Mike will send changes back to Sara. She'll make minor editorial revisions or more extensive, if necessary
PM reviews that the changes were made and sends the blog to the AM for their review via Basecamp TODO.	Sara sends the blog to the AM for their review via Gather Content	Sara assigns quarterly blogs to the AM for their review via Basecamp and make revisions upon receiving feedback from AM.
Once the blog is approved by AM, PM sends the blog to the client asking for approval	When approved Sara will send the quarterly blogs to clients for review and approval (two weeks). Blogs will be posted if we do not receive client approval within a week	Once content approved, AM will send blogs to the client (V1) and CC: PM (Tamila) PM will save V1 version in Dropbox
Once the blog is approved by the client, PM will post it to their website. Once blog is live, PM will copy the link and reply to the client's blog approval email and let them know that the blog is live	Sara will make client revisions and save the final version into the drop box and she will post it. If client has any additional changes we can post the updates	Sara will make revisions per client and after client approves blogs, PM will create a task for dev team in BC to post PM will save final "approved" version in Dropbox Dev team will post blogs and reply in Basecamp notifying AM and PM about completion of the task If no additional actions required, PM will close the task in Basecamp

- PM will monitor the job process to ensure timely deliverables.