



Blog Article Production

This is a starter template for a blog article production process. It's a static version of a more dynamic process that can be built and used in ProcessKit.

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1 Topic & keyword research

Use our understanding of our target audience personas, mixed with data about keywords we think are high value to focus on in our content, come up with a short list of potential topic ideas for an article to be published on our blog.

2 Get input & finalize the topic

Run the topic ideas (and supporting notes) by a few members of our team to get a sense for which topic seems to be the best candidate to move forward with as our next blog article.

3 Create the outline

Start by jotting down an angle for the intro / hook.

Then write out a few key points to make in the body of the article.

Then a few words about how the article will conclude, and what the call-to-action (if any) will be.

Fill in any notes of details below each of those top level items.

4 Write the article draft

Using the outline as your guide, write the draft of the article in a Google Doc.

Be sure include the following:

- The target keyword in the title and at least one sub-headline
- At least 3 links pointing to internally to other blog posts
- At least 3 links pointing externally to relevant resources
- A variety of formatting (paragraphs, lists, quotes, etc.)
- At least two relevant images within the content of the article.
- A clear call-to-action near the end of the article.

Use the spell-check and then do your own self-proofread before finishing.

5 Draft the email newsletter

Write a brief message to be used as a newsletter to be sent on the day this article publishes.

Include a brief overview and teaser for what the reader will gain from clicking the link to read the article.

Then include a clear call-to-action link pointing to the article (leave the link URL blank for now. We'll fill in the permalink URL after we set up the blog post later).

6 Draft the social media posts

Draft 3 Tweets, each with variations on the blog post title or sub-topic from the article.

Draft one Facebook post, one LinkedIn post, and one Twitter post.

Be sure to adhere to content length standards and best practices for each platform.

7 Proofread and copy editing

Thoroughly read the article draft several times and make all the corrections you can make.

Look for:

- Spelling errors
- Grammar errors
- Tone of voice inconsistencies
- Broken links
- Paragraphs that can be broken up and made shorter
- SEO optimizations

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- Readability and any other improvements you'd like to suggest.

8 Ask for feedback

Once the writer and copy editor have finished working through the draft, share the document with others in the company.

Ask for their opinions on whether they feel the article adds value and if it seems to be missing any key points, examples, customer stories, or opportunities for linking to the business' products or services.

9 Select a featured image

Search through websites that offer free-to-use stock photography to find an interesting and relevant image to be used as the featured image, shown at the top of this blog post as well as on social media.

Optimize the image for file size, dimensions, and re-title it to optimize for the keyword and article title.

10 Set up and schedule post in the blog

Start a new blog post in our website CMS (WordPress).

Copy and paste the article title and contents into the blog post. Be sure to carefully review for any formatting inconsistencies and fix these.

Apply the same exact formatting from the article doc in the blog post, including:

- Heading 2
- Bold phrases
- Italic phrases
- Links - If external links, open them in a new browser window
- Blockquotes
- Images

Apply the appropriate category and tags to the post.

Fill in the meta description field with the article summary.

Optimize the article permalink to include the target keyword URL and avoid too many short, extra words.

Preview the public-facing blog post to double-check that all formatting appears correct and that all links are working properly.

Set the scheduled publish date to the appropriate day and time in the calendar. This should be noted here in this project's details.

Editor's note: You might want to break this step into multiple steps, or perhaps break it out into a separate process. There are likely many other details (specific to your website) that must be accounted for and handled in a clear, trackable way.

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Set up and schedule email newsletter

Open our email newsletter software and create a new broadcast newsletter.

Copy and paste the writer's content from the doc into newsletter subject line and body content.

Be sure to apply the correct permalink URL in the call-to-action link in the message.

Send yourself a test email and carefully review it. Click the link inside the email to ensure it is pointing correctly.

Schedule the newsletter to send to the appropriate list at least 1 hour after the blog post scheduled publish time.

12 Set up and schedule social media posts

Open our social media scheduling software and add new Tweets, Facebook posts, and Linkedin posts to our queue. Ensure that the first one does not send until at least 1 hour after the scheduled publish time on the blog post.

Spread out their timing so that there are an appropriate number of days in between each post.

Copy and paste the writer's draft social media posts content from the doc into social posts.

Be sure to apply the correct permalink URL in the call-to-action link in each social post.

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