

Editor's Guide

Standard Operating Procedures
For Editing Buffer & Onsite Content

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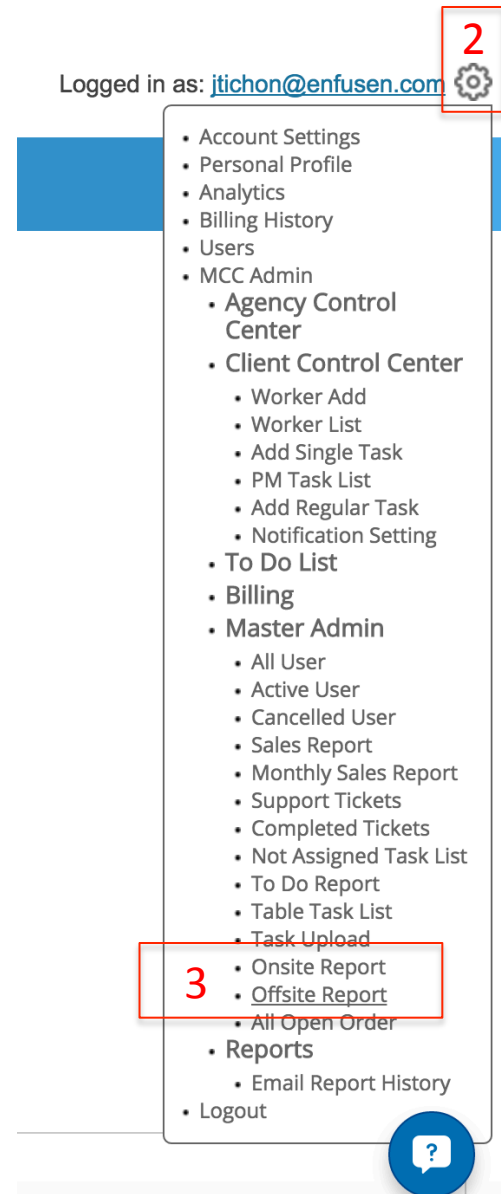
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Glossary

- 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



Logged in as: jtichon@enfusen.com

Client Search

Current User <Client Identity Guard>

Enterprise

8

From 09/01/2015 To 11/04/2015 Submit

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

Client Name	Keyword	September			October			1 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
3 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

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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.




Logged in as: jtichon@enfusen.com 

enfu

Current User <Client Enfusen>

Enterprise

 8

SWITCH TO PERSONAL PROFILE

- Client, 1

CLIENTS

Enfusen
- Client, Level - 3

Enfusen Demo
- Client, Level - 1

Enfusen MCC Development
- Client, Level - 3

Company Profile

Content Marketplace

Writer search

Order Onsite

Order Buffer

Delivered Content

Content Blueprint

Marketing Grader

Download Content Report

Search:

Show 25 entries

#ID	Date	Sites	Keyword	Status	Action	DL	SS	SL
1838	2015-06-23 15:38:55	http://www.enfusen.com	Predictive Analytics marketing	Delivered 25 Jun 2015 06:57:pm	View	No	No	No
1843	2015-06-23 16:11:11	http://www.enfusen.com	marketing automation	Delivered 25 Jun 2015 07:20:pm	View	No	No	No
1841	2015-06-23 15:47:21	http://www.enfusen.com	Predictive content analytics	Delivered 25 Jun 2015 07:21:pm	View	No	No	No
1839	2015-06-23 15:41:08	http://www.enfusen.com	inbound marketing company	Delivered 25 Jun 2015 08:28:pm	View	No	No	No
2385	2015-09-16 10:36:33	http://www.enfusen.com	inbound marketing company	Delivered 25 Sep 2015 07:31:pm	View	No	No	No
2469	2015-09-22 10:00:17	http://inboundmarketingtothemasasses.blogspot.com/	digital marketing services	Delivered 29 Sep 2015 05:40:pm	View	No	No	No
1840	2015-06-23 15:44:07	http://www.enfusen.com	Predictive content analytics	Delivered 30 Jun 2015 04:11:pm	View	No	No	No
2386	2015-09-16 10:36:33	http://www.enfusen.com	digital marketing services	Delivered 30 Sep 2015 05:14:am	View	No	No	No
1374	2015-04-23 10:58:42	http://inboundmarketingtothemasasses.blogspot.com/	marketing project management software	Ordered	Edit	No	No	No



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.

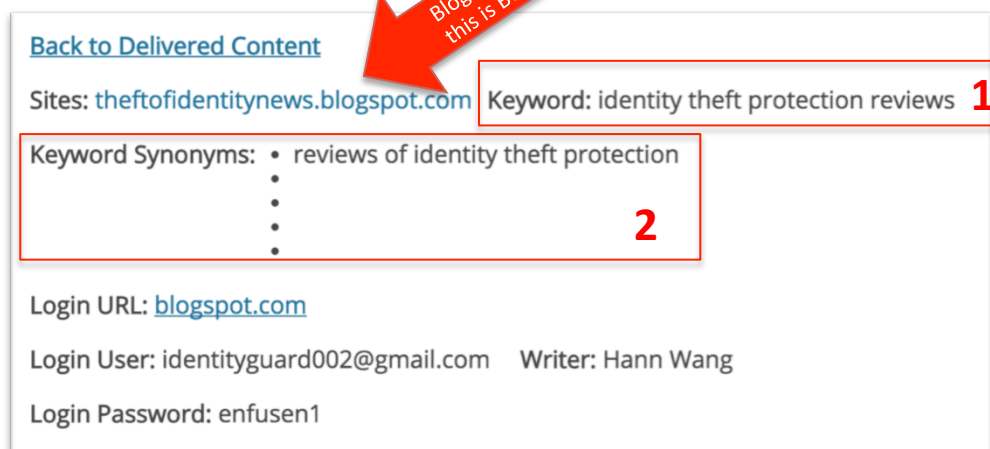
The "Sites" section will identify the content as Onsite or Buffer.

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.



The screenshot shows a content review form with several fields. A red arrow points from the top right towards the 'Sites' field, with the text 'Blogspot.com means this is Buffer Content'. The 'Sites' field contains 'theftofidentitynews.blogspot.com' and is marked with a red '1'. The 'Keyword' field contains 'identity theft protection reviews'. The 'Keyword Synonyms' field contains 'reviews of identity theft protection' and is marked with a red '2'. The 'Login URL' field contains 'blogspot.com'. The 'Login User' field contains 'identityguard002@gmail.com' and the 'Writer' field contains 'Hann Wang'. The 'Login Password' field contains 'enfusen1'.

[Back to Delivered Content](#)

Sites: [theftofidentitynews.blogspot.com](#) Keyword: identity theft protection reviews **1**

Keyword Synonyms: • reviews of identity theft protection
•
•
• **2**

Login URL: [blogspot.com](#)

Login User: identityguard002@gmail.com Writer: Hann Wang

Login Password: enfusen1

Content:

How Troubled Youth Benefit From Your Car Donations 4

If what they say is true and that children are the future, then it is important to allow young people - young men, especially - the chance to grow and develop among their peers. One such organization that allows for this to happen is Rawhide Boys Ranch. This Wisconsin organization prides itself on taking the at risk youth from the surrounding communities and turning their lives around through hands on experiences and activities. Many of the changes that the participants go through during their time working with the organization remain with them for the duration of their lives, changing their outlook on the future forever.

Two examples of the programs that the young men who rely on Rawhide relish the opportunity to participate in include Winter and Summer Adventure Camp. Both of these week-long programs are designed to provide the at risk youth with opportunities that they would otherwise not have. These camps are more than fun, they also provide learning experiences and can even count toward school credit for students that need it. In order to earn this credit, participants - the young men attending the camps - must complete all activities they are assigned, as well as show development in an area that is necessary for survival and success in today's world: character.

For many young men, it is easy to blend in and follow the crowd, but Rawhide's camp experiences provide the future leaders of the community with the chance to step outside of their comfort zone and learn new skills that will help them through their difficult life journey. In the summer, typical outdoor activities like hiking, fishing, rock climbing and canoeing are intertwined with skill and character building ones like team work, honesty, integrity, problem solving and self confidence... just a few of the things they may not be able to experience at home or in their daily lives. Winter camp personal experiences are the same, although the outdoor activities are swapped out for sled riding, snow tubing, hockey, ice fishing and one that sounds like great fun - snow volleyball. While some of the activities offered focus on personal development, others help these young men learn the skills they will need to succeed in the future.

While these camps may seem like the typical experiences for youngsters, the truth is that the activities that are offered are meant to specifically help those deemed "at risk" learn to be better. The term "better" doesn't simply refer to their behavior outwardly, but also the way that they feel and think about themselves. Not every young man is lucky enough to grow up surrounded by positive influences, but the week spent at camp will ensure that these boys see how great things can be - and what it feels like to be surrounded with positivity and praise, along with others who are in the same situation.

Rawhide's continued ability to help relies on support from the community in the form of charitable donations - car donations, monetary support, volunteering - all of these things are necessary for the organization to continue functioning, but this type of support is well worth it when considering all of the good that has been done, and can continue happening with a little help from the general public. The formative years of a young man's life set the tone for his behaviors as an adult, and Rawhide's ability to show as many as possible the benefits of actively participating in a community setting, making friends, having fun, and learning about themselves in the process.



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.

Originality Report

Original Work
Originality: 100%

No sign of plagiarism was found. That's what we like to see!

Originality Report

Plagiarism Detected
Originality: 0%

This paper may be plagiarized. The percentage of original content in this paper is too low.

The following web pages may contain content matching this document:

- <https://www.illcock.com/education/alerts/take-ids-leading-to-identity-theft>
- <http://www.abc2news.com/news/crime-checker/howard-county-crime-fake-id-identity-theft-and-security-risks>
- <http://miles.org/enforcement/news.asp?ip=1>

- **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 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/

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

This is beneficial as it means you get prompt alerts of any suspicious activity. If someone is using your information to open accounts in your name, you can contact the credit issuer immediately to file a report. You can even take more drastic measures such as placing a security freeze on your credit report. Doing so costs a small fee but prevents anyone from accessing your credit reports.

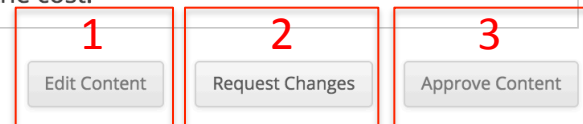
Personal Assistance

Do you know what steps to take if your identity is compromised?

No matter how many precautions you take, your identity is still vulnerable. Identity thieves use a number of methods to gain access to personal information from data breaches to phishing scams. The advantage of ID protection services is that most offer personal assistance on appropriate steps to recover your identity.

Be sure to read through [reviews of identity theft protection](#) services to help you choose the right one. Most offer free trials that you can try to decide whether you want to continue or not. In addition to credit monitoring and personal assistance, many also have additional features such as security software to keep your computer safe.

If you are serious about protecting your identity, these services are well worth the cost.






















Editing Content Inside MCC

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

Content:

VisualText

B *I* ABC   “ ” —        

Paragraph         

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p » span

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

[Back to Delivered Content](#)

Sites: thetofidentitynews.blogspot.com Keyword: identity theft protection reviews **6 & 7**

Keyword Synonyms: • reviews of identity theft protection
•
•
•

1 Login URL: blogspot.com

2 Login User: identityguard002@gmail.com Writer: Hann Wang

3 Login Password: enfusen1











Order Number: 2754 Optimized: Go Live Date:













Blog Title:

Direct Link: Social Signal: Syndicated Link:

Site Post URL:

Content:

B *I* ABE   “ —        

Paragraph            

Video Tutorials:

- BlogSpot - <https://enfusen-1.wistia.com/medias/ziipjftb2>
- Tumblr - <https://enfusen-1.wistia.com/medias/ou0j41ei3p>
- WordPress - <https://enfusen-1.wistia.com/medias/sokxvheaug>

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"

[Back to Delivered Content](#)

Sites: theftofidentitynews.blogspot.com Keyword: identity theft protection reviews

Keyword Synonyms: • reviews of identity theft protection

Login URL: [blogspot.com](https://www.blogspot.com)

Login User: identityguard002@gmail.com Writer: Hann Wang

Login Password: enfusen1

Order Number: 2754 Optimized: Go Live Date: 2

Blog Title: Buffer post - Not on Site

Direct Link: Social Signal: Syndicated Link:

1 Site Post URL:

Content:

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	SafeldentityNews.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

Writer Name: Sharon Cretsinger

2 Quality Level: ☐ ★★★★★
☐ ★★★★☆
☐ ★★★☆☆
☐ ★★☆☆☆
☐ ★☆☆☆☆

3 Your Comment:

4