

Blogging & SEO from NETGEN



- Packages
- Blogging strategy
- SEO analysis
- Blogging process
- Optional extras

Packages

Option 1

Once-off

- Blogging strategy
- Full SEO analysis

Monthly retainer

- 2x 300-500 word blog posts
- 6x social posts (one per platform for each blog post on up to 3 platforms - Facebook, LinkedIn, Twitter or Instagram)
- 3 hours of SEO work - keyword research & website maintenance
- Report on SEO rankings, keywords & blog performance

Option 2

Once-off

- Blogging strategy
- Full SEO analysis

Monthly retainer

- 4x 300-500 word blog posts
- 12x social posts (one per platform for each blog post on up to 3 platforms - Facebook, LinkedIn, Twitter or Instagram)
- 4 hours of SEO work - keyword research & website maintenance
- Report on SEO rankings, keywords & blog performance



Once-off blogging strategy

A strategy is required before any content can be created. It's a good idea to redo the strategy at least every second year. The strategy includes:

- An analysis of the brand online
- Competitor analysis
- Determining of the brand persona to pinpoint writing style and tone
- Creating ideal client personas to help determine who the content is aimed at
- Creation of content pillars to form the basis of what blog posts will be written each month



Once-off SEO analysis

At the beginning of any SEO contract, we start with an analysis of the existing website and provide on-site SEO recommendations. These include:

- Website structure
- Page load speed and other Core Web Vitals
- Keyword use
- Meta data
- Headings and alt-tags
- Sitemap
- Social links
- Mobile responsiveness



Process for retainer blogging work

Once the strategy has been approved, monthly blogging will work in the following routine:

- We operate in three-month cycles where the topics for those months are approved before the cycle begins.
- Topics and posting calendar for the cycle will be supplied to client at the beginning of the month before the new cycle begins, with approval on the content calendar required by mid-month. Eg. If the cycle begins in February, the calendar will be presented at the beginning of January & must be approved by mid-January.
- All content for each month will be created in the month before, on an ongoing basis. Eg. Content to be posted in February will be created and approved by the end of January.
- All posting to the blog and to social media to be done by the client - unless otherwise agreed upon and quoted for.
- All images required to be created or sourced by the client - unless otherwise agreed upon and quoted for.



Optional extras

Over and above the aforementioned packages, the Netgen digital marketing team offers the following services:

- Uploading of content to blog and social media
- Sourcing and creation of images for blog headers

- Full social media strategy and content plan - quote available on request
 - Once-off strategy and campaign objectives
 - Monthly content calendar (25-30 posts)
 - Monthly content creation (posts, images, infographics, videos)
 - Monthly report
 - Monthly social media adverts



Let's get started

South Africa: 0861 638 436

Email: info@netgen.co.za Web: www.netgen.co.za

Cape Town Office	Johannesburg Office	Amsterdam Office
Miltons Way, 11 Bell Cres, Westlake, Cape Town, 7945	280 Kent Avenue, Randburg, Johannesburg	Netgen BV, World Trade Center, Schiphol Boulevard 127 1118 BG, Schiphol

