



**Content Plan
March 2015**

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The overall objective of the WriterAccess Content Plan is to map out the strategy for content creation, optimization, distribution and performance measurement to achieve specific goals developed in the plan.

The plan hopes to offer specific answers to these challenging questions:

- How much content do we need?
- How good does it need to be?
- What channels should we use to reach new and existing customers?
- Which keywords best optimize for readers and the search engines?
- What type of assets should we be creating?
- What will the cost be?
- How will we track the impact and return on investment?

The Content Plan offers the methodology and strategy to achieve specific goals and gain significant competitive advantage in the marketplace. More importantly, it sets expectations for team members and a blueprint for success that can be inspected weekly and monthly against goals and performance.

Research includes the review and analysis of X competitors, including the analysis of all the content pages and assets created by each competitor. All supporting raw data is available in supporting Excel spreadsheets, which are referenced throughout this report.

Delivery of this plan is the first step in developing and executing a content marketing strategy for WriterAccess. However, the process will continually refine itself based on reader interests, ongoing performance and discovery on what resonates well with readers, customers, writers and fans.

Monthly reviews will be conducted to help keep the team members going and content flowing to the right channel at the right time and place.

Problem: Our customers know how critical content is to their business. They understand that “sales” in today’s market involves developing and publishing great content that educates and entertains. They also understand that traditional advertising and promotion pipelines alone are no longer effective. Marketing success these days demands the creation of content that speaks to specific needs throughout the buy cycle, earning trust and motivating the sale in new and exciting ways.

Complication: Finding proven, screened content creators is the #1 challenge that company’s face. On top of that, getting enough content required for success is the #2 pain point for customers. The competition is heating up. WriterAccess needs to provide not only solutions to these challenges, but information content along the way that helps customers compete and win with content marketing.

Solution: To help solve the above problems and overcome the complications, WriterAccess will roll out a combined marketing strategy and customer support strategy designed to help customers create content to achieve goals.

We’ll blueprint each customer’s needs and level of proficiency when it comes to content marketing, and consistently provide the education, services and support required for their success. Our platform will be introduced to access to content creators and manage the workflow. Our team members will be well trained on the content marketing process, including content planning, creation, optimization, testing, distribution and content performance measurement.

Our writers will all be screened and qualified, US-based professionals, tested for proficiency with ongoing performance evaluations that raise or lower star ratings. Our service team members will remain chipper all-the-time, performing the heavy lifting required to acclimate customer to the platform, including writer recommendations on-demand for all customers, customization of the platform features and analytics setup and support to measure content performance on-the-fly.

In 2010, WriterAccess was born – a content creation platform designed to connect customers directly with screened, proven writers with particular skills and proficiency. Within months, the site attracted thousands of clients clamoring for high-quality articles, blog posts, news feeds, copywriting, manuscripts, product descriptions, press releases and more.

By 2011, special features were added to make the software sizzle. Creative briefs. Content analytics. Voice messaging. Conference calling. Rulesets. Stock photography. On and on. The software and service just kept getting better.

Harboring the best clients meant hosting the best writers. So the team solved that problem, too: Transparency. Most marketplaces “hid” the fee structure. WriterAccess launched the web's only full-disclosure payment policy: 70% to writers, 30% to WriterAccess. And they topped that off with a 100% delight guarantee. Writers loved it. Clients loved it. It was your classic win-win!

Partnerships were required to grow the business faster, and wider. So they made that happen, too. Adobe Business Catalyst. Compendium. Facebook. Google Analytics. HubSpot. iPressRoom. SpyFu. Twitter. WordPress. Yahoo Stores. A bevy of partners rolled in, with API connections that made it easy to push and pull content and data with just a single click.

Most of the competitors raised funding from VCs, hoping to catch the wave. Not WriterAccess. We continued down the organic path, eventually making the Inc. 5000 list in 2014, with out any competitors on the list.

Along the way, we did not lose sight of what makes WriterAccess great. Fabulous writers, fanatical support and killer technology are the guide. We attract the best freelance writers with the experience, passion and desire to help us thrive. And we look for the top talent to join our team.

Success attracting 13,000+ customers and thousands of freelance writers creates a big challenge for our own content marketing efforts. We must practice what we preach to attract new customers, writers and fans.

Research: Our research section is a deep dive into understanding what people are craving in our market. There are big holes in knowledge for content marketing and freelance writing, and this section is really trying to determine where those holes are.

Content Strategy: Finding proven, screened content creators is the #1 challenge that company's face. On top of that, getting enough content required for success is the #2 pain point for customers. At WriterAccess, we know that customers want "relevant content written with the customer in mind" and are embracing content marketing in full force, creating stories and solutions rather than product descriptions and technical specs.

However, before idea generation starts or a single line of content is written, we need to identify who we're writing for. By creating accurate depictions of who our clients are (and aren't) we'll be better positioned to meet their needs with relevant content. Creating good content around answering their questions, solving their problems and telling good stories at a consistent pace is our ultimate aim.

Content Calendar: We've laid out the blog's editorial calendar for April 2015. It will show how buyer personas, keywords, silos, pre-planned topics and writer-generated titles come together to create good content that generates great leads.

Performance Goals: Our platform offers the access to content creators that our customers need, with many distinct advantages. Our team members all understand the content marketing process, including content planning, creation, optimization, testing, and distribution. We seek to get all employees on the same page about the power of good content and how best to use it, from customer service to talent management to marketing and strategy.

Budgets and ROI: By filling the holes we find through research, strategy, planning, creation, optimization and distribution, this plan will determine the necessary budget and projected ROI.



Research

We selected the following direct competitors because they most closely target the same group of businesses as WriterAccess, and they are also big enough to take them as a serious business.

Scripted

Scripted: Originally founded in 2008, Scripted (or back then “Scripped.com”) was a place for screenwriters to collaborate on screenplays and sell them to Hollywood producers. In 2011, businesses begin reaching out to see if their writers would provide content for non-entertainment industry projects. Three months later in June of 2011, Scripted.com was officially born.



Zerys: Interact Media's Zerys product is a content marketplace that matches Internet marketers and agencies with individual writers. The company, based in the greater Cleveland area, was founded in 2007 and offers a comprehensive platform that lets customers request, approve, edit and publish content all from one dashboard. There is also a separate software product for marketing agencies.

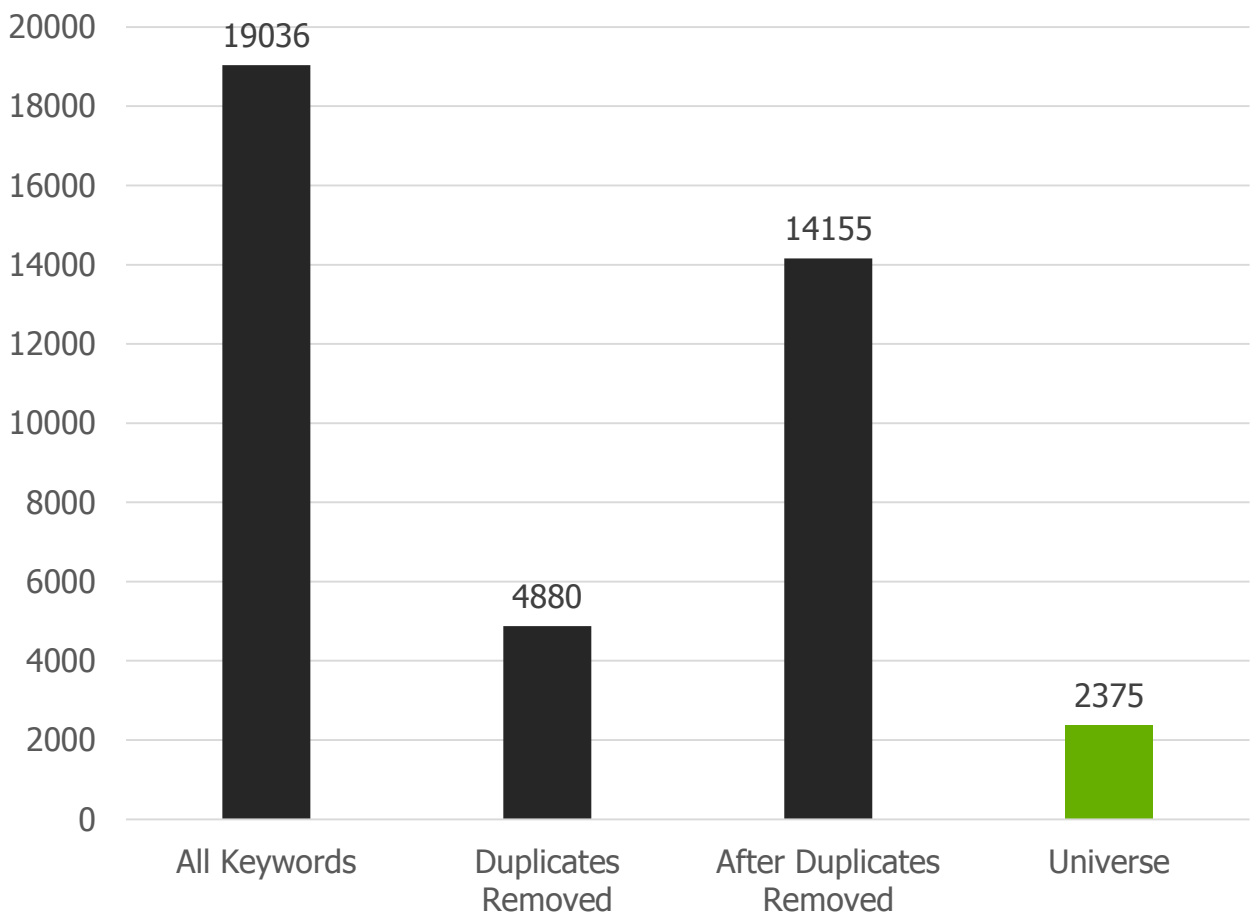


TextBroker: “In 2005, Becker-Fochler came up with the idea to search for authors, motivate them to write, rate the quality of their work and compensate them for their effort. To accomplish this, he commissioned the development of a preliminary version of the Textbroker platform. Within a short time, thousands of authors eager for the chance to earn money with their writing signed up. In 2007, Textbroker launched the Internet’s first content marketplace.” Textbroker offers content in 10 languages from around the globe.

Based on the domains previously noted, we identified **19,036 organic keywords** for WriterAccess and our competitors. From there, we took that raw data and culled it to eliminate duplicates, misspelled words, and phrases that would be impractical for developing content. The end result was a **Keyword Universe** of **2,375 unique keywords** and keyword phrases that we classified by **Silos** for further analysis and continuous performance tracking.

All competitive models and charts in this report provide analysis and comparison based on the Keyword Universe we've identified. This approach allows us to analyze WriterAccess and our competitors in an "apples to apples" environment and provide better segmentation and more accurate keyword data. The goal of this keyword research methodology is to produce *actionable information* that WriterAccess can use for content strategy and creation.

Keyword Research



The final 2,375 keywords select for the content plan several sub-groups of keywords that will all be tracked separately. include *Keyword Universe* is sorted into four additional categories.

Keyword Universe	Keyword Count
All Keywords	2,375
Golden Keywords	197
Low-Hanging Fruit Keywords	210
Top 100 Search Volume	100
Top 100 PPC	100

Golden Keywords: *Golden Keywords* are keywords hand-selected by WriterAccess based on a quantitative and qualitative analysis of what the highest priority keywords are for traffic growth, engagement, thought leadership and lead-generation opportunities. These are keyword phrases that we recommend as the highest-priority focus for content creation and optimization.

Low-Hanging Fruit: *Low-Hanging Fruit Keywords* are keywords in the *WriterAccess Keyword Universe* for which you are currently ranking between 11 and 50 in listing position. We recommend focusing on improving the quality and quantity of content you create for these keywords with the goal of pushing them into the Top 10 listing positions. These keywords provide a prime opportunity to score “quick wins,” increase traffic and generate web-based leads on new keyword phrases. Out of the 2,375 keywords we selected for your *Keyword Universe*, we have identified **210 Low-Hanging Fruit Keywords**.

Top 100 PPC: *Top 100 PPC Keywords* are the 100 keywords in your 2,375-word *Keyword Universe* with the highest associated pay-per-click costs. Use this list to:

1. Identify keyword phrases for which you already rank high in organic search. Check with your SEM/PPC team to make sure that you are not spending money on PPC campaigns for which you already score in the Top 3 organic listing positions, unless you’ve internally identified a specific strategic reason for doing so (e.g., driving traffic to a higher-conversion landing page while redesigning the default page for that search phrase).
2. Identify keyword phrases that are so expensive from a PPC perspective that it would be more practical to create visibility for those keywords through an organic search strategy.

Top 100 Search Volume: *Top 100 Search Volume Keywords* are keywords with the highest number of monthly searches. This data provides insight into topical trends and subject-matter popularity. Top 100 Search Volume terms are often, however, head terms. Their popularity makes them inherently more competitive and presents a greater challenge when trying to move up in listing positions. Additionally, while popular, head terms have a significantly lower conversion rate than long-tail terms. We recommend using this list primarily for market insight and as a compass for creating longer-tail content assets that relate to these keywords.

High-Price PPC Keywords

Below are the most expensive keywords for which your competitors organically rank within the Top 10 listing positions and WriterAccess does not. Because of the high PPC price of these keywords, we recommend that WriterAccess place these particular keywords from a content strategy and SEO perspective.

Content Planning

online marketing tips	\$33.46
internet marketing help	\$31.61
internet marketing tips	\$31.23
content marketing ideas	\$26.93
content marketing ideas	\$26.93

Content Optimization

seo articles	\$60.43
search engine marketing services	\$35.13
search engine marketing services	\$35.13
hiring content writers	\$29.28
seo copywriting services	\$28.35

Content Performance

measure website performance	\$35.42
marketing metrics definition	\$32.00
internet marketing roi	\$28.83
digital marketing measurement	\$27.81
roi internet marketing	\$27.03

Content Writing Tips

define creative writing	\$17.36
creative witting	\$16.88
freelance content writer jobs	\$14.96
creative writing online	\$14.92
web copy writer	\$13.63

Content Creation

hire content writer	\$27.91
content marketing services	\$23.76
marketing content	\$23.68
content marketing plan	\$21.55
research proposal writing service	\$19.17

Content Distribution

content delivery system	\$87.09
global content delivery network	\$30.93
channels of distribution marketing	\$23.66
content delivery	\$23.20
successful social media campaigns	\$22.81

For Agencies

project management solutions	\$21.13
collaborative project management	\$20.15
web based project management	\$19.80
project managment	\$15.97
web project management	\$14.97

Freelancing Tips

project and time management	\$44.30
freelancers for hire	\$35.55
hire freelancers	\$30.72
hire a freelancer	\$24.96
looking for freelance work	\$23.68

High-Priority Low-Hanging Fruit

The following chart indicates a sample of *High-Priority Low-Hanging Fruit Keywords*. As a reminder, Low-Hanging Fruit Keywords are phrases for which WriterAccess is currently ranking 11-50 in listing position. Because of the high PPC price associated with these keyword phrases and their Low-Hanging Fruit status, we recommend giving these particular keywords high-priority status when developing your overall content strategy and SEO plans going forward. With the right execution, it should be relatively easy for WriterAccess to move up in these positions, which nicely complement your Golden Keywords list.

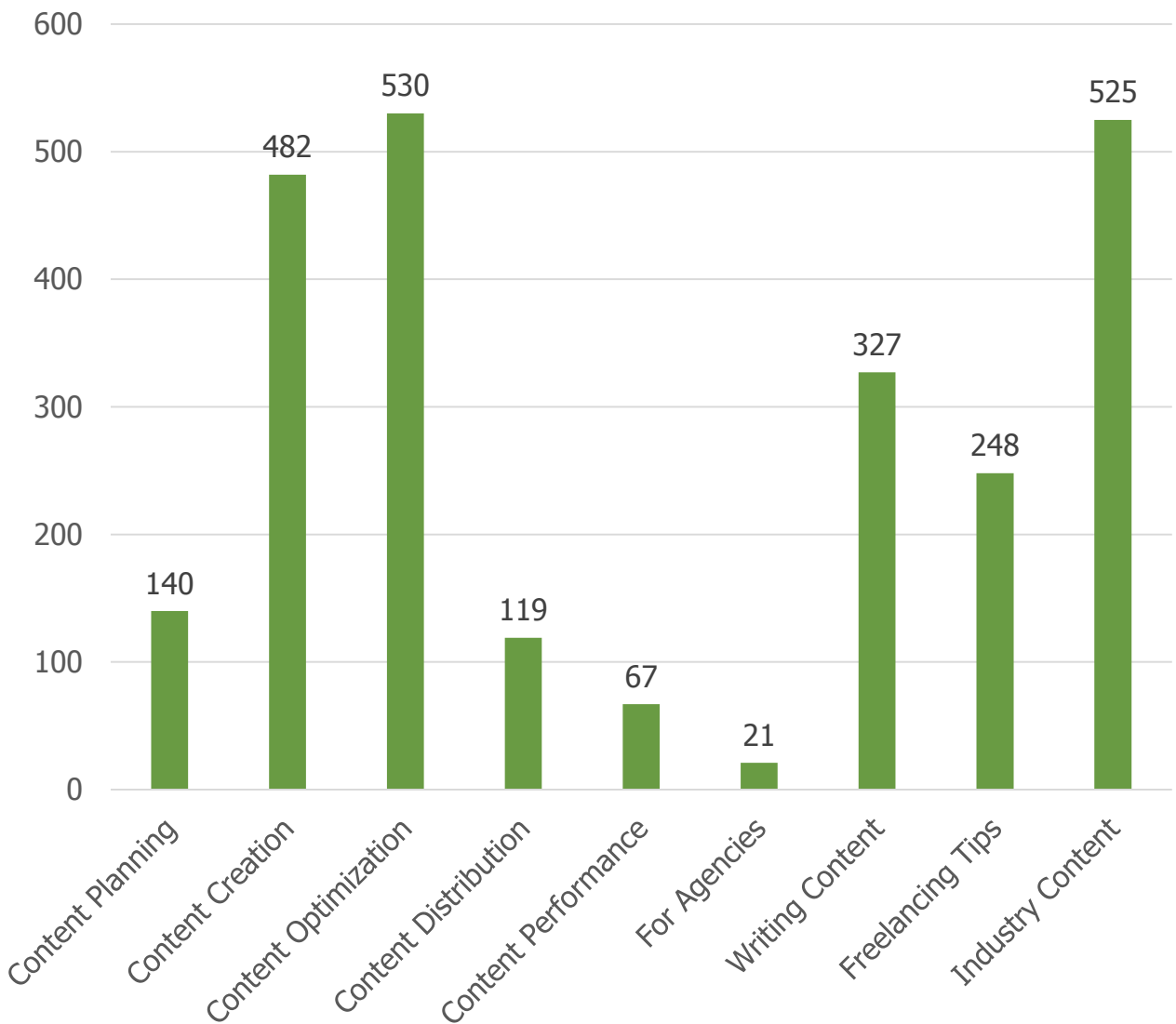
High-Priority Low-Hanging Fruit Keywords



Keyword silos are categorical classifications for the WriterAccess Keyword Universe. This report is divided into 9 Silos that relate to WriterAccess and its business direction.

All 2,375 keywords in the WriterAccess Keyword Universe have been tagged or associated with at least one silo. However, a single keyword can exist in multiple silos, where there may be natural contextual overlap.

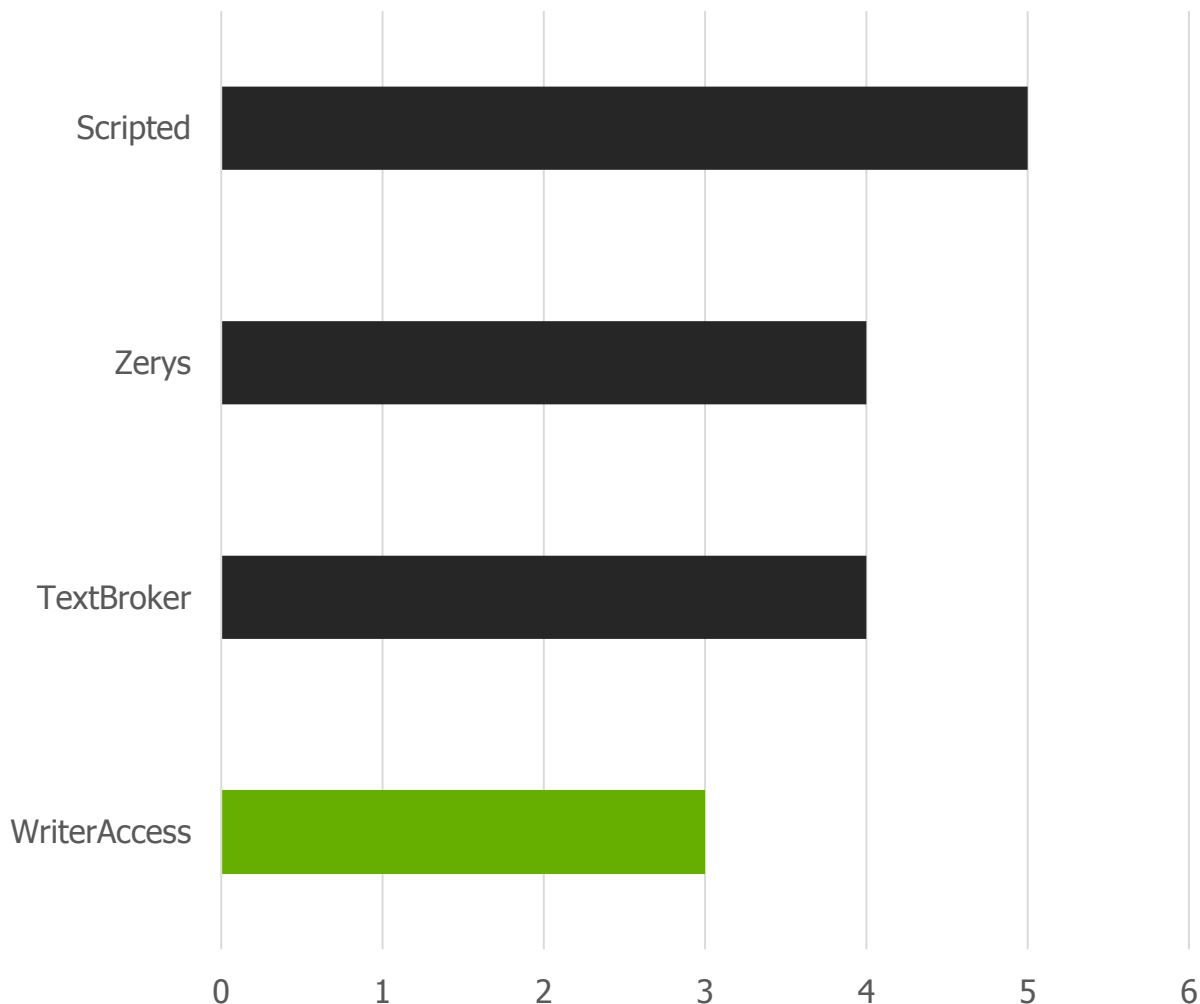
Keyword Distribution by Silo



Google PageRank

[Google PageRank™](#) uses a multitude of factors to determine the relative importance and value of a particular web page. Google uses a 1-10 page ranking scale with 10 as the best possible score. PageRank is determined by a variety of factors and dynamic changes over time based on algorithmic variables that Google tracks and weights to determine an overall PageRank score. Some well-known variables that impact scoring include domain history, inbound and outbound links, meta data, site crawlability, and the quantity, quality and relevance of content.

Google Page Rank

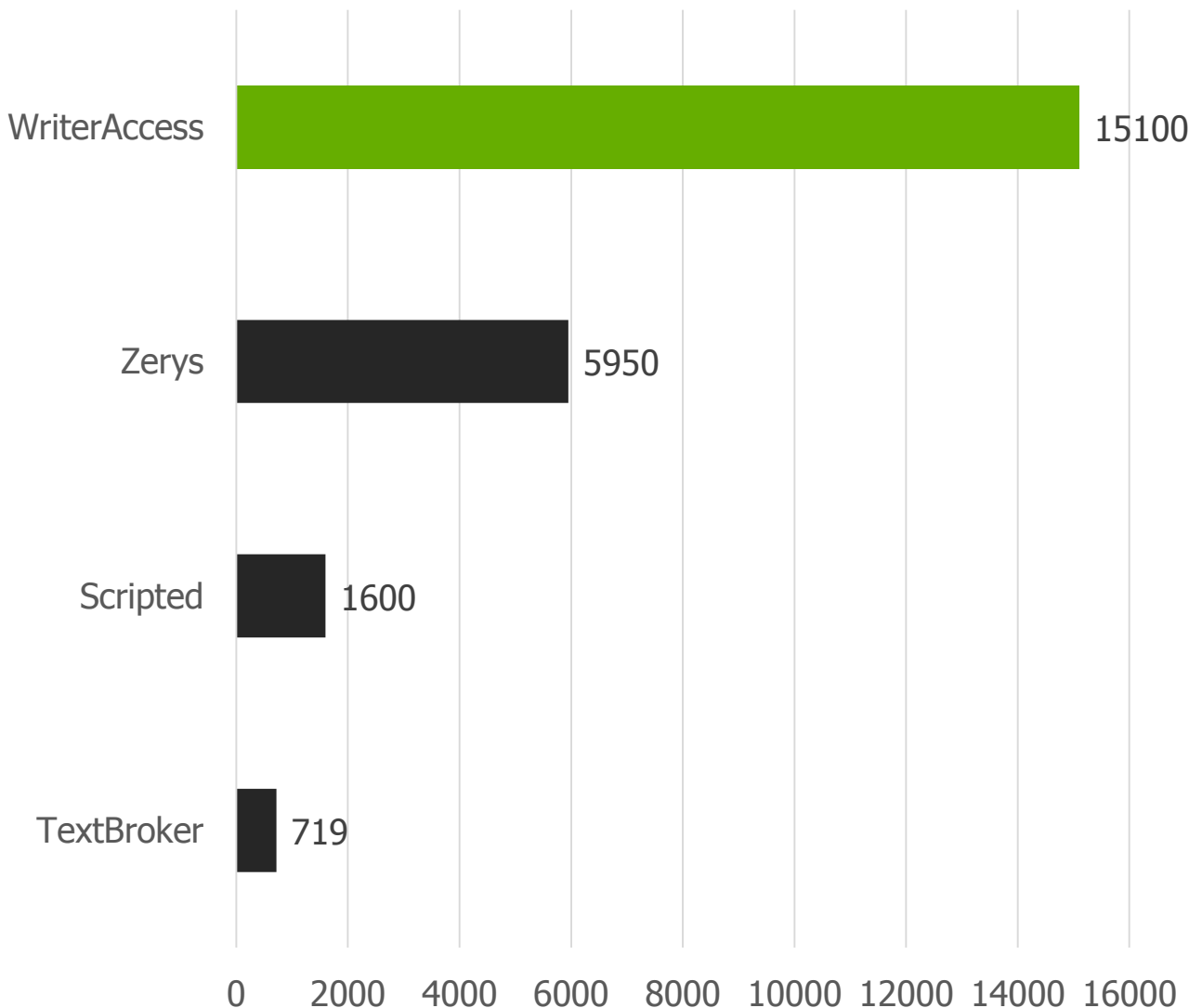


As of 3/18/15 from SEOBook.com

Indexed Pages

Websites with robust quality content are favored in Google's PageRank algorithm. This can partially be measured by the number of indexed pages on a particular site. The chart below details the number of individual pages that Google has indexed for WriterAccess and the competitors you asked us to research.

Indexed Pages

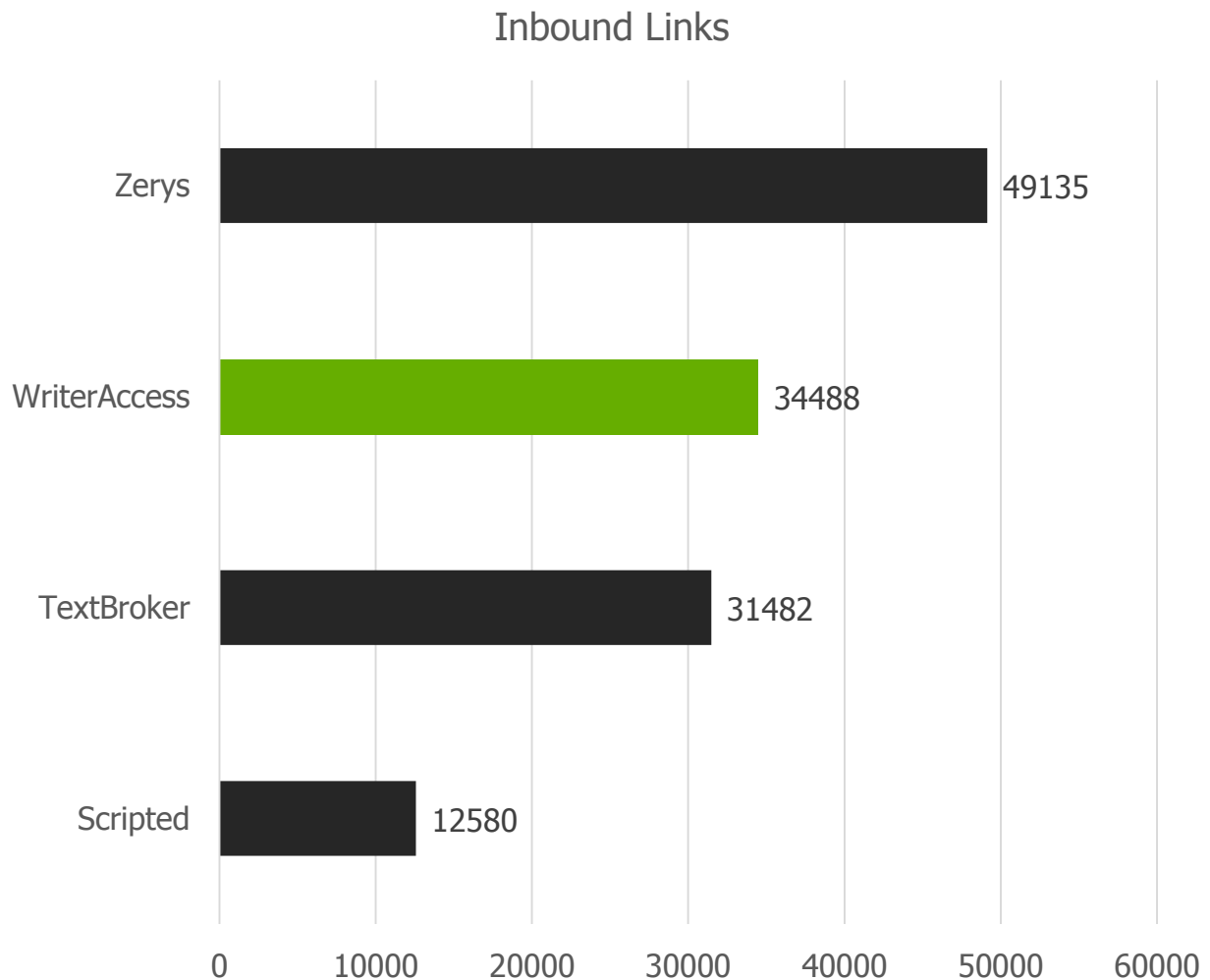


As of 3/18/15 from Google.com

Inbound Links

Incoming links are an important indicator of the viral value of your website. Links coming from authoritative and contextually appropriate sources can boost your search rankings and lead to increased traffic to WriterAccess. With the rise of social media, the importance of tracking inbound links metrics increases. While not absolute, they can serve as one relative indicator of how engaging your content is compared to competitors.

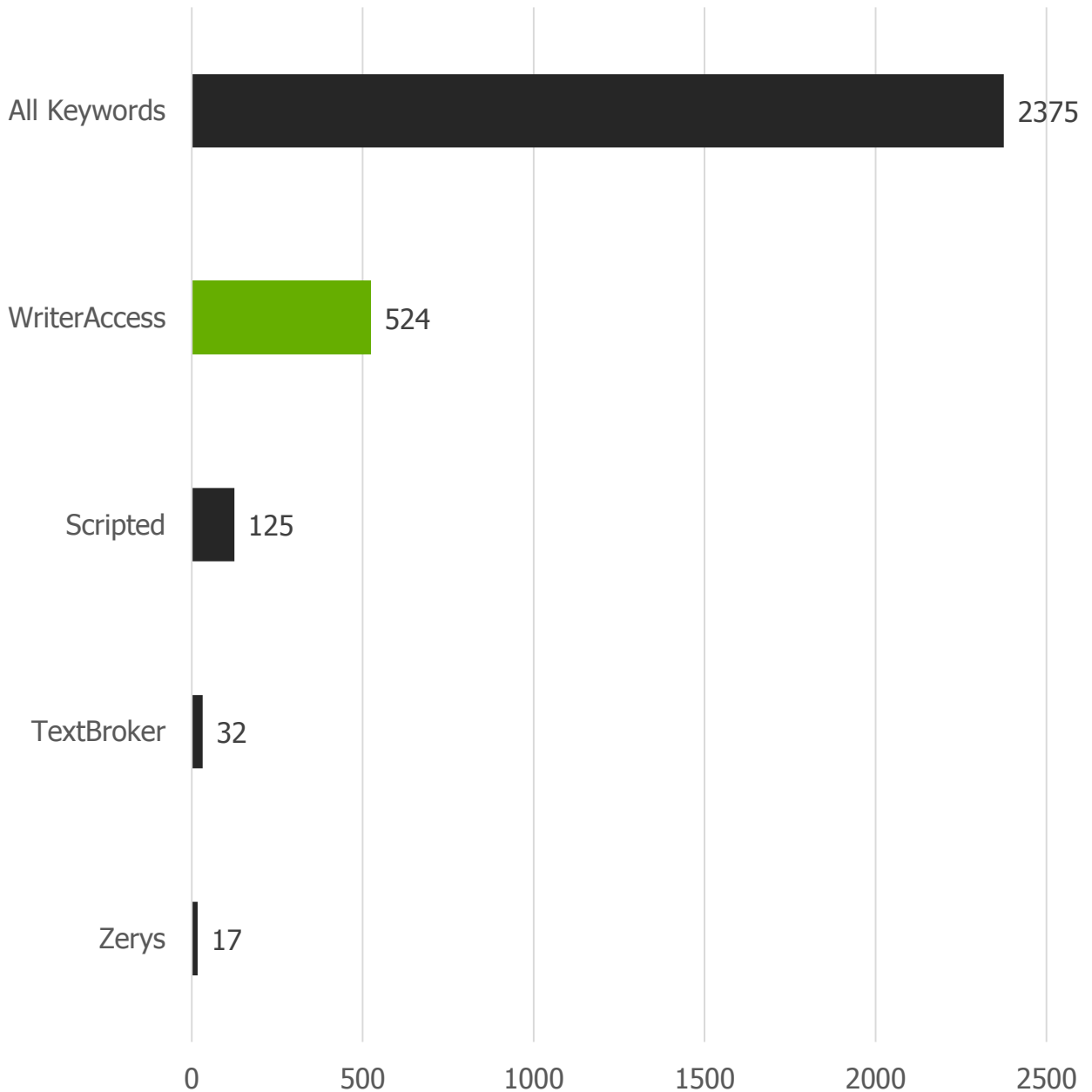
Use the March 2015 data below as a timestamp and continue to track your growth of inbound links compared to your competitors on a quarterly basis to pinpoint traction or loss of traction in your target markets. Over time, you will see trend lines that provide insights into your “viral value” compared to competitors.



As of 3/18/15 from Majestic.com

Below is a chart that compares the top 10 listing positions for the keyword strategy. Note that only 30% (698 of the 2,375) of the Keyword Universe has top 10 listings in the search engines for WriterAccess and competitors combined.

Top 10 Listing Positions



The table below and the following page provide a point-in-time snapshot of your market share ownership of the keywords in your 2,375-word Keyword Universe compared to your competitors. Market share is calculated as:

WriterAccess Keywords in Top 100

WriterAccess + Competitors' Keywords in Top 100

Keyword Silo	WriterAccess Market Share	Aggregate Search Volume Per Month	Avg PPC Cost of #1 Listing Position Traffic Per Month
Industry Content	69%	50	\$0.15
Freelancing Tips	53%	113140	\$793.29
For Agencies	50%	10710	\$2,256.41
Content Creation	41%	53770	\$420.57
Content Optimization	32%	113980	\$996.01
Content Writing Tips	27%	134890	\$742.58
Content Planning	5%	62720	\$1,604.75
Content Distribution	0%	18290	\$750.90
Content Performance	0%	5480	\$425.28

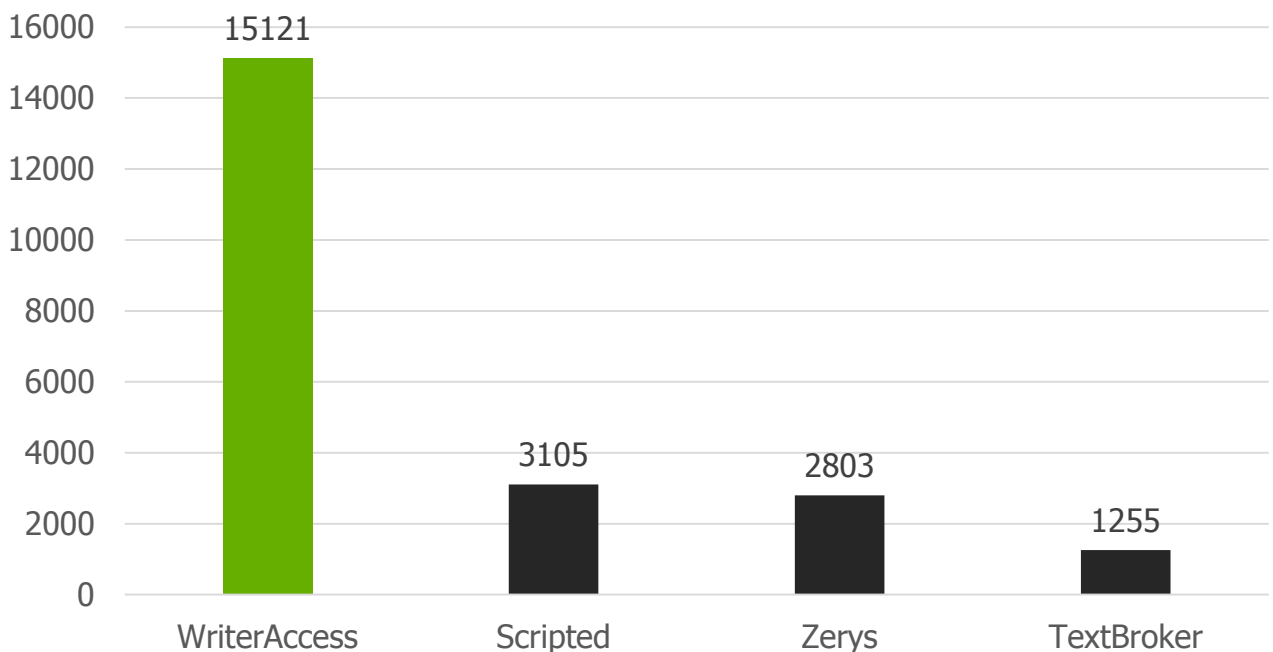
As part of our research, we did a content audit on WriterAccess and several of our competitors to gain an understanding of the number and types of content assets you and your competitors are producing. We also looked at the allocation and distribution of those assets across Silos to understand how much you are investing in your various lines of business from a content marketing perspective.

The following research findings are meant to serve as a starting point for understanding how you are performing in online content marketing. We recommend engaging in a more detailed engagement that would allow us the time and resources to further analyze your content marketing strategy in more quantitative and qualitative detail with the goal to develop and implement a holistic, cross-channel content creation and promotional distribution strategy that would include specific recommendations and editorial calendars focused on:

- **Optimizing existing content**
- **Creating new content**
- **Tracking and measuring performance**
- **Better prioritizing and aligning content creation with business goals and revenue objectives for each line of business**
- **Focusing on industry and thought leadership ideas and increasing customer engagement**

Please see the **Content Recommendations** section for more detail.

Total Content Assets WriterAccess vs. Competitors



Content Audit Matrix

Type	WriterAccess	TextBroker	Zerys	Scripted
Article	0	0	0	13
Blog	1832	231	483	1065
Case Study	0	0	2	18
Data Sheet	0	0	0	0
eBook	2	2	0	3
Facebook Posts	1508	67	933	950
FAQ	22	0	0	0
G+ Posts	378	149	172	3
Guide	12	10	0	27
Infographics	0	0	14	0
LinkedIn Posts	63	37	243	271
News	0	33	0	0
Podcast	0	0	0	0
Press Release	28	3	2	6
Tweets	757	626	783	561
Video	4	42	41	8
Web Page	10461	48	127	137
Webinar	54	6	0	35
White Paper	0	1	3	8

Based on the research, here are our recommendations for creation, optimization and publishing in 2015. We estimate the total cost to produce these asset to be \$58,728. The investment would increase traffic by an estimated 370,535 visitors. We estimate that this will bring in 2,779 Freemium and Client accounts generating \$3,418,713.28 in Revenue for a ROI of \$966,885.98.

Asset Type	Count	Star Level	Cost
Articles	36	5	\$2,700.00
Blogs	744	5	\$37,200.00
Facebook Post	684	4	\$2,052.00
FAQs	36	5	\$900.00
G+ Posts	120	4	\$360.00
LinkedIn Posts	156	4	\$468.00
Press Release	36	5	\$1,800.00
Tweets	324	4	\$648.00
Videos	36	5	\$10,800.00
Webinars	36	5	\$1,800.00
Guides	12	6	\$6,000.00
White Papers	4	6	\$8,000.00

Recommended Content Marketing Budget: **\$58,728**
Estimated Traffic Increase in Year 2012: **370,535**
Estimated Freemium and Clients: **2,779**
Estimated Revenue: **\$3,418,713.28**
Estimated ROI: **\$966,885.98**



Content Strategy

The WriterAccess content strategy for 2015 includes the development of related to the personas, silos, assets, distribution channels, tone and style and editorial calendar. Below is a basic listing of our content asset portfolio to date.

Asset Type	Count
Articles	36
Blogs	744
Facebook Post	684
FAQs	36
Other Posts	120
LinkedIn Posts	156
Press Release	36
Tweets	324
Videos	36
Webinars	36
Guides	12
White Papers	4

Below we outline the content strategy of the content plan:

Personas: We've identified three main categories of buyer personas (Agencies, SMBs and Writers) and three sub-categories within each, leading to a total of nine personas we will target with content that speaks to each of their pain points in 2015. Rather than creating content around keywords or ideas as we've done in the past, this year we received emails from 900 SMBs and Agencies letting us know what they want to learn about. We are creating content based around these personas.

Content Silos: Based on the research, we've identified nine topic silos for content creation and optimization for 2015 designed to increase search marketshare and mindshare with customers, writers and fans. These silos also function as the main categories on the blog, to which all content must be relevant.

Content Assets: After taking inventory of the assets we already have, we were able to draw up a comprehensive list of assets we need to create in 2015, including blog posts, books, guides, social media posts etc. We've broken up these assets by sophistication level of potential clients in regards to content marketing and platform knowledge.

Distribution Channels: Great content isn't worth much if nobody reads it. By distributing our content on various social media channels, we not only stay in touch with our clients, writers, fans and followers, but we continue to position ourselves as influencers in the market.

Tone and Style: We delve into the best voice for WriterAccess for a variety of asset types and audiences, while still maintaining consistency.

Editorial Calendar: We've laid out the editorial calendar for April 2015. It will show how buyer personas, keywords, silos, pre-planned topics and writer-generated titles come together to create good content that generates great leads.

Budget and Performance Projections: Through research, strategy, planning, creation, optimization and distribution, we've determined the necessary budget and projected ROI.

**Newbies****Intermediate****Experts**

WriterAccess services four different types of customers (Agencies, Companies and Writers) that have various levels of proficiency, both with the platform and depth of content marketing experience. To better service customers, and advance their knowledge both of the platform and content marketing, we blueprint all four customer types to determine what level of service, support and training they need for success, assigning a persona label of Beginner, Intermediate or Expert:

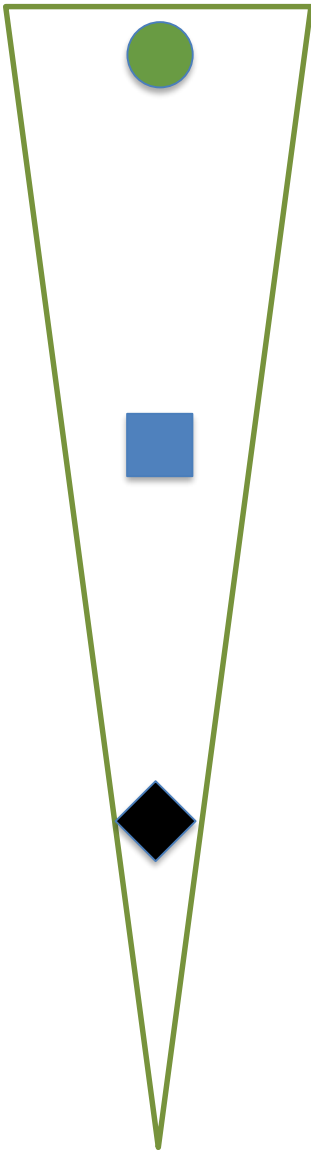
For Agencies: Based on our experience, agencies are at various stages of development when it comes to how they sell content marketing services, and create, deliver and deploy writing services for their customers. Size of agencies also varies from individual consultant to large agencies serving hundreds or even thousands of clients. Our marketing strategy and service solutions are adapted to this audience that has challenges “reselling” content creation services to clients.

For Businesses: We’ve also experienced similar variation in the wants and needs of companies. SMB to mid-sized companies tend to have solo champions managing the content creation and optimization process, with limited support. Mid-level to large companies have different complexities and higher demands for both quality and quantity. Enterprise companies have yet more complexities, but often struggle to get budget secured and education to manage the process and deliver the results demanded by management. All companies however are looking for solutions and modernization of content marketing tactics and tips for success.

For Writers: Lastly we’ve identified three writer personas to target in 2015. While we will create content for writers new to freelancing, part-timers as well as full-time professionals, 80% of the content will target the part-timers and full-time professionals, as these are the types of writers we want in our database.

Agencies understand the importance of quality content, but are challenged with the art of selling the service to customers, and science of delivering performance and ROI demanded for the investment. They need dependable writers along with scalable solutions for success. And many agencies have not developed the workflow and process to deliver on goals and return on investment.

INFORMATION FUNNEL



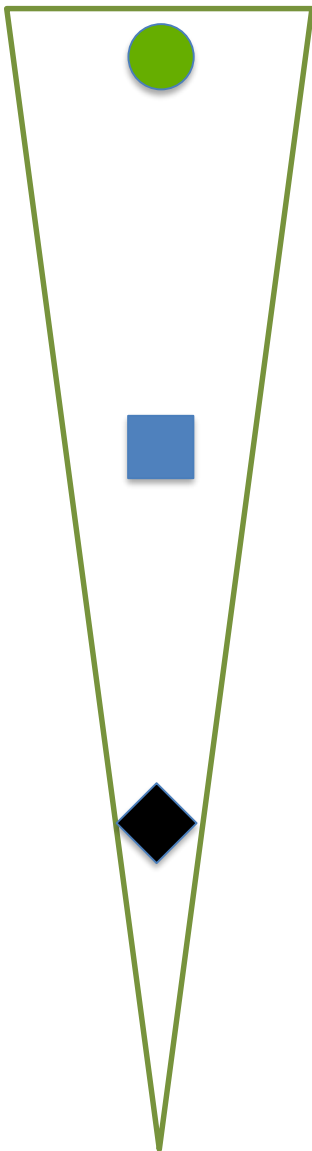
NEWBIE PERSONA. Agency has not used content creation platforms, instead working more with individual freelancers or overworked in-house staff. They do not understand our pricing model, or what to expect when you pay more for writing services. They know their clients need content to be successful online, but have difficulty in making the case to spend money on informational content designed to engage readers and stop them in their tracks vs advertising and “sell” copy that boasts the features and benefits of products and services.

INTERMEDIATE PERSONA. Agency has earned trust with the client and is scouting the best content creation platform to manage the process. They want to make sure writers are not only knowledgeable about their given industries, but can take on the tone and style their client requires. Agencies have difficulty in staffing the pool of writers and onboarding them to projects. And also staffing in-house to manage the process, and/or create a smooth process for content marketing success.

EXPERT PERSONA. The expert Agencies are content marketing machines, with deep experience working in Platforms like WriterAccess. They know the limitations and what to expect, and how to onboard writers to the process that might involve editors and rulesets for quality control. Typically advanced features of the platform are of interest, and setup quickly for larger scale projects including templates, recurring orders, API integration, Analytics, bulk order placement, multi-client accounting management and more.

Forward thinking companies are joining the content marketing revolution in droves. However, the pace for change varies significantly. According to CMI, the top three pain points for content marketing include #1 producing engaging content, #2 producing enough content, #3 budget to produce content, #4 lack of C-level buy-in, and #5 producing a variety of content.

INFORMATION FUNNEL



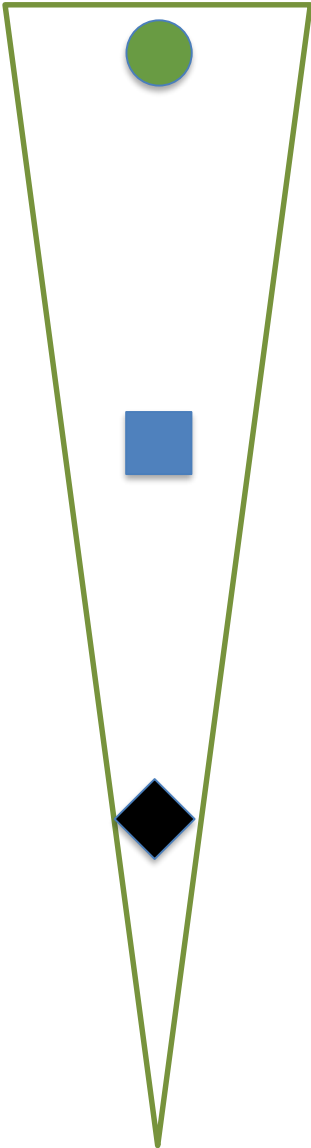
NEWBIE PERSONA. Companies are scrambling to produce more content to meet the expectations of customers and prospect customers. Pricing continues to be the biggest pain point, with hard lessons learned when trying to define what to expect when you pay more for writing services. Late bloomers need to learn how to use platforms, how to articulate their content goals and how to onboard writers to their needs for quality. Even with that success, getting management buy-in is often challenging, especially when management does not understand content marketing and the value of information content to the brand identity.

INTERMEDIATE PERSONA. Companies at this stage have management buy, but are often weak on the process and workflows required for success. They need help selecting writers, developing instructions that are easy to deploy. The price to quality ratio's need to be understood and learned with experience. Performance is often a driver for additional investment, so that needs to be setup properly using free tools in the platform including content analytics, keyword analytics and monthly performance reports.

EXPERT PERSONA. Many companies are content marketing machines, with deep experience working in Platforms like WriterAccess. They know the limitations and what to expect, and how to onboard writers to the process that might involve editors and rulesets for quality control. Typically advance features of the platform are setup quickly for larger scale projects including templates, recurring orders, API integration, Analytics, bulk order placement, multi-client accounting management and more.

Our writers range from newbies dipping their toe into the freelancing pool to part-timers with particular industry experience to full-time professional freelancers that make a full time living online. However, they all have the same objective: to make fair money and build a portfolio of good, returning clients.

INFORMATION FUNNEL



NEWBIE WRITERS. New writers to the platform are excited to start earning some dough for what they know, but murky on how it all works, particularly the “star rating” system which defines their pay. Newbies are often new to freelance writing, but many hold a full time job and dabble at the opportunity to earn extra income. We need to show Newbies how our platform is simple to use, and easy to find work for fair pay. They are often uneducated on building profiles that appeal to customers. And they are looking for guidance about freelancing writing in general. We also find that Newbies are not in tune with the service requirements of platforms that require immediate response from

INTERMEDIATE WRITERS. Writers at this stage are likely members of other content creation platforms and searching for greener pastures with higher rates and pay. These writers are mainly part-timers whose main source of income is somewhere else, so they don’t have time to invest in learning the platform and refreshing the page every few minutes for new orders. They need help nailing the casting call because that will lead to love lists and more consistent work.

EXPERT WRITERS. These writers are full-time professional freelancers. They’ve been around the block a time or two, they know how to find work and they know what kind of work they deserve. These writers are interested in professional development – how to take their careers to the next level, and more specifically how they can do that with WriterAccess .

Blog and Social Media Tone and Style

Both personable and professional, WA is approachable and trustworthy to both clients and writers, alike. Our straight-forward communication parallels the ease in which companies can get top quality content from our writers.

Our blog posts and social media seek to educate and entertain, while maintaining a consistent voice throughout. We maintain a positive, influential voice and alter the level of authoritative tones based on:

1. The type of audience (Writers/SMBs/Agencies)
2. The level of content marketing sophistication
3. The platform we're using

Blog Posts: We target 3 distinct groups with our blog posts, and within these groups 3 sub-groups for each: SMBs (newbies, intermediates, experts), Agencies (newbies, intermediates, experts) and writers (newbies, part-timers and full-timers).

In our client-focused posts (both SMBs and Agencies) we keep the tone professional yet conversational. Our goal is to educate business owners and agencies on content marketing, and provide solutions to their pain points and content needs. We keep our content marketing lingo consistent (Planning, Creation, Optimization, Distribution, Performance) despite the level of sophistication we're targeting. We build influencer status through this authoritative yet approachable education style.

In our writer-focused posts, we speak to this audience as equals, mainly focusing on the part-time and full-time professional freelance demographics. An interesting note here is that our writers view us as their brokers. They do not see us as their bosses or managers, but as the people who find them work and broker the deal. This is a slight but very powerful difference in a professional relationship, and our tone and style must reflect that. We therefore use the blog to build a sense of community with relatable first-person posts, to provide tips on best-practices when it comes to writing techniques and client communication, and to more formally educate freelancers on financial, professional, and industry-specific trends applicable to their livelihood.

Social Media: Our posts on Twitter, Facebook, LinkedIn and Google + are consistent with the tone and style favored on each platform. We use Twitter and LinkedIn mainly to reach clients and Facebook and Google + to reach writers.

Guides, Books, Emails and Newsletters

Both personable and professional, WA is approachable and trustworthy to both clients and writers, alike. Our straight-forward communication parallels the ease in which companies can get top quality content from our writers.

Like any distinct style, WA's tone is one of its greatest assets. Guides, Books, Emails and Newsletters are all "from Byron" and therefore are all written in a consistent voice. This tone is short, snappy and engaging. It balances authoritative content (substance) with a more conversational, engaging and second-person voice.

Guides: A good guide is the result of identifying the pain point for one or more of our personas, and developing straight-forward, edgy and educational content and design. When providing educational material it's important to maintain an authoritative tone and speak to people on their level without sounding condescending. Therefore, to differentiate our voice between beginners, intermediates and pros, we will vary our use of content marketing lexicon, thus keeping tone and style constant. Beginner guides will stay away from content marketing lingo, while pro guides will rely heavily on industry speak.

Books: Books are simply long-form guides (without all the design work). Our tone is just as engaging and snappy, we just pack in much more informational value on deeper topics. Additionally, most of our books are aimed at the intermediate to pro level. These are meant as marketing materials to industry players at conferences as well as new or potential clients. Despite the long-form content, books are written in a copywriter style and broken up into many manageable sections. The voice is second-person.


Emails: Our emails are short and conversational. At WriterAccess we continue to figure out the secret formula of how to make a mass email feel personal. Asking opinions and advice is one tactic, while positioning ourselves ready to solve content problems is another. Our spotlight and webinar emails contain links and images. All marketing emails are action-focused and have a clear call to a specific action.

Newsletters: The newsletters are 100% aimed at writers. While in 2014, we took the approach of filling them in on what was going on at WriterAccess HQ, in 2015 we're taking a more writer-centric approach. We give accolades to writers who went above and beyond the call of duty to exceed expectations, we congratulate instead of lecture, and we showcase their work via the blog and writing contests. We feel this will lead to a greater sense of comradery among the community of writers, as well as with WriterAccess staff – building on an already strong foundation.

As an example of a typical month, the next few pages contain the editorial calendar for April 2015. Each of the pages are categorized by Agency, Company or Writer. Within each persona are the silo, level, keywords and topic titles. These assets include blog posts, guides, and books.

Level	Silo	Asset Type	Keyword	Topic Title
	For Agencies	Blog Post	what is project management	Project Management 101: Who do You Need on Your Team
	For Agencies	Blog Post	simple project management	The Mini Content Plan
	For Agencies	Blog Post	project management techniques	X Tips to Avoiding Content Fatigue
	For Agencies	Blog Post	project management	How to you "listen" to your client's target audience? (Surveys, What to Ask)
	For Agencies	Blog Post	team project management	How to Build Teams of Writers for Multiple Projects at Once
	For Agencies	Blog Post	project management calendar	It's a Deal! 4 Steps to Closing Your Next Marketing Pitch
	For Agencies	Blog Post	web project management	It's a Deal! 4 Steps to Closing Your Next Content Marketing Pitch
	For Agencies	Blog Post	project management timeline	Stop the Clock: Setting Timeline Milestones and Why It Matters
	For Agencies	Blog Post	web based project management	How to Find the Story Within Your Client's Company
	For Agencies	Blog Post (long form)	Collaborative project management	Developing Content for Various Stages in the Sales Funnel
	For Agencies	Blog Post	project management solutions	How to Create Scalable Solutions Without Sacrificing Quality
	Volume (Pain Point)	Guide		How WA is built for scalable solutions

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Level	Silo	Asset Type	Keyword	Topic Title
	Content Creation	Blog Post	writers for hire	How to create content that compels readers to take action
	Content Distribution	Blog Post	content delivery	The Steep Plateau of Social Media Marketing
	Content Optimization	Blog Post	freelance writer website	An SEO Primer (Seriously Easy Overview)
	Content Optimization	Blog Post	freelance writer	Creating Your Content Marketing Checklist
	Content Planning	Blog Post	how to advertise your business	How Much Content Do I Need?
	Content Planning	Blog Post	how to market a small business	Know Your Audience: Planning Content That Speaks to Them
	Content Marketing (Pain Point)	Book		Top 100 Content Tools & Resources in the Cloud (in production)
	Content Creation	Blog Post	bloggers for hire	Generating new ideas for content creation
	Content Creation	Blog Post	press release writer	Nitty Gritty Winging It: How To Communicate Ideas to Your Writers
	Content Distribution	Blog Post	content delivery system	Social Influencers - Who Are They and How Do I Get Connected?
	Content Distribution	Blog Post	Social media marketing strategy	AM, PM, IM - Are Your Messages Reaching The Right Audience?
	Content Optimization	Blog Post	content writers	When It's Time to Worry: Google Downgrades
	Content Optimization	Blog Post	freelance writers	#1 is No Longer Good Enough
	Content Optimization	Blog Post	hire writers	Content Isn't King: Why the User Rules the Roost
	Content Optimization	Blog Post	blog content writers	Following Trends: Get Creative With Newsjacking
	Content Optimization	Blog Post	freelance writer	Think Beyond Target Customers for Online Marketing

As an example of a typical month, the next few pages contain the editorial calendar for April 2015. Each of the pages are categorized by Agency, Company or Writer. Within each persona are the silo, level, keywords and topic titles. These assets include blog posts, guides, and books.

Level	Silo	Asset Type	Keyword	Topic Title
	Content Optimization	Blog Post	professional writers for hire	Mobile Optimization Equates to Volume Optimization
	Content Performance	Blog Post	website performance	Revving Up Content Performance
	Content Planning	Blog Post	marketing plans	How to Force Yourself (Nicely) to Keep on Keepin' On
	Content Planning	Blog Post	email marketing plan	X Common Mistakes You Might Be Making With Website Metrics
	Content Planning	Blog Post	content management	Drafting a Winning Content Strategy Team
	Content Planning	Blog Post	online marketing tips	Maximizing Your Content Through Rewriting
	Content Planning	Blog Post	business marketing ideas	Getting to Know You: Giving Your Audience the Content They Want
	Content Planning	Blog Post	marketing ideas for small businesses	Listening To Your Audience for Content Ideas
	Content Planning	Blog Post	internet marketing help	The Dos and Don'ts of Auto-Posting
	Content Creation	Blog Post	press release writing service	How Social Media is Reshaping News
	Content Distribution	Blog Post	global content delivery network	Maximize your management through effective content distribution.
	Content Optimization	Blog Post	blog writing service	Focusing on User Intent
	Content Optimization	Blog Post	freelance content writers	Optimize for Dark Social
	Content Performance	Blog Post	content marketing analytics	A Peek Over The Fence: Scoping The Competition
	Content Planning	Blog Post	content marketing strategy	Where your traffic comes from and how to leverage that when planning new content. (Title TBD)

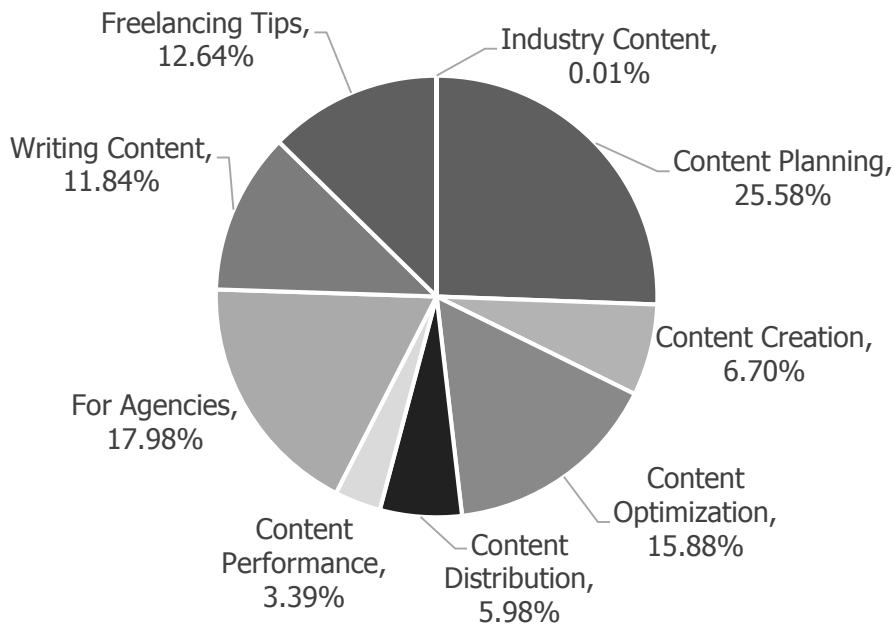
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Level	Silo	Asset Type	Keyword	Topic Title
	Freelancing Tips	Blog Post	freelance writing jobs for beginners	New to Freelancing? What to Expect in Your First Year
	Content Writing Tips	Blog Post	writing help	Tips for newbies learning the ropes and requirements of content sites like WA. (Title TBD)
	Writer Rant	Blog Post	freelance writer for hire	Get Your Act Together
	Freelancing Tips	Blog Post	freelance jobs	How to Prepare Taxes as a Freelance Writer
	Freelancing Tips	Blog Post	writing careers	Solopreneur Survey (Title TBD)
	Content Writing Tips	Blog Post	writing web content	Are You a Fish or a Monkey? Finding Your Freelance Writing Niche
	Content Writing Tips	Blog Post	writing press releases	Writing Effective Press Releases
	Industry Content	Blog Post	freelance writing jobs	How to Monetize Your Niche
	Writer Rant	Blog Post	freelance writing jobs from home	Counting words, not sheep, in my lame attempt to sleep
	Writer Rant	Blog Post	freelance jobs online	I Just Want To Be A Writer! Or, Who Do All These Hats Belong To?
	Platform/ Casting Calls (Pain Point)	Guide		WA Platform Hacks: How to increase your chances for success in casting calls
	Freelancing Tips	Blog Post	freelance journalist	5 Tips for Getting Gigs as a Freelance Journalist
	Freelancing Tips	Blog Post	freelance copywriters	Tax Tips for Professional Freelancers
	Content Writing Tips	Blog Post	freelance copywriters	Income Taxes for Freelancers
	Industry Content	Blog Post	Writing content	Boston Marathon (4/20)
	Writer Rant	Blog Post	writing a book	Maybe I Should Write a Book About It

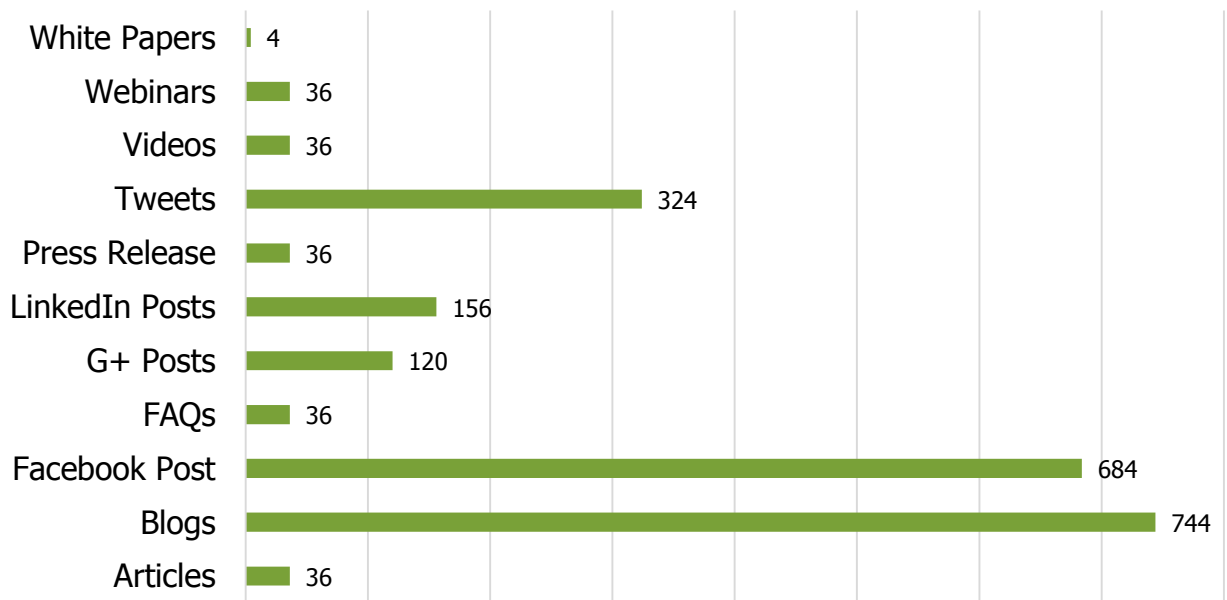


Appendix

This appendix contains the granular break down of each Keyword Silo, the recommended budget spend, the percentage of the over content budget, and the breakdown of the individual assets.



Total Assets

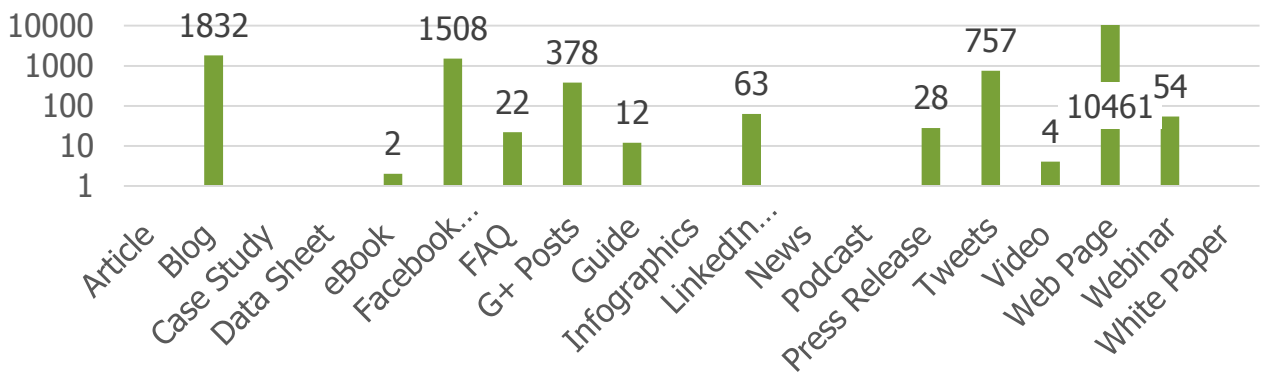


Planning

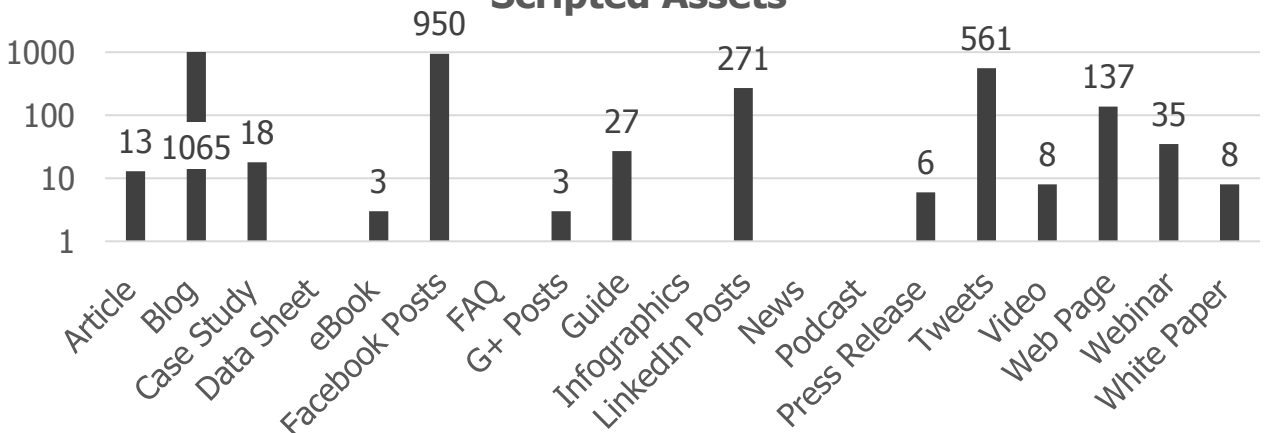
Content Planning was identified as a client based silo for WriterAccess. Competitive research was used to recommend how many assets to produce, and what keywords should be used. Keywords were researched and compiled to gain data about the SEO space of Content Planning. Key information was gathered about the keyword PPC price, search volume in a month, competitiveness of the keywords, and the current position in Google of WriterAccess and it's competitors. The keyword data was then weighted to find which of the keywords in the silos would be the easiest to gain positions while gaining the most overall market share. We then looked at competitors to make recommendations about the amount of assets that WriterAccess should publish in a year and what types of assets should be produced. Through all of our research we identified Content Planning as the most important keyword silo out of the 9 identified silos.

WriterAccess' number one competitor in market share for the identified keywords is Scripted, followed by Zerys. These competitors were identified as heavy publishers of content that are ranked high in keywords within Content Planning.

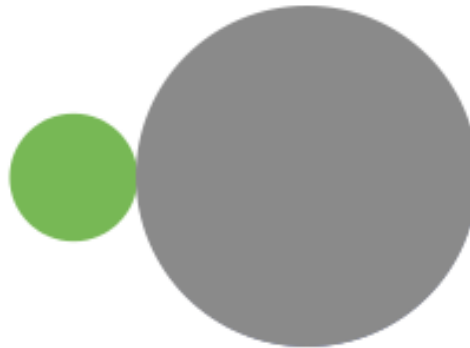
WriterAccess Assets



Scripted Assets



WriterAccess vs. Scripted



Keyword Phrase	WriterAccess	Scripted
content planning tools	> 100	19
content planning tool	> 100	20
content planning	> 100	30
planning blog content	> 100	64
content plan	> 100	67
content marketing calendar	> 100	70
content marketing guide	> 100	87

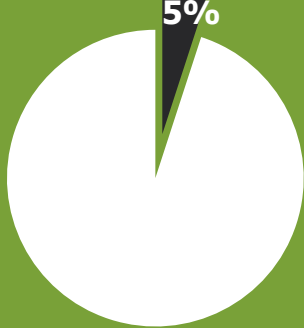
The chart above displays a sample of the keyword phrases within the WriterAccess Keyword Universe for which Scripted is scoring in the Top 100 listing positions for those terms and WriterAccess is not. These keyword terms represent an area of loss and opportunity for WriterAccess, and should be strongly taken into consideration when planning future content strategy and creation. WriterAccess goal should be to target these keywords to take traffic away from Scripted.

Keywords

Keyword	Search Volume	Competition	PPC	Rank
content marketing calendar	90	0.98	\$13.11	>100
content marketing ideas	90	0.86	\$26.93	>100
content marketing plan	170	0.74	\$0.00	>100
content marketing strategy	880	0.87	\$24.66	>100
content plan	70	0.30	\$16.51	>100
content plan template	40	0.19	\$0.00	>100
content planning	70	0.43	\$7.56	>100
content planning calendar	10	0.41	\$9.72	>100
effective marketing strategies	320	0.67	\$9.65	>100
example of a marketing plan	320	0.57	\$1.58	>100
marketing goals	590	0.30	\$6.67	>100
marketing plan outline	1600	0.46	\$4.37	>100
marketing plan samples	170	0.65	\$0.73	>100
marketing techniques	1000	0.19	\$5.07	>100
planning blog content	10	0.47	\$0.00	>100
planning website content	10	0.48	\$0.00	>100
web content planning	10	0.00	\$0.00	>100
marketing tips for small businesses	170	0.75	\$15.21	>100
online marketing tips for small business	10	0.92	\$0.00	>100
internet marketing tips	170	0.73	\$31.23	>100
online marketing tips	210	0.86	\$33.46	>100
marketing ideas	2900	0.83	\$5.47	>100
creative marketing ideas	720	0.58	\$5.15	>100
new marketing ideas	110	0.72	\$4.00	>100

The table above shows important keywords "Golden Keywords" that are relevant for future content creation. These keywords were identified as key topics that WriterAccess wishes to be associated with. Mastering these keywords is key to gaining important positions, market share, and traffic.

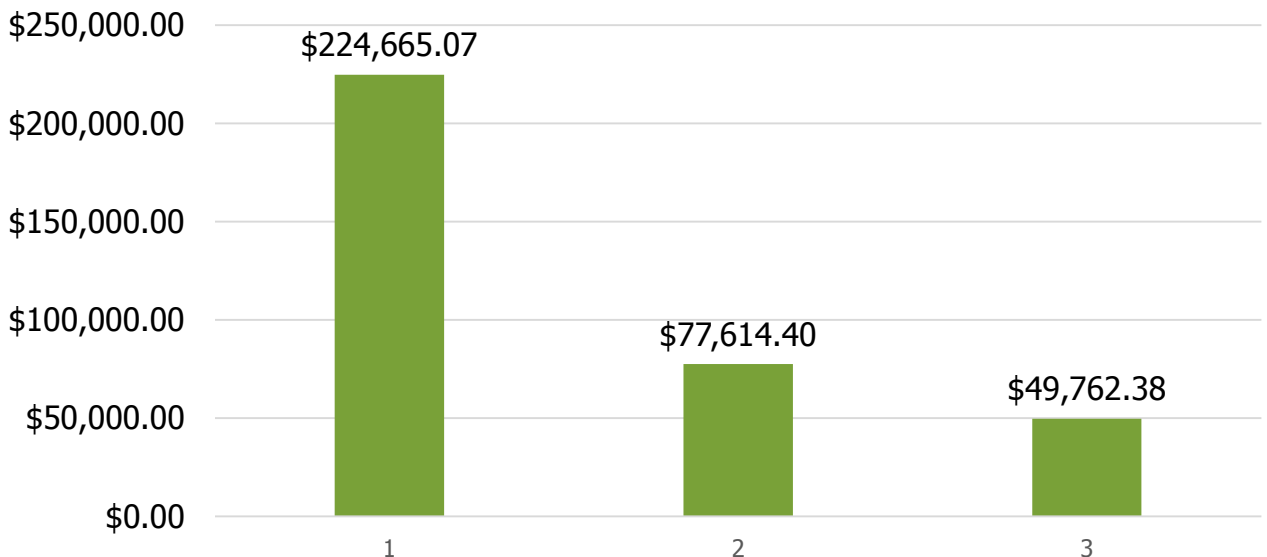
Content Planning



Total number of
searches in one month:
62,720

Market Share is a metric used to show how many keywords you control for a silo. Currently, WriterAccess controls 5% of the Content Planning market which has a total of 62,720 keyword searches in one months time frame. WriterAccess should use this statistic to track gains of content production while hopefully gaining a higher portion of the total monthly searches.

Total PPC Cost for Traffic from Top Keyword Positions

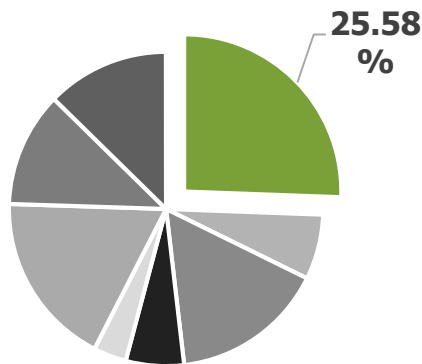


If you were to pay for the amount of traffic you could get organically from number one SERP positions, you would have to pay \$224,665.07 in PPC in one month. The goal of creating content is to gain your traffic from organic searches and avoid paying the high price of traffic through PPC.

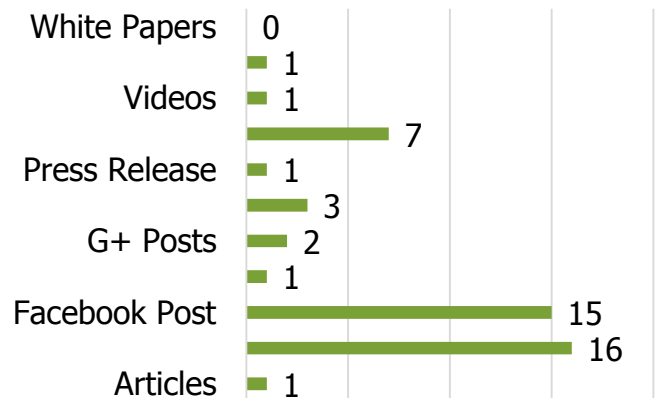
Content Planning Recommendations

Keyword Count	Avg PPC Cost	Avg Competition	Avg Search Volume Per Month	Avg Rank	Estimated Traffic for #1 Listing Position Per Month	Estimated \$ Value of #1 Listing Position Per Month
140	\$8.06	0.69	448	>100	28,719	\$226,270.00

Budget Spend %



Assets Per Month



Spend Per Month: \$1,374.00

Through our analysis of the keyword universe and competitive content marketplace, we have come up with the following recommendations for the Content Planning Silo.

In terms of the content budget, 25.58% should be spent on content for the Content Creation Silo. Provided the asset recommendations above are met, we should beat our opponent's market share within the year. If all of the recommended assets are produced, we estimate that it would cost around \$1,374.00 per month to raise WriterAccess traffic by 7,023 visits per month.

Estimated Traffic Increase Per Month: **7,023**



SAVING PAPER HERE

ALL SILOS INFO THE SAME