### Expert Author Program

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| Overview | The program is an essential component of Yodle Organic   * Designed to provide clients with free publicity and quality traffic to their websites through articles that Yodle writes on their behalf * All Organic clients are “required” to participate in the Program * Each client will receive 5 custom keyword-oriented articles. * It is the responsibility of the IMS team to initiate and manage the Program with each client. * The salesperson is not involved unless the client has an issue. |

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| Article Postings | Most articles are hosted on local.yodle.com/articles  Industry specific articles are posted in industry sites   * All dentistry articles are hosted on guidetodentistry.com * All plastic surgery, medical spa, and dermatology articles are hosted on guidetoplasticsurgery.com   Articles are then submitted to directories all over the Internet with links back to each client's site to help build up each company's search presence. |

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| Article Content | All Expert Author articles are centered around the organic keywords assigned to each client  .  Although content is designed to be SEO-friendly, the #1 priority is to develop content that reads well and offers insightful information for potential customers.  Remember, the purpose of this content is to portray each client as an “expert” in his or her field. |

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| IMS Process | An Expert Author case gets assigned to the Creative Team 15 days after a client is launched for Organic.  The case is then assigned to an outside freelance writer within a week   * the exception being cases that come in 15 days after a major launch date, in which case it may take 1-2 weeks   The client will receive an email from IMS explaining what the Expert Author Program is all about.  Once an outside freelance writer is assigned, they will reach out directly to the client within a week via email and/or phone to schedule an interview. |

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| Article Development | Once the client interview is completed, 5 articles will be written and published  It takes 4 to 5 weeks from the interview date for the articles to appear live.  Following publication of the 5 articles, a hub will be generated and placed on the client's site.   * This usually takes anywhere from 2 to 5 days. * The hub will contain links to the 5 articles along with a summary of each piece. |

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| IMS Activities | The Expert Author Program is dependent on client compliance.  To facilitate this, the IMS team will:   * Talk up the Expert Author Program from the start. * Remind the client that this program is FREE! All it will cost is about 30 minutes of their time. * Make sure that we have organic keywords in Yodle Live; we need these to get started on the process. * In Yodle Live, include the best contact name and phone number for the client to make it easier for the writer to get in touch with client. * Remind the client that the writer only writes Expert Author articles. They have nothing to do with website content, keyword selection or syndication |

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| Client Does Not Comply | If a client doesn’t respond to a writer’s request for an interview, then the Expert Author case will be closed, “failed,” and sent back to the IMS.  Though we encourage 100% compliance, we recognize that not all clients are suitable candidates for the Expert Author Program.  Yodle has limited resources to chase clients down   * We will not be pursuing clients as vigorously as we used to   If a client who has “failed” starts to underperform, then the IMS is welcome to reopen the Expert Author case provided that the client has indicated a willingness to comply. |

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| FAQs | **What if my client wants to review the articles before publication?**   * Not a problem! All the client has to do is tell the writer directly.   **If a writer is having trouble scheduling an interview, can the salesperson jump in and set up a time?**   * Because the writers are all freelance, we can’t just lock them into specific times without consulting them. * The best way to facilitate interviews is to encourage clients to respond to writers’ requests.   **What's the timeframe and process for "failing" a client?**   * The writers are instructed to reach out via a series of emails and phone calls over an approximately 3-4 week period of time. * If during this time a client does not respond at all or fails to commit to an interview time (or essentially blows the writer off), then the case gets failed.   **My client has "failed" but now wants to participate in the program. What can I do?**   * Confirm that the client will “really make himself available, then inform IMS   **My client claims that no one has reached out for an interview. What can I do?**   * Ask the client to re-check his email, as there is likely to be a message from the writer assigned to the case. * Inform IMS |