# Let's Create Awesome SEO Content:

## An Introduction to Working

## with The Blogsmith

# A Note From The Blogsmith Founder, Maddy Osman

**Hello prospective Blogsmith client,**

I'm Maddy Osman — the founder of The Blogsmith.

I'm excited to discuss working on content for your brand. Outlined on the following pages are all the basics about what it's like to work with my team. **Please read through the entire packet carefully to ensure that our processes work for you. If you have any questions, please don't hesitate to ask.**

If everything looks good, the next steps to get started are outlined at the end of this document!

Chat soon,
**Maddy Osman**
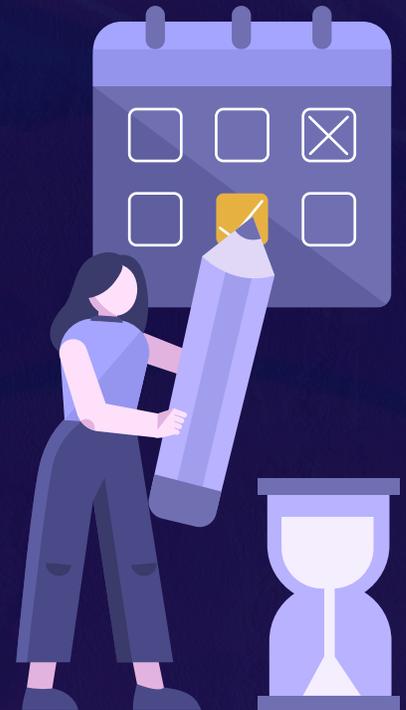
# The Blogsmith Office Hours

We work Monday – Friday
from 9am to 5pm
Mountain Standard Time.

We aim to respond to all email
communications within 24-48 hours.

If you'd like to chat about a new
project, schedule a 15 minute
appointment with our Content
Manager Amanda:

http://blgsmth.tips/catch-up

For general questions, email amanda@theblogsmith.com.

# What's Included with Per-Word Pricing

The Blogsmith charges:

$200/hour
for consulting services

$1/word
($0.75/word for retainer pricing)

$1.50/word
for other types of copywriting (such as web page or email copy)

## How to Work with The Blogsmith

| | One-off/Infrequent Client | Retainer Client |
|---|---|---|
| Blog Pricing | $1/word | $0.75/word |
| Queue Placement | Up to 12 days turnaround time | Front of the line, no more than 7 business day turnaround time |
| Rush Order Access (<7 business day turnaround) | Not included | Exclusive access |
| Writer pairing | We aim to consistently match you with the same writer(s) but cannot guarantee their ongoing availability without a retainer agreement | Consistent pairing with the same writer(s) |
| Analytics/reporting Coming soon! | Not included | Available exclusively to retainer clients at an additional price: Google Analytics + Search Console monitoring / Monthly keyword rankings report |

Working with The Blogsmith means our team will take care of everything necessary to get everything necessary to produce a finished piece of content.

Additionally, **for each blog post over 1500** words that our team produces, you have access to the following optional inclusions:

**You benefit from our subscriptions to industry-standard tools you'd have to pay $1,243+/month to access yourself with the lowest-price plans.**

**Specifically, our per-word pricing includes:**

- ✓ Topic development
- ✓ Up to two revisions
- ✓ Ghostwriting
- ✓ Design Pickle and Easelly Design Service access for custom feature image + supporting imagery needs ($800/month service value)
- ✓ 13-step keyword research process with Ahrefs screenshots ($99/month software value) + Google data
- ✓ Frase briefs ($45/month software value) used internally for research (available upon request)
- ✓ Clearscope report ($170/month software value) for content optimization
- ✓ Onpage SEO direction, including optimized meta data
- ✓ Grammarly Premium licenses for all writers and editors ($129/year/team member value)
- ✓ Copyscape submission and review ($0.11/1000 word value)

**CONTENT INTERVIEW:** Have lots of relevant knowledge in your head but no time to write and format it? Your Account Manager or Content Manager will connect to decide on a topic, develop questions, then interview you via Zoom for up to 20-30 minutes.

**EXPERT ROUNDUP:** Do you have access to an expert network or want to take advantage of The Blogsmith's network of digital marketers to create content? The Blogsmith will set up/conduct an expert roundup and share all relevant information for content promotions.

Please note: taking advantage of optional content interview or expert roundup services adds an average of three business days to your expected turnaround time.

We recommend setting up time between relevant members of our team and your sales/product team to get a demo of your offering at the beginning of a new relationship.

# What The Blogsmith Needs From You to Get Started

Before we'll be able to work together, we need you to fill out the following documents:

Our blog client intake form:

http://blgsmth.tips/intake

If applicable – Writing style guide preferences:

http://blgsmth.tips/style-form

These forms ask several questions, none required. But the more you put into sharing complete information about your company, the less edits you'll have to deal with over the long-term.

We will send you a copy of your submission so that you can also make use of these documents with other vendors.

# SEO Content Writing Process & Timeline

Here's what you can expect in terms of The Blogsmith's content writing process:

Some clients come to us with content topics, others prefer pitches.

**We can work either way!**

We encourage sharing your thoughts on direction, especially at the beginning of this relationship.

Help us with details for the brief, like audience and goals — we will complete the rest:

**http://blgsmth.tips/content-brief**

We can supply custom graphics. We ask for brand visual details on the intake form.

**We'd also appreciate insights for the "Audience" section of our content brief if different from standard customer(s) described in the intake form.**

Generally, we offer seven business days turnaround based on the prior approval of agreed-upon deliverables (such as outlines) for new blog content up to 1500 words.

Once approved, we can upload articles to your content management system (CMS) for an additional fee.

Faster turnaround is available with a 25% rush fee. To coordinate included content interview or expert roundup add-ons, we request three additional business days.

# Invoice and Retainer Payment Information

We will send an invoice for either 50% (new/one-time/infrequent client) or 100% (retainer client) of the project cost, due on receipt to start and schedule the project.

We define retainer relationships as writing 5,000+ words per month.

We invoice via QuickBooks, with the option to set up ACH payments for retainer clients.

Retainer clients pay in advance for the month's work and receive a $0.15/word discount. If additional content is needed on top of the retainer inclusions, they will be billed at the end of the month add this discounted rate.

INVOICE

INVOICE

# The Blogsmith Content Writing FAQs

What's your average turnaround time?

Do you work with other agencies? What does that process look like?

Can you upload your our Articles to Wordpress for us?

For articles up to 1500 words, turnaround time is 7 business days from the date it's commissioned. If you need a quicker turnaround, inquire about rush fees by emailing amanda@theblogsmith.com.

We love working with agencies! Our per-word rates include the option for ghostwriting/white labelling the content we create if you want our help behind the scenes but we're also happy to work directly with clients if that makes things easier on your team.

Absolutely — uploading articles to WordPress is something we can help with for $75/hour.

Regardless of whether or not we assist with a CMS upload, we include all the on-page details you need to get to green using an on-page SEO plugin and get the most out of your SEO content.

# Working with The Blogsmith: Next Steps

**Thank you!**

Thanks for taking the time to read through everything!

Email **amanda@theblogsmith.com** with any questions.

Everything look good? Let's schedule an introductory chat so we can share a custom quote.

Use this link to pick a time that works for you:

**http://blgsmth.tips/intro-meeting**

We look forward to chatting about your project with you!

Maddy Osman,
The Blogsmith Founder