

Writer's Procedure Guide

As of 10.28.15

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Signing In

The screenshot shows a web browser window with the address bar displaying 'mcc.enfusen.com' (labeled 1). The page features the 'enfusen' logo and a login form (labeled 2) with fields for 'Email' (containing 'amastri@enfusen.com') and 'Password' (masked with dots). Below the password field are links for 'Remember' and 'Lost Password'. A green 'Login' button (labeled 3) is positioned at the bottom of the form.

1. Go to `mcc.enfusen.com`
2. Enter login credentials
3. Hit the Login button

Dashboard

The screenshot shows the Enfusen dashboard interface. The top navigation bar is blue and contains the following elements:

- Client Search
- Current User <Client Enfusen>
- Enterprise
- A red box containing a white envelope icon and the number 3, labeled with a red '1'.

The main content area is divided into two sections:

- Primary Analytics Statistics:** A grid of six cards showing visitor data:
 - Site Visit:** Total Visitors 5.9K, Better than last month (7.5%)
 - Organic:** Total Visitors 1.5K, Better than last month (7.5%)
 - Paid:** Total Visitors 3, Better than last month (7.5%)
 - Referral:** Total Visitors 2.4K, Better than last month (7.5%)
 - Social:** Total Visitors 98, Better than last month (7.5%)
 - Direct:** Total Visitors 1.8K, Better than last month (7.5%)
- Message Center:** A list of four messages from Jenny Tichon, dated Sep 16, 2015 and Sep 09, 2015.

The left sidebar contains the following navigation options:

- Dashboard
- Analytics
- Campaign Builder
- Company Profile
- Content Marketplace
- Content Blueprint

1. Click the envelope in the top right corner of the dashboard to navigate to your message center

Message Center

The screenshot shows the Enfusen Message Center interface. The browser address bar displays `mcc.enfusen.com`. The top navigation bar includes the Enfusen logo, a "Client Search" button, and the text "Current User <Client Enfusen> Enterprise". A notification icon with a red badge showing the number 3 is in the top right corner. The left sidebar contains links to "Dashboard", "Analytics", "Campaign Builder", "Company Profile", and "Content Marketplace". The main content area is titled "All Inbox Messages" and features a "Marked As" dropdown menu. Below this, there is a list of messages. The first message is highlighted with a red box and a red number 1. It is from "Jenny Tichon" and contains the text "Content Order: MarketingControlCenter.com (Order ID: #2386)". The date "Sep 16, 2015" is displayed to the right of the message. A second, identical message is visible below it.

Message	Date
<input type="checkbox"/> Checked all	
<input type="checkbox"/> 1 Jenny Tichon Content Order: MarketingControlCenter.com (Order ID: #2386)	Sep 16, 2015
<input type="checkbox"/> Jenny Tichon Content Order: MarketingControlCenter.com (Order ID: #2385)	Sep 16, 2015

1. Click on any new content orders to view the order details

Message Details

← → ↻ mcc.enfusen.com

ENFUSEN™

Logged in as: amastri@enfusen.com

Client Search Current User <Client Enfusen> Enterprise

Dashboard
Analytics
Campaign Builder
Company Profile
Content Marketplace
Content Blueprint
Marketing Grader

Message Details

Subject: Content Order: MarketingControlCenter.com (Order ID: #2386)

Message:

Hello,
Enfusen has placed an order. Details are as follows:
Order ID: 2386
Client: Enfusen
Due Date: 23 Sep 2015

[CLICK HERE TO SEE THIS CONTENT ORDER TASK](#) **1**

Thanks
The Marketing Control Center Team at Enfusen

Date: 16 Sep 2015

Marked as Unread Marked as Trash Marked as Important

1. Click on the “CLICK HERE TO SEE THIS CONTENT ORDER TASK” link to view and complete the task

Content Order

The screenshot shows the 'Content Order' form in the Enfusen system. The form is divided into three main sections, each highlighted with a red box and a large red number:

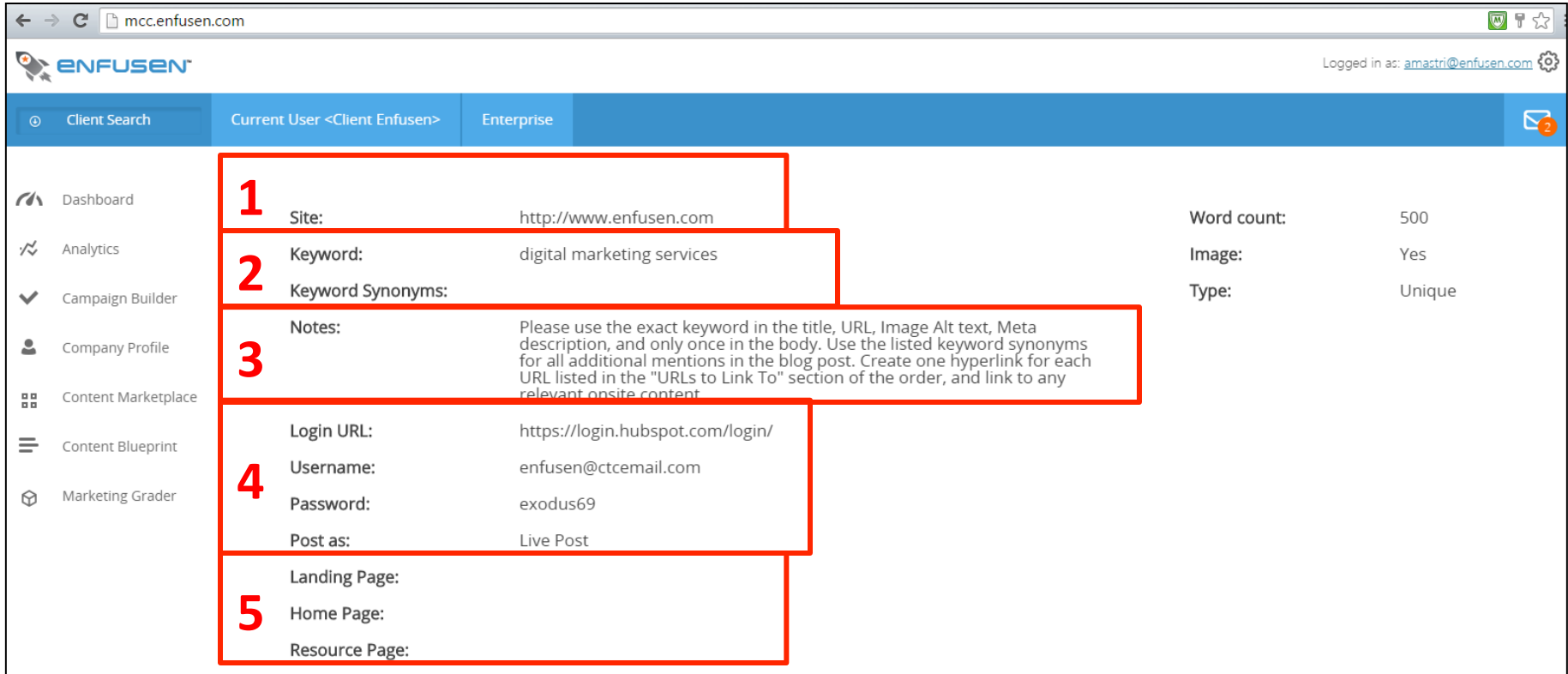
- 1. Order Details:** This section contains fields for Site, Keyword, Keyword Synonyms, Notes, Login URL, Username, Password, Post as, Landing Page, Home Page, and Resource Page. It also includes a 'Word count' field set to 500, an 'Image' field set to 'Yes', and a 'Type' field set to 'Unique'.
- 2. Order Submission:** This section contains a large text area for the content, with a rich text editor toolbar above it.
- 3. Submission Details:** This section contains fields for Link Stats 1, 2, and 3, each with a 'Primary Keyword' dropdown, a 'Keywords' dropdown, a 'Link Type' dropdown, and a 'Link' dropdown. It also includes an 'Optimized' dropdown, a 'Go Live Date' field, and a 'Site Post URL' field.

At the bottom of the form, there are three buttons: 'Save Draft', 'Preview Submission', and 'Submit Content'.

The Content Order is composed of 3 main parts:

1. The Order Details
2. The Order Submission
3. The Submission Details

Order Details



mcc.enfusen.com

ENFUSEN

Logged in as: amastri@enfusen.com

Client Search | Current User <Client Enfusen> | Enterprise

Dashboard | Analytics | Campaign Builder | Company Profile | Content Marketplace | Content Blueprint | Marketing Grader

1 Site: <http://www.enfusen.com>

2 Keyword: digital marketing services

Keyword Synonyms:

3 Notes: Please use the exact keyword in the title, URL, Image Alt text, Meta description, and only once in the body. Use the listed keyword synonyms for all additional mentions in the blog post. Create one hyperlink for each URL listed in the "URLs to Link To" section of the order, and link to any relevant onsite content.

4 Login URL: <https://login.hubspot.com/login/>

Username: enfusen@ctcemail.com

Password: exodus69

Post as: Live Post

5 Landing Page:

Home Page:

Resource Page:

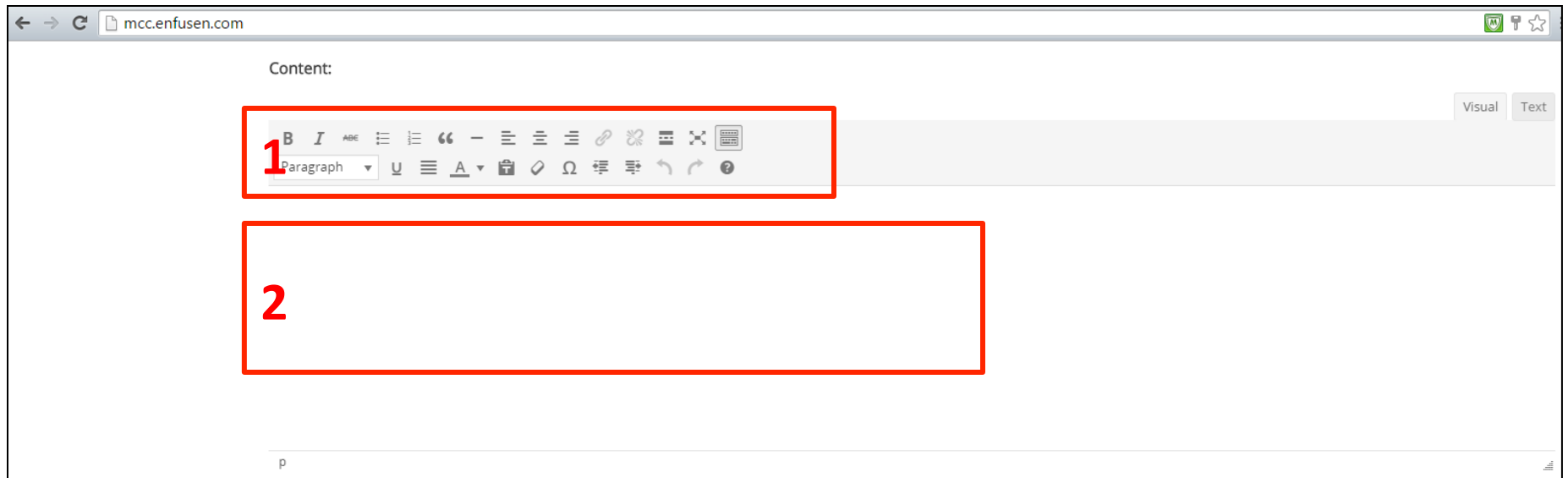
Word count: 500

Image: Yes

Type: Unique

1. **Site:** Indicates the destination of the new content (This information is for the Editor)
2. **Keyword & Synonyms:** Indicates keywords that are to be included in the new content
3. **Notes:** Includes unique writing instruction from the Content Manager
4. **Login URL/Username/Password/Post as:** login details for destination site (The Editor will post all "Approved" content on the destination site. You will NOT post your work here)
5. **Landing/Home/Resource Page:** Link Keyword and Keyword Synonyms to these URLs ONLY (described in the "Notes" section)

Adding Content



1. Use the toolbar to format your content submission.
2. Type your content in the text box.
3. Add images by saving the image as the Keyword and then upload the image to MCC.
4. Add hyperlinks to the specified Home page and Landing page URLs.
 - See next slide for additional Link Building information
5. IMPORTANT – All orders must be a minimum of 350 words for SEO purposes

Link Building Strategy

What is link building?

Link building refers to the process of getting external pages to link to a page on your website.

For search engines that crawl the vast metropolis of the web, links are the streets between pages. Using sophisticated link analysis, the engines can discover how pages are related to each other and in what ways. Growing the link profile of a website is critical to gaining traction, attention and traffic from the engines.

In your blog orders, you will be given URLs that you will need to link to in your blog. This can be done in a variety of ways.

How do you incorporate linking into your blog?

A hyperlink consists of two parts: the anchor text that the user clicks on and the URL the user is taken to.

When creating a blog, do not link to any other sites except the sites provided in your content order. Your blog post should contain 1-3 links. Do not link to the same page more than once in a post.

Different types of anchor text you can use inside your blog:

- Keyword links
 - The anchor text is the keyword (EX: Have you tried [Marketing Automation](#)?)
- Branded links
 - The anchor text is the name of the client or website (EX: [Enfusen](#) is great at marketing automation)
- Naked links
 - Use the URL as a direct link (EX: Take a look at www.enfusen.com for more details)
- Synonym links
 - The anchor text is a synonym of the keyword (EX: Have you ever heard of [sales and marketing automation](#)?)
- Sentence links
 - The anchor text is a complete sentence that includes the keyword (EX: [Don't miss out on new marketing automation news.](#)
- Random links
 - The anchor text is a random word (EX: [Click here](#) for more details on marketing automation.)

You will also need to vary the types of URLs in your posts. There are many different ways to write a URL. Make sure you are using a variety of different URL text in each post.

Examples on how to write a URL:

www.enfusen.com	http://www.enfusen.com	Enfusen.com	http://enfusen.com
www.enfusen.com/	http://www.enfusen.com/	Enfusen.com/	http://enfusen.com/

Indicating Link Stats Inside MCC

Link Stats 1: Primary Keyword:	<input type="text" value="No Links"/>	Keywords:	<input type="text" value="digital marketing services"/>	Link Type:	<input type="text" value="Select"/>	Link:	<input type="text" value="Select"/>
Link Stats 2: Primary Keyword:	<input type="text" value="No Links"/>	Keywords:	<input type="text" value="digital marketing services"/>	Link Type:	<input type="text" value="Exact"/>	Link:	<input type="text" value="Actual URL"/>
Link Stats 3: Primary Keyword:	<input type="text" value="No Links"/>	Keywords:	<input type="text" value="Select"/>	Link Type:	<input type="text" value="Naked"/>	Link:	<input type="text" value="Homepage"/>
					<input type="text" value="Syn"/>		<input type="text" value="Landing Page"/>
					<input type="text" value="Brand"/>		<input type="text" value="Blog Post"/>
					<input type="text" value="Phrase"/>		
					<input type="text" value="Generic"/>		

Primary Keyword: Leave this as is

Keywords: This selection should indicate the keyword or keyword synonym that was included in the anchor text of your links.

Link Type:

- Keyword links
 - The anchor text is the keyword (EX: Have you tried [Marketing Automation?](#))
- Branded links
 - The anchor text is the name of the client or website (EX: [Enfusen](#) is great at marketing automation)
- Naked links
 - Use the URL as a direct link (EX: Take a look at [www.enfusen.com](#) for more details)
- Synonym links
 - The anchor text is a synonym of the keyword (EX: Have you ever heard of [sales and marketing automation?](#))
- Sentence links
 - The anchor text is a complete sentence that includes the keyword (EX: [Don't miss out on new marketing automation news.](#))
- Random links
 - The anchor text is a random word (EX: [Click here](#) for more details on marketing automation.)

Link: This selection should indicate which URL you used from the order details.

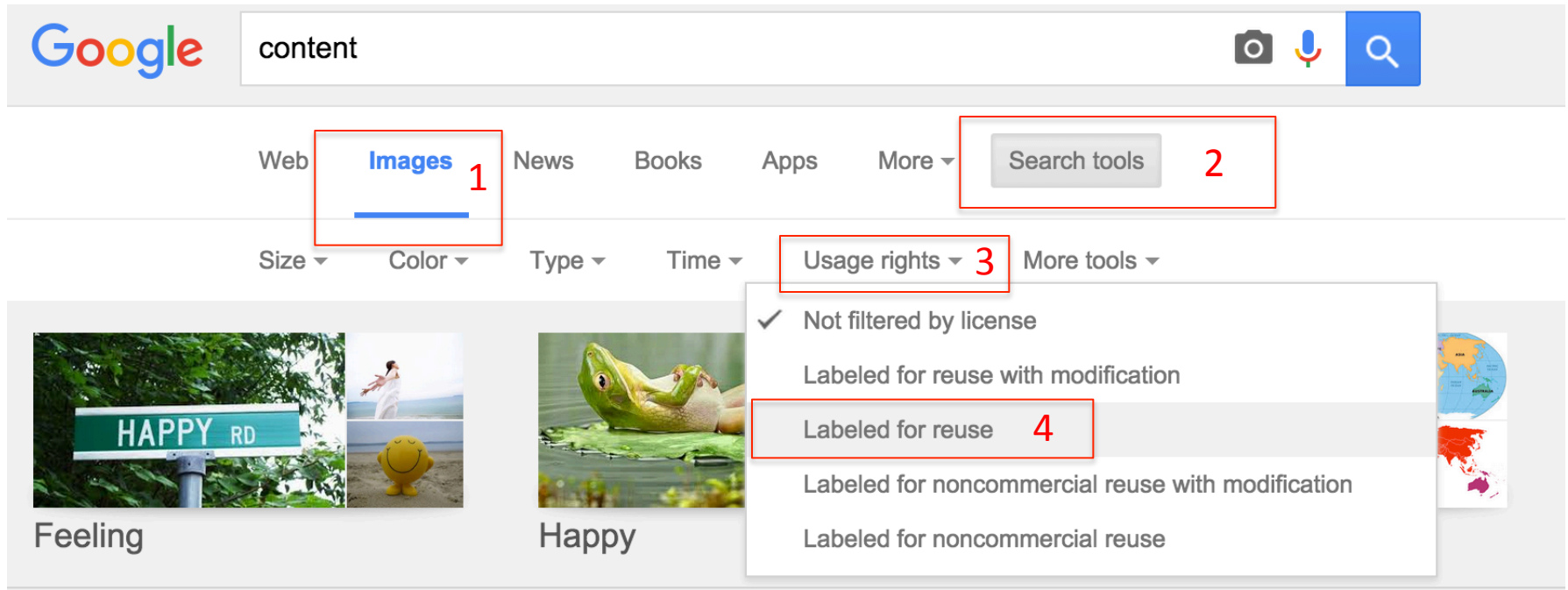
Adding Images

Checklist For Selecting Images

1. Relevance to the post
 - Make sure the image matches your overall blog theme or section
2. Business appropriate
 - Avoid pop culture references
3. High quality
 - Search for large, high quality images inside Google
4. Authorized to use
 - Only use images available for reuse (See next slide for more details)
5. Never use clipart

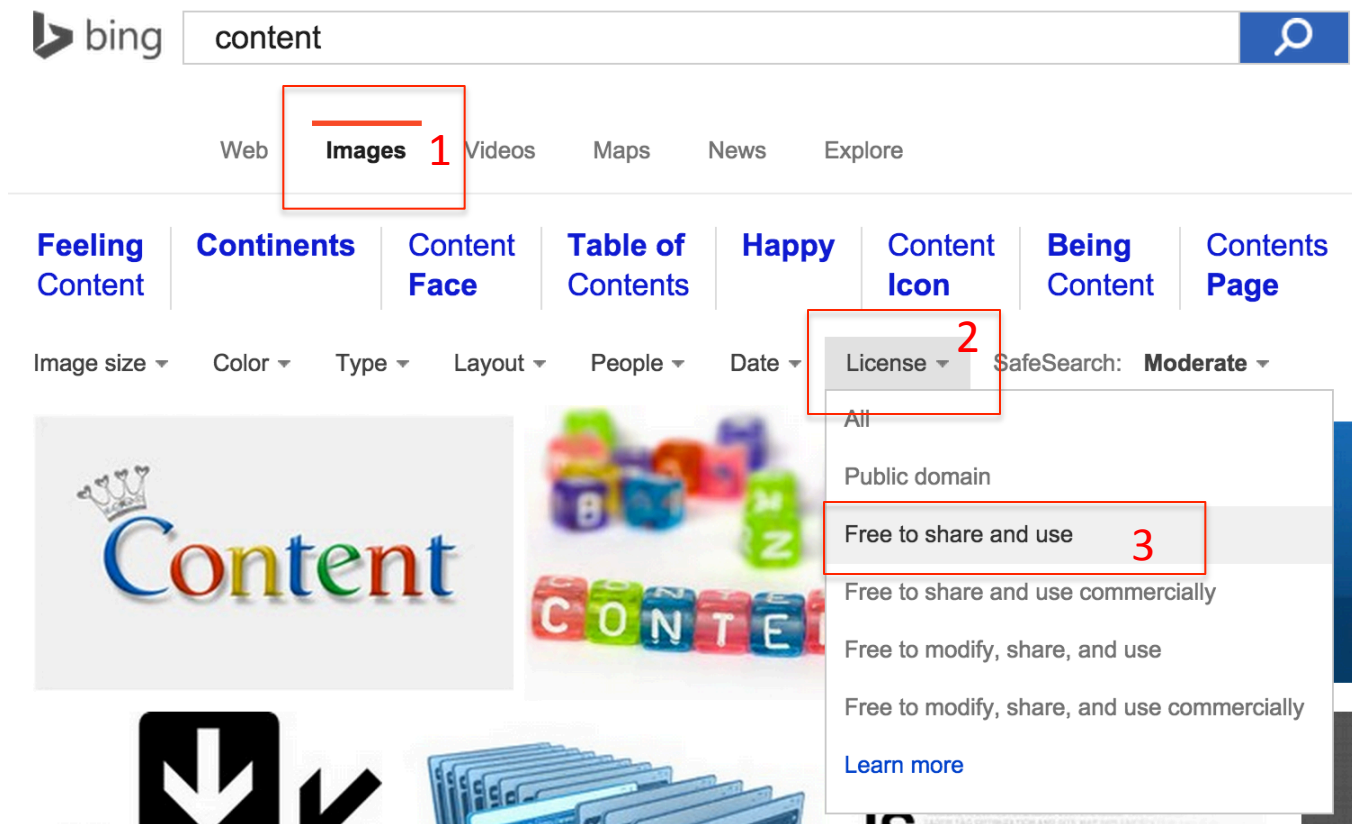
Searching for Authorized Images on Google

1. Navigate to Google Images
2. Select “Search tools”
3. Select “Usage Rights”
4. Select “Labeled for reuse”



Searching for Authorized Images on Bing

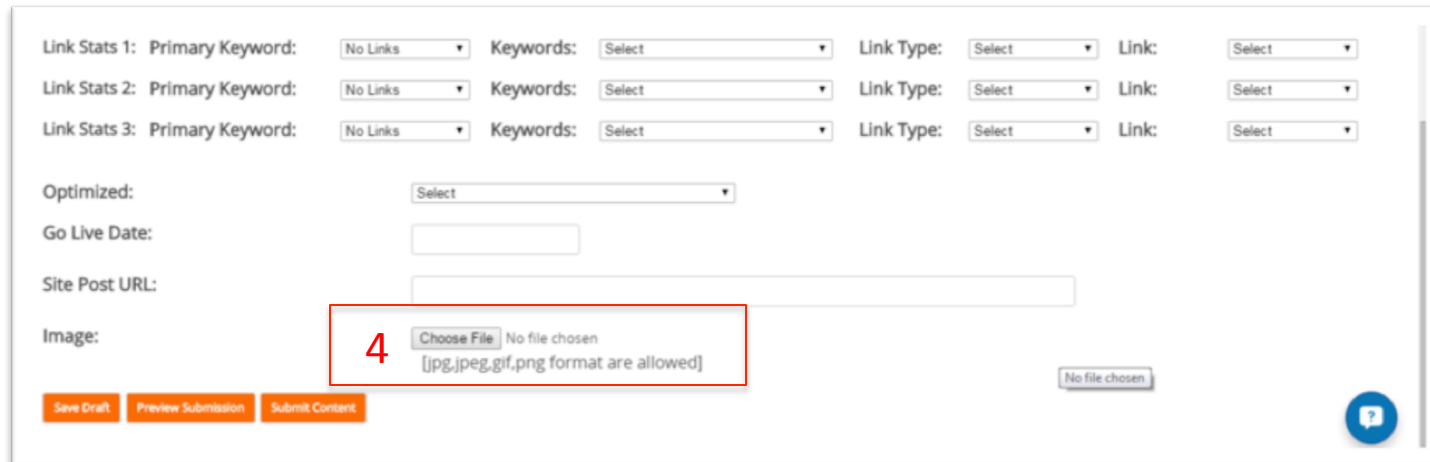
1. Navigate to Bing Images
2. Select “License”
3. Select “Free to share and use”



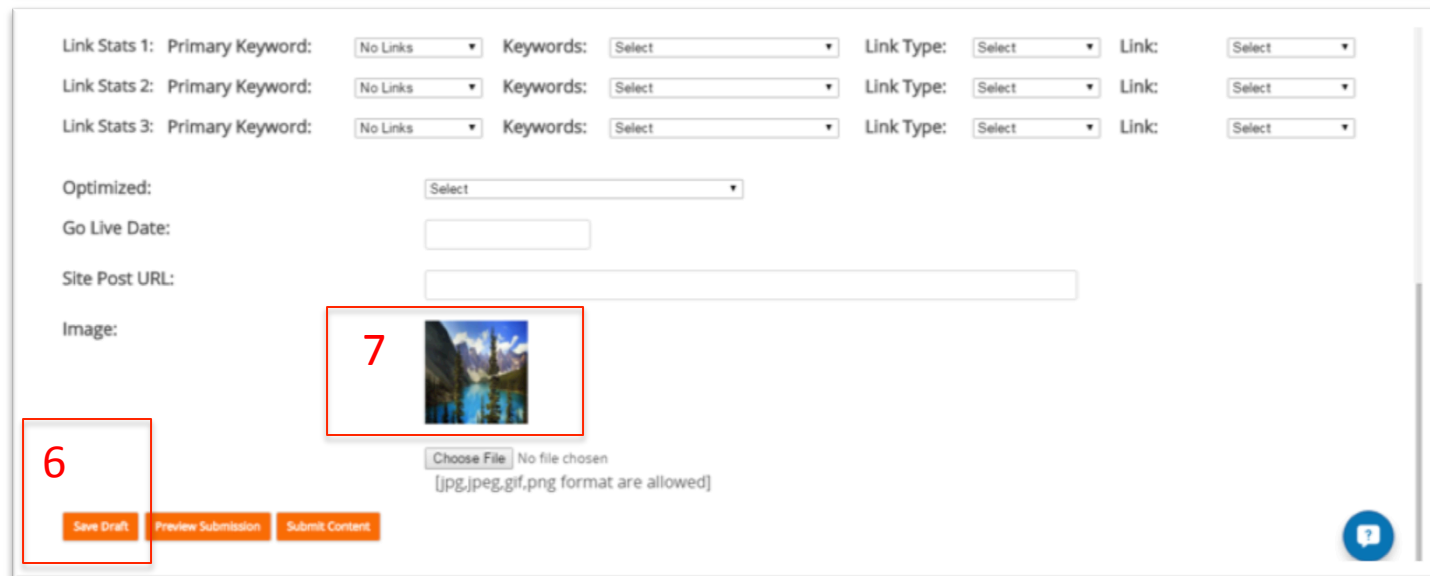
Adding Images To MCC

Steps To Adding Images

1. Log in to MCC
2. Navigate to the content order
3. Scroll down to bottom of page
4. Select “Choose File”
5. Upload your saved image
6. Select “Save Draft”
7. Image appears above



This screenshot shows the top portion of the MCC form. It includes three rows for 'Link Stats' (1, 2, and 3), each with dropdown menus for 'Primary Keyword', 'Keywords', 'Link Type', and 'Link'. Below these are fields for 'Optimized:', 'Go Live Date:', and 'Site Post URL:'. The 'Image:' section is highlighted with a red box and the number 4, showing a 'Choose File' button and the text 'No file chosen' and '[(jpg, jpeg, gif, png format are allowed)]'. At the bottom are three orange buttons: 'Save Draft', 'Preview Submission', and 'Submit Content'. A blue chat icon is in the bottom right corner.



This screenshot shows the same MCC form as above, but now an image of a lake with mountains is visible in the 'Image:' section, highlighted with a red box and the number 7. The 'Choose File' button and its associated text are still present. The 'Save Draft' button at the bottom left is highlighted with a red box and the number 6. The rest of the form and the chat icon remain the same.

Submitting Order



At the very bottom of the content order you can save or preview your progress. Select “Submit Content”, when you are happy with your post and all Link Stats are completed.

Edits

- If the Editor requests changes, please make the specified changes and resubmit your post inside MCC.
- Once your post is “Approved”, the Editor will provide feedback and grade your writing on a scale of 1-5.
 - 1 means there is room for improvement.
 - 5 means your post was error-free.

Content Delivery Strategy

- All content orders will be placed at the beginning of each month.
- All writers are required to submit 25% of their ordered content each week.
 - We are providing all of your orders up front in case you would like to work ahead.

Invoicing

- Each Wednesday please invoice for your “Approved” content ONLY.
- Click the link below to learn how to invoice
 - <https://enfusen-1.wistia.com/medias/8xswhfd626>

