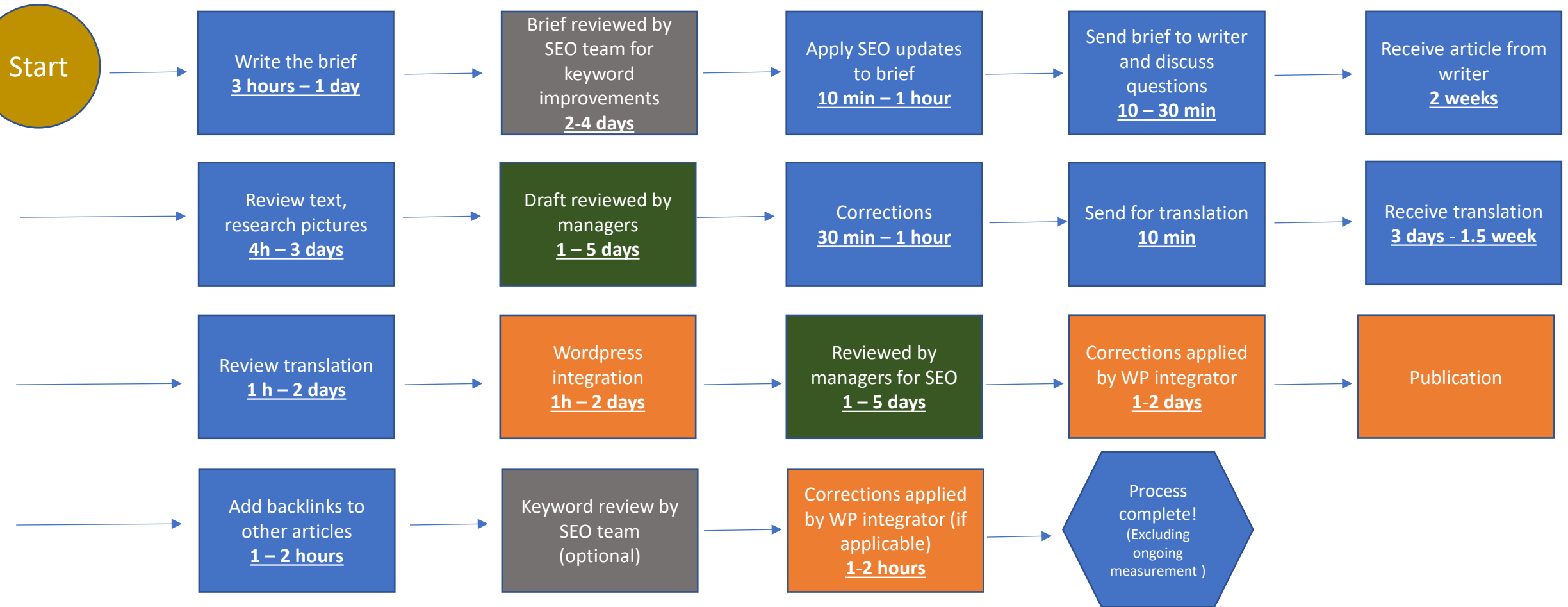


Content Production Process



Colour code:

Blue: Editors

Green: Managers

Orange: WP integrator

Grey: SEO team

Range for full process

Going through the full process can take
**as little as 3 weeks and a half, and
as much as 6 weeks**

Steps

1. **Write the brief.** Research the topic, how competitors are covering it, and keyword search for all titles and subtitles. Time needed depends on complexity of topic and amount of research required.
2. **SEO brief review.** Send the brief to the SEO Expert for verification and/or improvement of keywords based on Google Search Console, Semrush, Ahrefs, and MOZ.
3. **Apply SEO updates to brief.** The time required depends on how many changes are needed and if clarifications need to be further reviewed by the SEO Expert.
4. **Send brief for writing.** Assign a freelancer or internal asset to create the text. Time requirements depend on if there are questions from freelancer. Upload the brief in Sharepoint and include link in AirTable.
5. **Receive first draft.** Most freelancers have a 2-week turnaround time. Internal writing should be turned around in one week. Upload article in Sharepoint and include link in AirTable.
6. **Review text, find pictures.** This exercise can be done when received or may have to wait up to 3 days depending on competing priorities. The actual task takes between 4 hours and a full day, depending on the state of the text
7. **Send back for revisions** (if necessary). Send the text back to the writer if the content does not address the brief or obvious errors are included in the text.
8. **Draft reviewed by managers.** Time to get to task depends on competing priorities.
9. **Make corrections.** Takes longer if new points are added and if additional research is needed.
10. **Send for translator.** Find a translator among our contacts who is available. We can also assign texts to new translators among those under "potentials".
11. **Receive translation.** Upload to Sharepoint, link in AirTable and tag other editor to review translation.
12. **Review translation.** Can take up to 2 days to get to. Task per se takes between 2-4 hours, depending on the state of the text. Editor then tags WP integrator to integrate content.
13. **Wordpress integration.** Can take up to 2 days to get to depending on competing priorities. Task generally takes 1 to 4 hours, depending on content and if pictures need to be researched. Where many pictures are needed, an extra 2 to 4 hours are needed.
14. **SEO reviewed by manager.** Takes between 1 and 5 days depending on competing priorities.
15. **Corrections applied by WP integrator.**
16. **Add backlinks to other articles.** Research relevant articles on our website to include the newly-published article's link. Find a way to weave it in seamlessly.
17. **SEO review.** Depending on the topic, we can ask the SEO Expert to review the integrated content.
18. **Corrections applied by WP integrator.** Whole team is present for explanations, corrections applied by WP integrator. Editors may be involved if significant copy changes are needed.
19. **Process complete!** The content lives happily ever after, was easily found on Google, and generated leads.
20. **SEO monitoring.** The process is now handed over to the SEO Expert to manage ranking on Google (and other platforms) until updates are required to the article.

Approximate price for a freelancer

Writing (1,500-word text): Usually between \$600 and \$700

Translation (1,500-word text): Usually between \$315 and \$450

Total price:

Between \$915 and \$1,150, depending on who writes and translates the text.

Rates for writers and translators

Writers

Hourly rate:

Between \$40 and \$60

Per word:

\$0.40 per word

\$80 per 250 words

Translators:

Hourly rate:

Between \$40 and \$85

Per word:

Between \$0,15 and \$0,30

** Note: the low rates are quite low for the market (except for the lowest hourly translation rate). The high rates are either agencies (more expensive) or particularly experienced writers.*

Suggestion: opt for a per-word rate as much as possible.