Editor's Guide

Standard Operating Procedures

For Editing Buffer & Onsite Content

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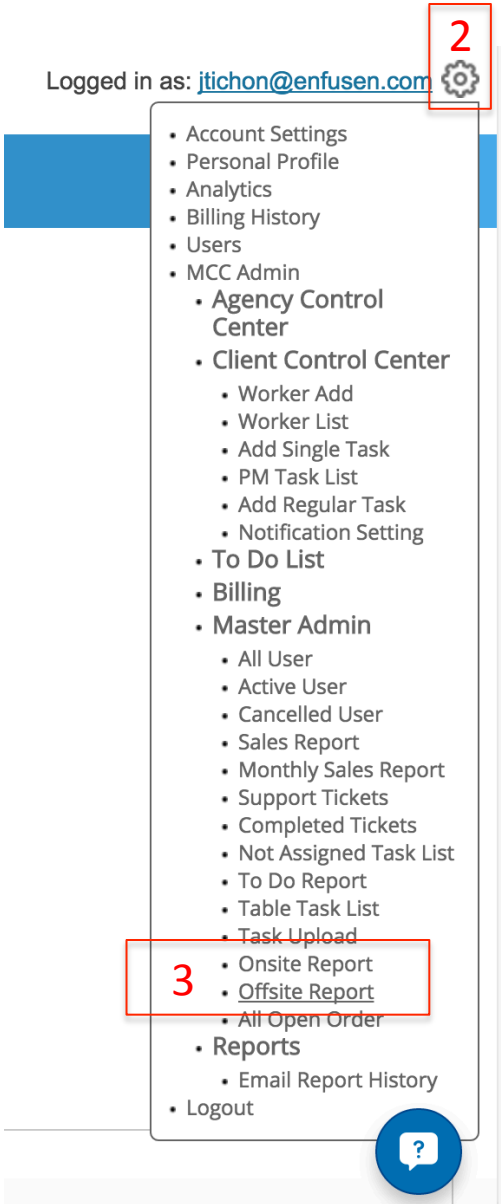
Glossary

- Buffer Content –content posted to sites unrelated to the client to enhance SEO. It is important to check for keywords and link strategy in Buffer Content. Also referred to as Offsite content.
- Destination Site – final destination for created content. Editor will post content from MCC to the destination site making changes where needed.
- Onsite Content – content posted to a client's website, read by their blog followers, site visitors, and will be socially syndicated. It is important that these posts not only include SEO aspects, but are grammatically correct, educational, and will establish the client as a thought leader.
- MCC (Marketing Control Center) - Enfusen's cloud based software

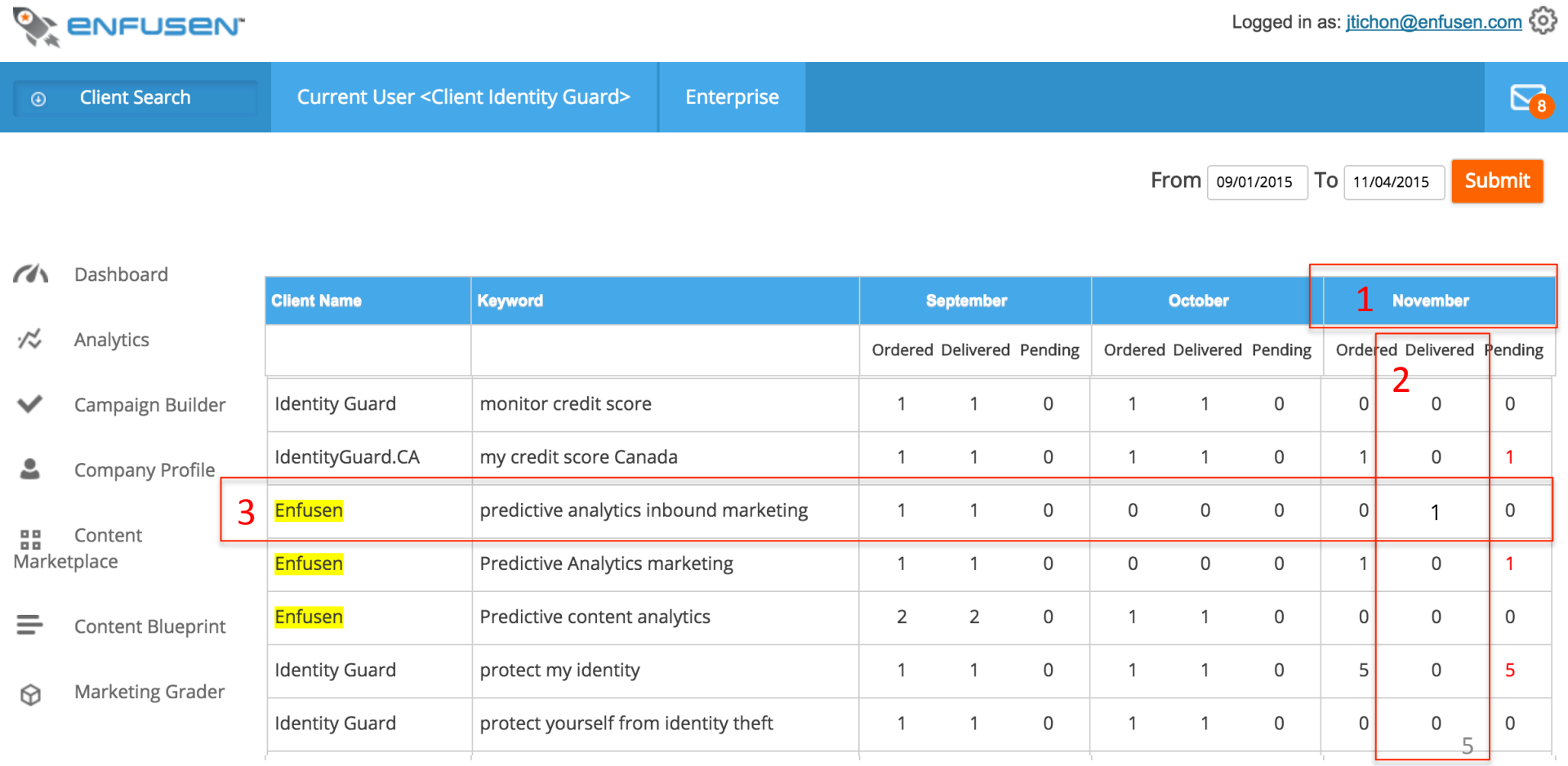
Accessing Content Reports

1. Log in to MCC account from www.mcc.enfusen.com
2. On the top right of MCC, click on the gear icon
3. Click on “Onsite Report” to see content posted directly to the client’s website. Click on “Offsite Report” to see all ordered Buffer content



Finding Delivered Content Pieces

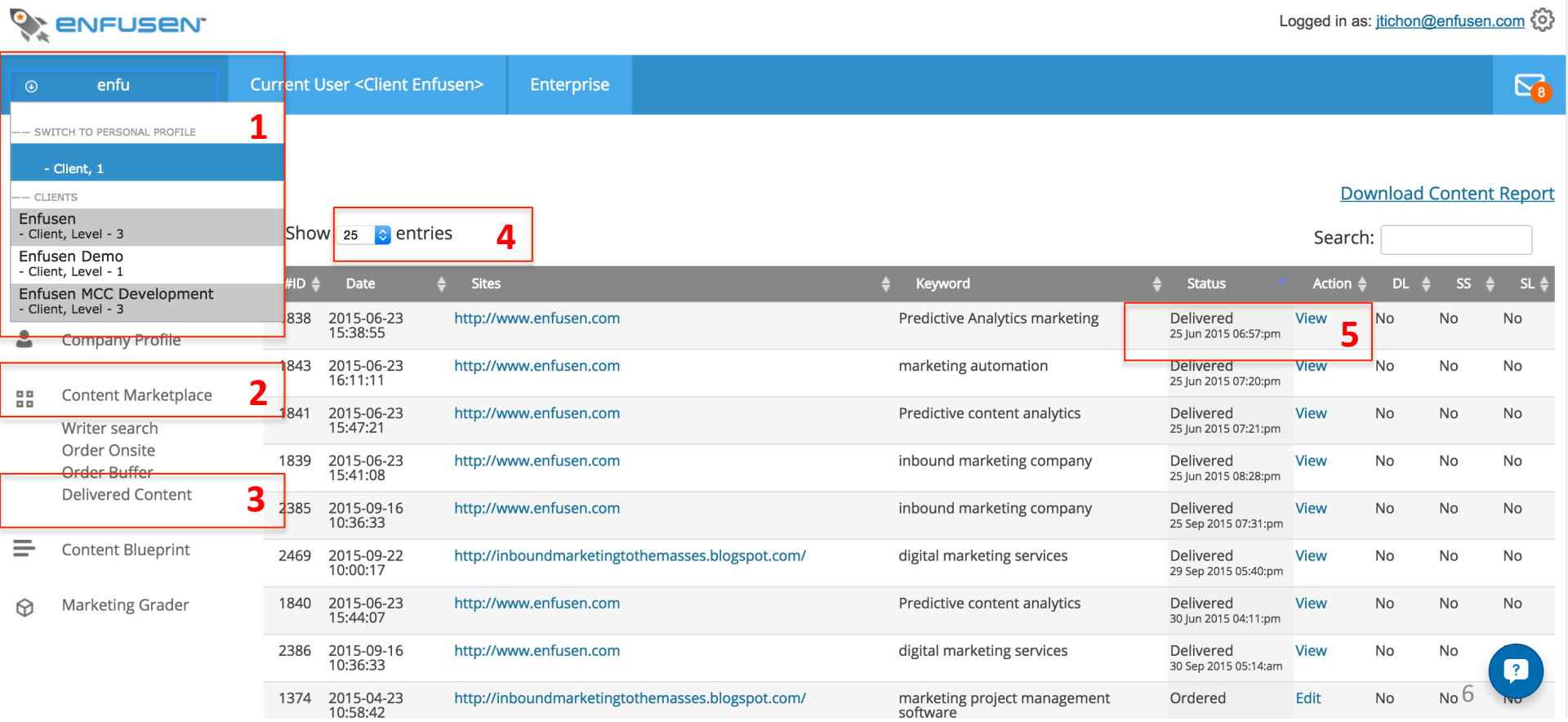
1. Locate the current month
2. Find the delivered content under the “Delivered” column
3. Locate any clients who have delivered content



Client Name	Keyword	September			October			November		
		Ordered	Delivered	Pending	Ordered	Delivered	Pending	Ordered	Delivered	Pending
Identity Guard	monitor credit score	1	1	0	1	1	0	0	0	0
IdentityGuard.CA	my credit score Canada	1	1	0	1	1	0	1	0	1
Enfusen	predictive analytics inbound marketing	1	1	0	0	0	0	0	1	0
Enfusen	Predictive Analytics marketing	1	1	0	0	0	0	1	0	1
Enfusen	Predictive content analytics	2	2	0	1	1	0	0	0	0
Identity Guard	protect my identity	1	1	0	1	1	0	5	0	5
Identity Guard	protect yourself from identity theft	1	1	0	1	1	0	0	0	0

Accessing Delivered Content

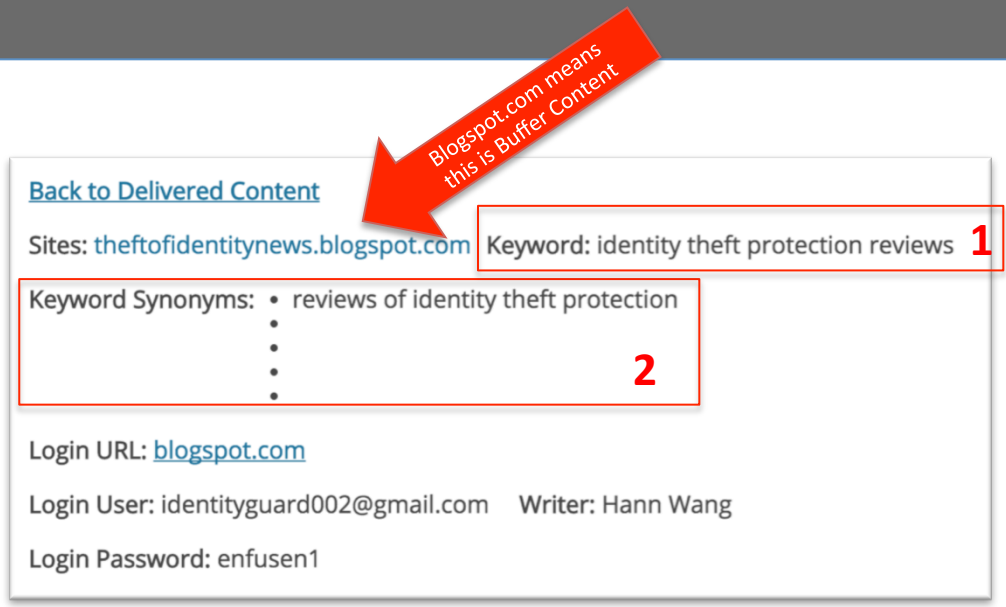
1. Search for the client name in the client search drop-down located on the left side of the top navigation.
2. In the left side navigation menu, click on the “Content Marketplace” to show the sub-menu options.
3. Click on “Delivered Content” to access the submitted content.
4. You can view 10, 25, 50, or 100 entries in the table using the “Show entries” setting above and to the left of the table.
5. To access a piece of delivered content, click “View” in the Action column.



Reviewing Content

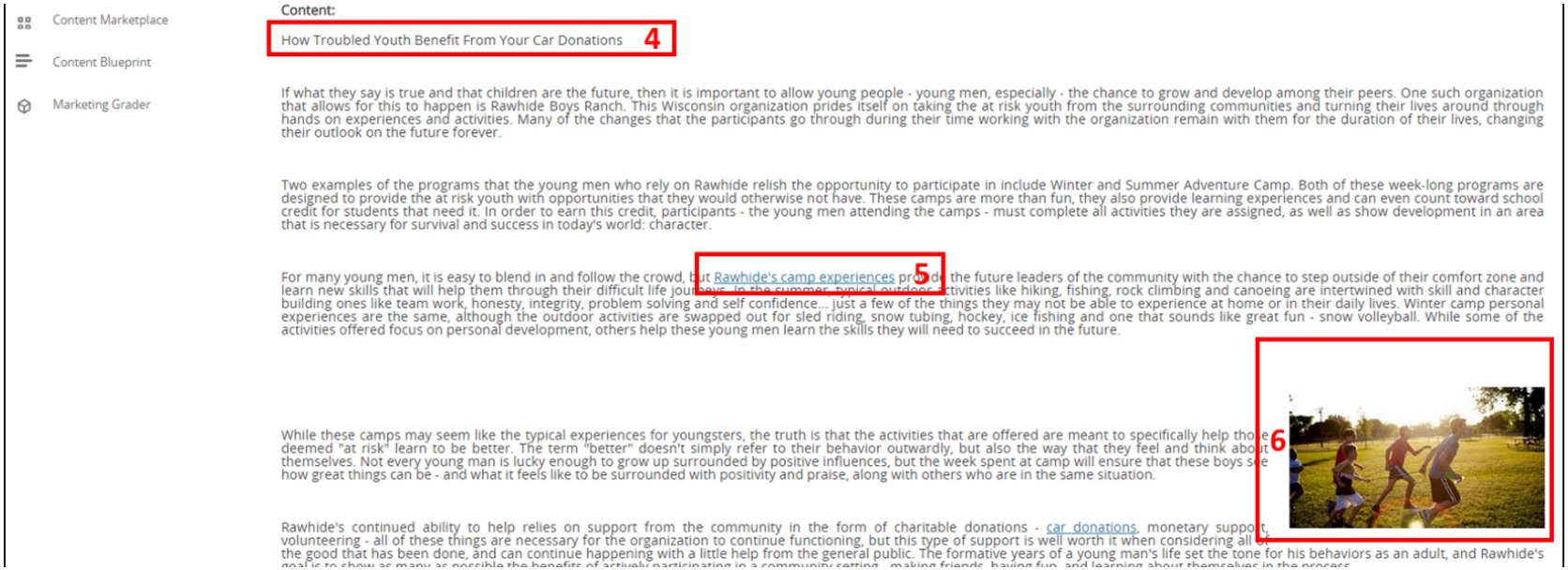
Onsite content is posted to a client's website, read by their blog followers, site visitors, and will be socially syndicated. It is important that these posts not only include SEO aspects, but are grammatically correct, educational, and will establish the client as a thought leader.

The "Sites" section will identify the content as Onsite or Buffer.
Onsite content will post to the client's website.
Buffer content will post to either Tumblr.com, WordPress.com, or Blogspot.com.

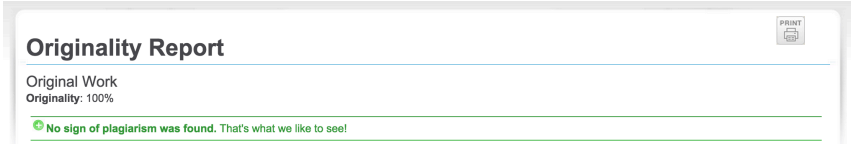


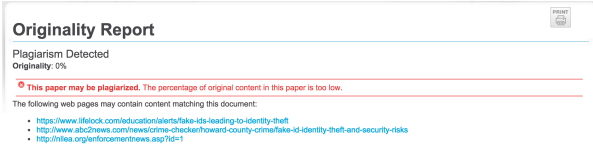
Editing Protocol:

- Keywords
  - Keyword must be in title
  - Keyword must be hyperlinked once inside the body of the text
  - Content must be closely related to the keyword and synonyms
- Keyword Synonyms
  - Keyword synonyms must be in the body of the text
  - Keyword synonyms must be hyperlinked once inside the body of the text
- Links
  - Landing page must be hyperlinked inside the body of the text (to keyword or keyword synonym)
  - Home page must be hyperlinked inside the body of the text (to keyword or keyword synonym)
- Images
  - Blog must contain one image
  - Image should relate to the blog article
- Buffer vs Onsite
  - Buffer content solely for SEO purposes. Please be sure the writer follows the protocol above.
  - Onsite content goes directly on the client's website. These pieces are generally longer and require edits for grammar as well as content. The information needs to be thought provoking and show the client as a leader in their industry. Onsite content needs to be 100% perfect so please make sure these pieces really stand out.



4. **Title:** The title needs to contain the keyword.
5. **Internal Links:** Make sure that the submission includes 1-3 links to either the client's home page, a landing page, or other onsite blog posts. Test each link (right click and open in a new tab to maintain an efficient scanning rate). Make sure that the link ratio remains at about 1 link per 125 words. Do not link to any one URL more than once.
6. **Image:** Make sure that there is an image included with each submission. The image Alt-text must contain the keyword
7. **Text Inspection:** Read the entire post, and check for: grammar, punctuation, keyword and keyword synonym usage, and most importantly, thought leadership. The blog post needs to be something that a client will be proud to display on their website. If any edits need to be made, or the copy is not interesting and thoughtful, then do not hesitate to click the "Request Changes" button and have the writer make edits before the blog post is accepted. If you are happy with the author's work, click "Approve Content."
   - **Check for Plagiarism**: Select a website such as http://www.paperrater.com/plagiarism_checker to check for plagiarism.





   - **Check for Client Guidelines/Policies**: Some clients have strict posting rules and regulations. Be sure you read all client literature and adhere to any rules or regulations.

Editing Protocol

Keywords

- Keyword must be in title
- Keyword must be hyperlinked once inside the body of the text
- The Keyword may ONLY be used twice in the content in the above areas

Keyword Synonyms

- Keyword synonyms must be in the body of the text
- Keyword synonyms can contain a hyperlink

Links

- Landing page must be hyperlinked inside the body of the text
- Home page must be hyperlinked inside the body of the text
- Refer to "Link Building Strategy" video for more information on acceptable anchor text and hyperlink practices

Images

- Blog must contain one image
- Image must relate to the blog article

Buffer/Offsite vs Onsite

- Buffer/Offsite content solely for SEO purposes. Please be sure the writer follows the protocol above.
- Onsite content goes directly on the client's website. These pieces are generally longer and require edits for grammar as well as content. The information needs to be thought provoking and show the client as a leader in their industry. Onsite content needs to be 100% perfect so please make sure these pieces really stand out.

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:
1. The anchor text that the user clicks on
2. The URL the user is taken to.

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

Link Building Strategy Continued

Different types of anchor text:

- 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.)

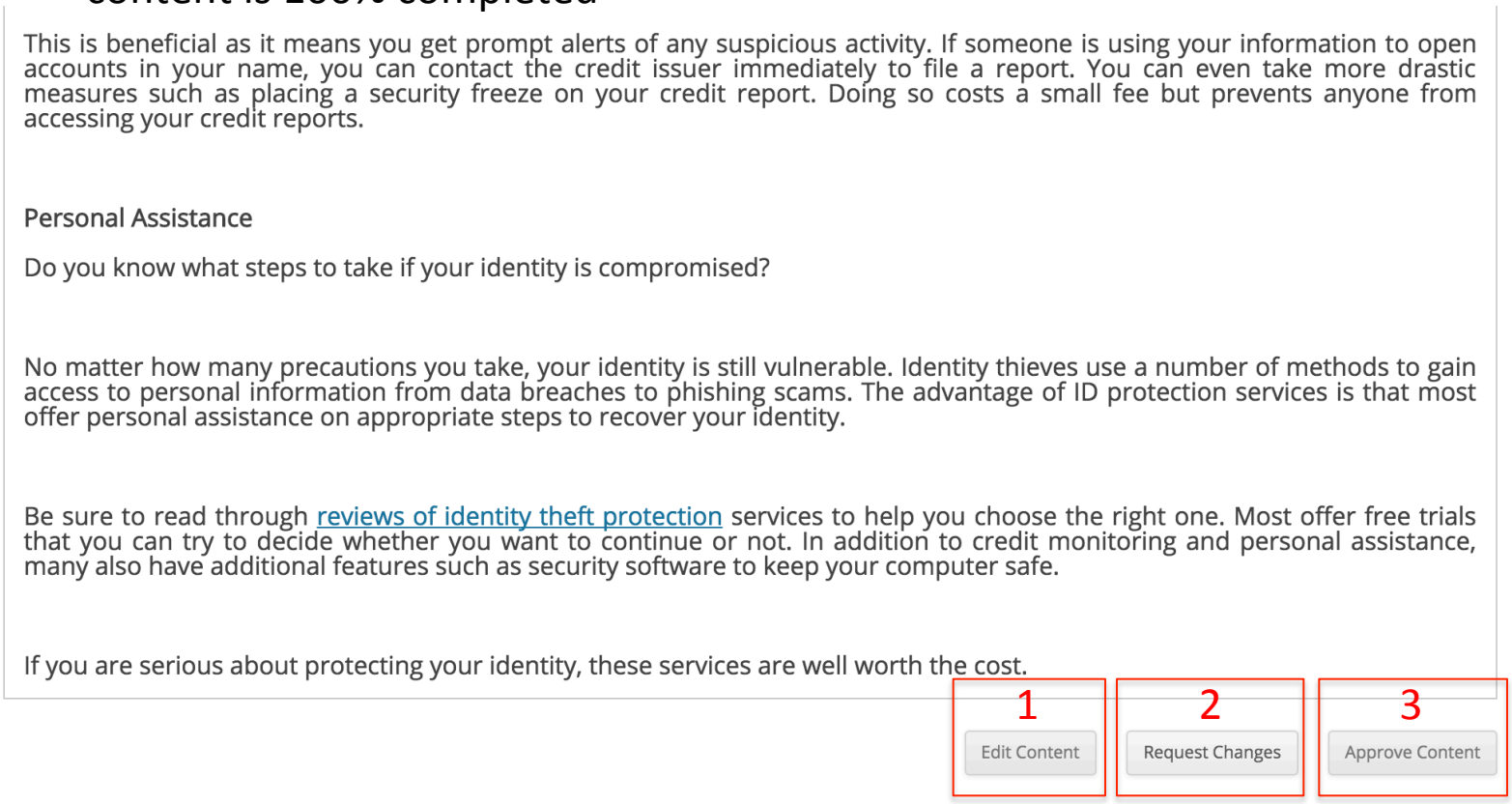
You will also need to very the types of URLs in your posts. There are many different ways to write a URL. Make sure you are using a variety of different URL text in each post.

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/

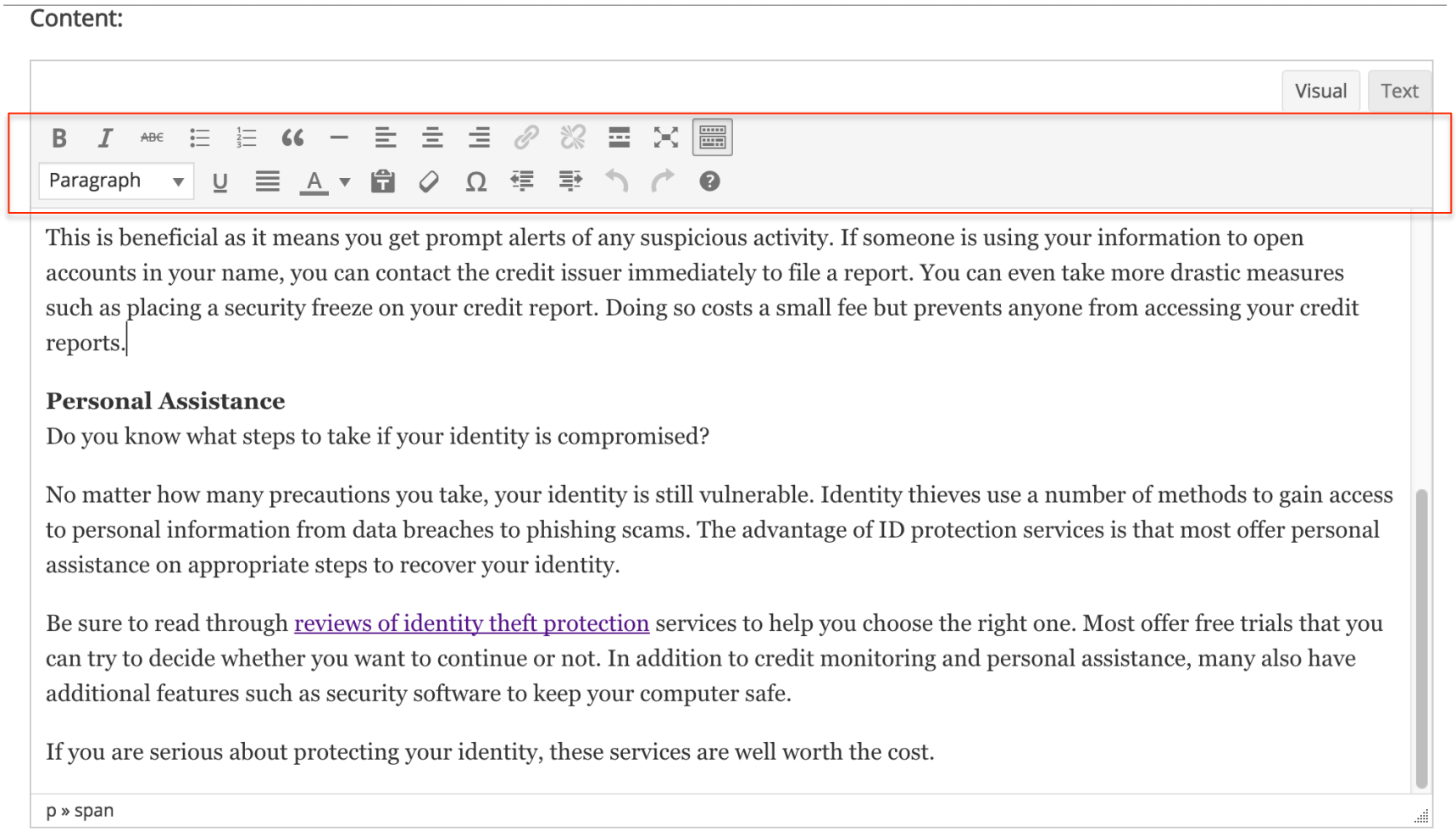
Action Buttons

1. Click the “Edit Content” button at the bottom of the delivered piece to make your own edits
2. Click “Request Changes” to send the writer a message with any major changes like missing links or missing images.
3. Click “Approve Content” once you have posted to the destination site and the content is 100% completed



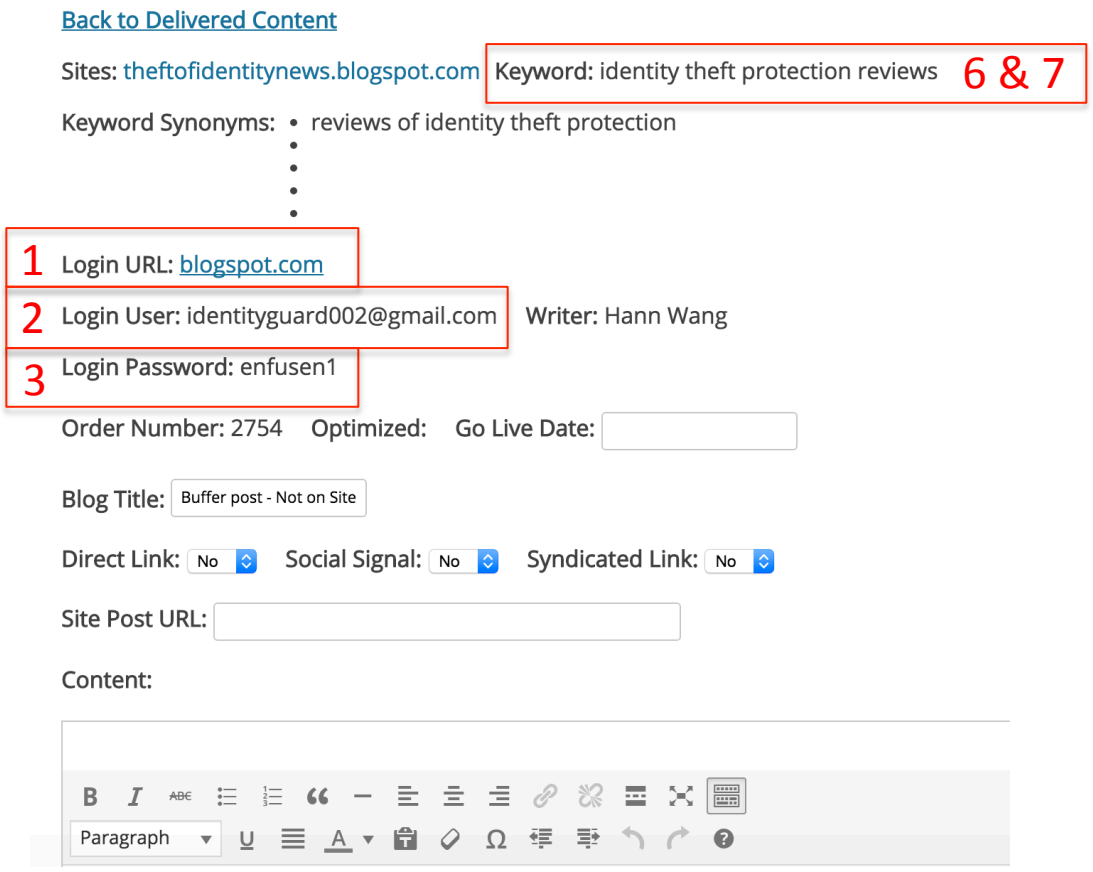
Editing Content Inside MCC

Click “Edit Content” and use the text editor to make any changes to the content piece



Posting Offsite/Buffer Content To Destination Site

1. Click on the “Login URL” to go to the destination site
2. Copy and paste the “Log in User” to the destination site
3. Copy and paste the “Login Password” to the destination site
4. Copy and paste your edited content to the destination site
5. Test all links on the destination site
6. Save image as the Keyword.
7. Insert image saved image in destination site and set alt-text as the keyword
8. Publish destination site or schedule destination site to post throughout the week. Only post 1-2 times a day. *The same Buffer site can NEVER have two posts in a row with the same keyword. Be sure to vary the keywords



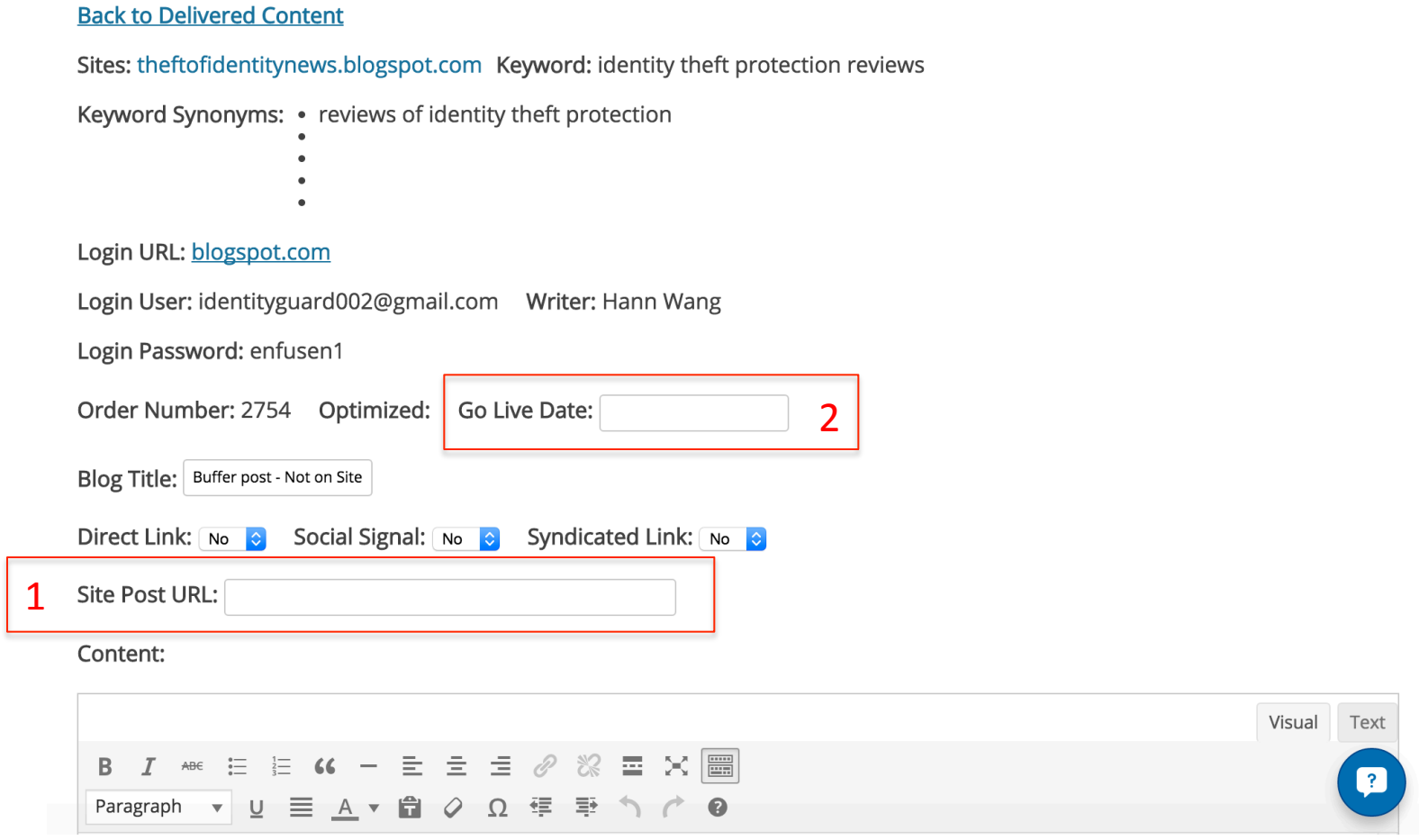
Video Tutorials:

- BlogSpot - https://enfusen-1.wistia.com/medias/ziipjfthb2
- Tumblr - https://enfusen-1.wistia.com/medias/ou0j41ei3p
- WordPress - https://enfusen-1.wistia.com/medias/sokxvheauq

Adding “Site Post URL” & “Go Live Date”

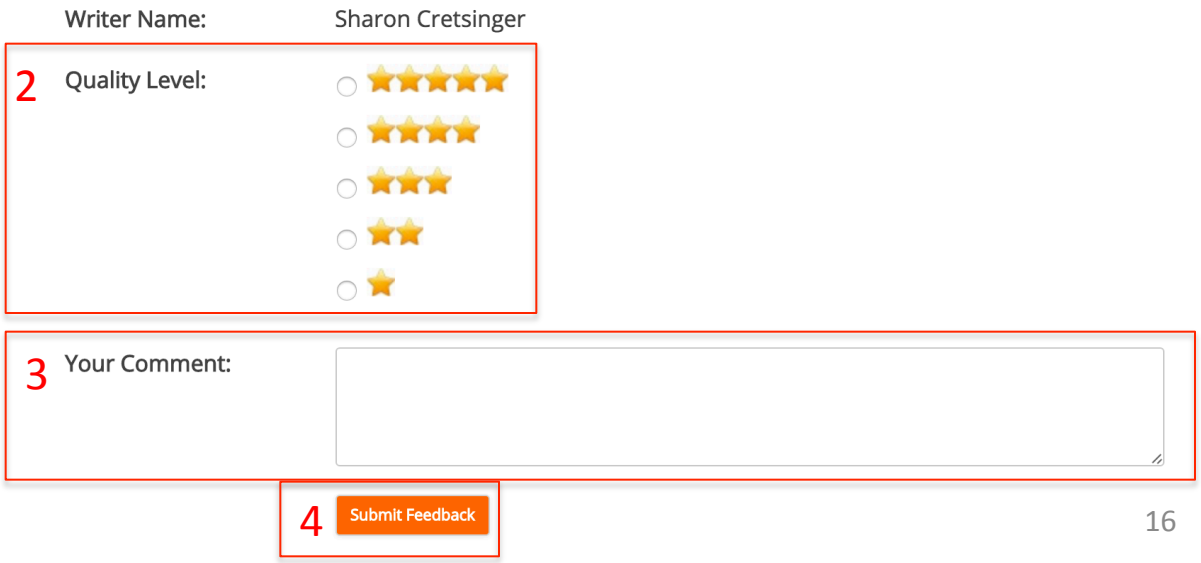
After posting or scheduling content on the destination site, go back to MCC and insert the following fields

1. “Site Post URL”
2. “Go Live Date”



Providing Writer Feedback

1. After Content is marked as “Approved” Editor goes back into the “Delivered Content” section and clicks “Give Feedback”

2531	2015-10-08 10:15:10	http://safeidentitynews.tumblr.com/	id theft protection	Approved 23 Oct 2015 05:58:pm	1 View | Give Feedback	No	No	No
2530	2015-10-08 10:15:09	safeidentitynews.wordpress.com	id theft	Approved 23 Oct 2015 05:38:pm	View | Give Feedback	No	No	No
2529	2015-10-08 10:15:09	SafeIdentityNews.blogspot.com	free identity theft protection	Approved 23 Oct 2015 05:27:pm	View | Give Feedback	No	No	No

2. Rank writer with stars.
   - 1 star means there were many errors in the content.
   - 5 stars means the content was flawless and thought provoking.
3. Provide feedback with comments on how to writer can improve and reasoning behind your rating
4. Click “Submit Feedback” to send your comments and rating