LET'S CREATE AWESOME SEO CONTENT:

An Introduction to Working with The Blogsmith

The Blogsmith

A NOTE FROM THE BLOGSMITH FOUNDER, MADDY OSMAN

Hello prospective Blogsmith client,

I'm Maddy Osman — the founder of The Blogsmith.

I'm excited to discuss working on SEO blog content for your brand. Outlined on the following pages are all the basics about what it's like to work with my team. **Please read through the entire packet carefully to ensure that my processes work for you.** If you have any questions, please don't hesitate to ask.

If everything looks good, the next steps are outlined at the end of this packet!

Chat soon,
Maddy Osman

THE BLOGSMITH OFFICE HOURS

We work Monday – Friday from 10am to 5pm Mountain Standard Time.

During your project, we will primarily use FreedCamp to communicate. This helps me keep everything organized and in one place.

I do my best to reply to all communication regarding active projects within 24-48 hours. If you'd like to chat about a project via Zoom, you can schedule a 15 minute catch-up appointment with this link:

» blgsmth.tips/15min «

If you need to schedule a content interview, schedule a 30 minute appointment with this link:

» blgsmth.tips/content-interview «

Scheduling calls keeps my work from being interrupted and allows me to focus on your project!

For general questions, email **maddy@theblogsmith.com.**

WHAT'S INCLUDED WITH PER-WORD PRICING

The Blogsmith charges $100/hour for consulting services, $0.50/word for SEO blog content, and $0.75/word for other types of copywriting (such as web page or email copy).

Working with The Blogsmith means our team will take care of everything necessary to get your content published, from idea to CMS upload — all included in our per-word pricing.

Specifically, here are all of the deliverables included in our per-word pricing:

- Ghostwriting
- Topic development
- Keyword research
- Up to two revisions
- Feature image + supporting imagery
- Upload to blog CMS
- Onpage SEO

Additionally, for each blog post over 1000 words that our team produces, you have access to the following optional inclusions:

- **Content interview:** Have lots of relevant knowledge in your head but no time to write and format it? A Blogsmith team member will connect to decide on a topic, develop questions, then interview you via Zoom for up to 30 minutes.

- **Expert roundup:** Do you have access to an expert network or want to take advantage of The Blogsmith's network of digital marketers and WordPress professionals to create content? The Blogsmith will set up a form for gathering expert input on the topic, including relevant contributor information to help with content asset creation and promotion.

Please note:
taking advantage of optional content interview or expert roundup services adds an average of **three business days** to your expected turnaround time.

WHAT THE BLOGSMITH NEEDS FROM YOU TO GET STARTED

Before we'll be able to work together, we need you to fill out the following documents:

- Our blog client intake form: » **https://blogintake.paperform.co** «

- Writing style guide preferences :   » **https://clientstyleguide.paperform.co** «
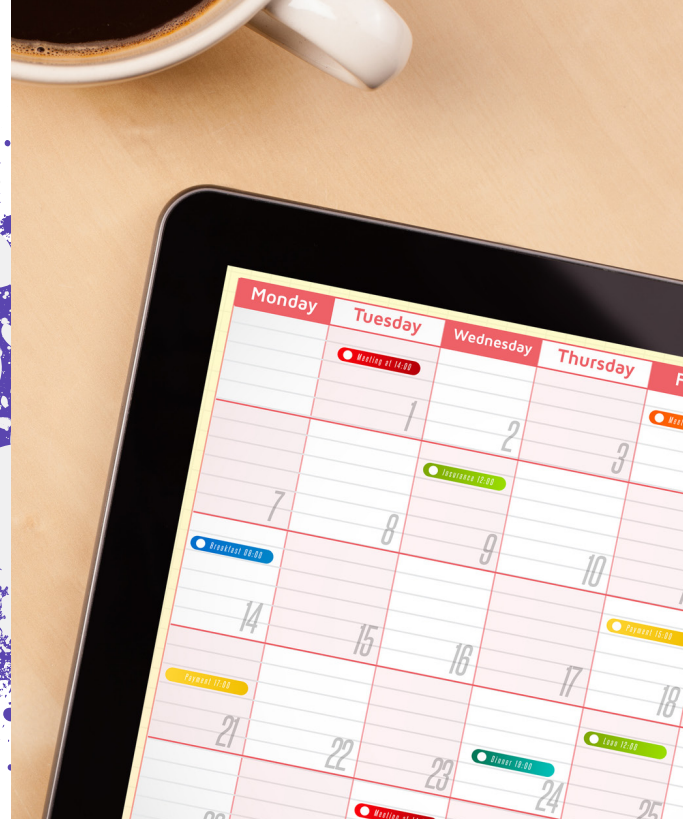
These forms ask several questions, none required. But note that the more you put into sharing complete information about your company, the less edits you'll have to deal with over the long-term.

> **We will send you a copy of your submission so that you can also make use of these documents with other vendors.**

If you'd like for our team to upload the final blog article to your CMS, we will also need a login.

SEO CONTENT WRITING PROCESS & TIMELINE

Here's what you can expect in terms of The Blogsmith's content writing process:

Place an order: Either purchase a one-off article or sign up for retainer pricing to saving $0.05/word.

Set the topic: Complete our blog post request form based on a topic you know you want written or let us know if you need help brainstorming.

Writing the draft: We'll assign the best-fit writer to take on your topic. They may get in touch with additional questions.

Content edits: The writer and editor will complete a round of edits, based on following a proprietary checklist and your style guide to ensure high-quality deliverables.

Article receipt: Within seven business days of your order starting, we'll send you the edited article and invite your own edits.

Article upload: Once you've accepted the article, we'll upload it to your CMS with the whole shebang necessary to get it publish-ready.

In general, most articles are turned around within **7 business days.** If you need an article sooner, get in touch with maddy@theblogsmith.com for information about rush fees.

INVOICE AND RETAINER PAYMENT INFORMATION

Payment in full is due at the beginning of a new project.

We invoice via QuickBooks, with the option to set up ACH payments for retainer clients.

Retainer clients pay in advance for the month's work and receive a $0.05/word discount. If additional content is needed on top of the retainer inclusions, they will be billed at the end of the month.

THE BLOGSMITH
CONTENT WRITING FAQS

Q: What's your average turnaround time?

A: For articles up to 1500 words, turnaround time is 7 business days from the date it's commissioned. If you need a quicker turnaround, inquire about rush fees by emailing maddy@theblogsmith.com.

Q: Do you work with other agencies? What does that process look like?

A: We love working with agencies!
Our per-word rates include the option for ghostwriting/white labelling the content we create if you want our help behind the scenes but we're also happy to work directly with clients if that makes things easier on your team.

Q: Can you upload your articles to WordPress for us?

A: Absolutely — uploading articles to WordPress is included in our per-word pricing. We'll even make sure we get to green on Yoast!

WORKING WITH THE BLOGSMITH: NEXT STEPS

Thanks for taking the time to read through everything!

Please shoot me an email at maddy@theblogsmith.com if you have any questions. Everything look good? Let's schedule our introductory chat so I can share a custom quote.

Use this link to pick a time that works for you:

» blgsmth.tips/intro-meeting «

I look forward to chatting about your project with you!

Maddy Osman,
The Blogsmith Founder