

How To Publish A New Blog On Your Website

Who is it for: In charge: Ketan. Sales, Marketing and Development team

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Outcomes:

- Ensures error-free publishing of Blogs every time.
- Ensures that you send out a newsletter to the correct audience.
- You do not ever forget to add page meta information for SEO benefits.
- You get routine blogs published with consistent efforts
- Acts a Nurturing of Leads/database

Critical Steps:

1. Add information of new blog in a google sheet.
2. Check the latest blog submitted by the content writer from your google doc folder for blogs.
3. You need to copy/paste the blog content (once approved by the management/decisio-making team) submitted by the content writer by using the WordPress backend. Follow these steps:
 - a. Step 1: Login to the WordPress backend system
 - b. Step 2: Select the **Post** menu in the side menu bar
 - c. Step 3: Click on **ADD NEW** (<https://prnt.sc/s92vhv>)
 - d. Step 4: Copy and paste the Title and the content submitted by the content writer considering all the tags (title, H1, etc...), please check screenshot for more information: <https://prnt.sc/s92x9a>
 - e. Step 5: You need to ensure all the SEO parameters are getting covered which the content writer provides such as Meta Description, Focus Keywords/Keyphrase, Target Keywords. Please check these screenshots: <https://prnt.sc/s92ypb> , <https://prnt.sc/s94say> , <https://prnt.sc/s94td9>
4. Make sure that all the Links/hyperlinks open in a new tab. For reference, you can check links in our existing blogs. For example, check this screenshot: <https://prnt.sc/s94vi8>
5. Once the above steps are completed the post should be kept under a draft only and **NOT published**. Once someone from the leadership team approves, it is good to publish

it.

6. Once the blog is approved and you are about to publish the blog or you already published the blog, ensure that you create a **Newsletter CAMPAIGN** In your Email marketing tool for example, we use the Mailerlite account. You need to use the same Newsletter which is submitted by the content writer who wrote the Blog.
7. Ensure that you have proper groups set in your email marketing tool. This will ensure that you are sending specific information to their respective groups.
8. Make sure that you have a standard format for all the newsletters that you send it to your lead database. The uniform structure of sending emails may improve the response rate.
9. Ensure to check all the links are working which are been shared via newsletter and they are been checked and tested.
10. It is advisable to rollout the newsletter internally to your team, which will ensure that the information is been checked by multiple team members to avoid mistakes.
11. Share blog summary of Newsletter to your LinkedIn profile and your company FB page.