Blogger
Setup & Design
and
Marketing Services Packages

Blogger

Three million new blogs come online every month. Blogger, owned by Google is one of the most popular platforms for blogging. Activities and signals on your Blogger account also contribute to search results on Google.

Blogging is another good way for your clients to share information and update their audience, target market and customers. When done correctly, blogging helps establish expertise and thought leadership about one's industry, niches, products or services.

Blogger Setup and Design

Package Name	Blogger Setup & Design
One Time Service	Time for Completion - One Month
BLOGGER SETUP AND DESIGN	
BLOGGER SETUP	
Blogger Account Creation and Optimization	Yes
Blogger Theme Implementation (Design)	Yes
Google Plus Authorship Inclusion	Yes
WEBSITE SOCIAL INTEGRATION AND ANALYTICS	
Social Sharing and Social Interaction Buttons Installed on Website and Blog	Yes

MISCELLANEOUS SERVICE ITEMS	
Dedicated IP Services	Yes
REPORTING AND AUDITING	
Internal Report Auditing and Analysis	Yes
Work Reports	Yes

Blogger Marketing Services Packages

Here are our Blogger Marketing Services Packages to help your business succeed further:

Package Name	Blogger Small	Blogger Medium	Blogger Large
Recommended Minimum Duration - can run for one month only, if desired	6 Months	6 Months	6 Months
MONTHLY BLOGGER MARKETING SERVICES			
SOCIAL MEDIA SERVICES BREAKDOWN			
BLOGGER MARKETING			
Blog Article Writing	2	4	6
Blog Article Editing	Yes	Yes	Yes
Backlinking from Blog Post	Yes	Yes	Yes
Meta Tag Creation	2	4	6

Meta Tag Uploading	Yes	Yes	Yes
Meta Tag Keyword Optimization	Yes	Yes	Yes
Inclusion of Photos per Blog Article	2	4	6
MISC SERVICE ITEMS			
Dedicated IP Services	Yes	Yes	Yes
REPORTING AND AUDITING			
Internal Report Auditing and Analysis	Yes	Yes	Yes
Work Reports	Yes	Yes	Yes
Social Media Analytics	Yes	Yes	Yes

Blogger Account Creation and Optimization

One of the most popular blogging platforms, Blogger, formerly known as Blogspot, has a large community which immediately exposes your blog, hence your brand, products, and services, to a lot of people. This platform is owned by Google and as such, gets good domain rankings and provide a good SEO push for your website.

We will create an account for you on Blogger, if one is not already provided, and optimize it by filling out the proper information and making sure it is as informative as possible.

Blogger Theme Implementation

Blogger offers a lot of customization options without having to create new designs from scratch. They offer various themes and color schemes to fit your brand.

We will do this customization to give your Blogger blog the best possible look and feel to convey your brand.

Google Plus Authorship Inclusion

One of Google's latest and innovative features is the use of Author tags. Basically this ties your Google Plus profile to the blog post created. Your profile will appear with the post on Google's search results page.

This will give the blog more credibility in Google's point of view and hence, better ranking results.

Social Sharing and Social Interaction Buttons Installed on Website and Blog:

To increase client engagement, it is ideal to give them the opportunity to interact with you. Customers who have enjoyed or continue to enjoy your company's services and offerings will want to know how to get in touch. While email and customer hotlines are still around, Social Media is fast becoming a preferred alternative.

To this end, we will also be installing buttons onto your website and blog that will refer customers to your Blogger Page.

Dedicated IP Services

We use dedicated IP Services for your campaign to make sure we do not encounter any problems with Social Media site's local security.

Internal Report Auditing and Analysis:

For your convenience, we will make sure that reports will include only relevant information, and the most significant trends and inferences will be determined from the data.

Work Reports

All tasks will be tracked throughout the whole month and are reflected on the monthly report which includes all progress and final outcomes.

Blog Article Writing

We will write and create blog posts for the Blogger account in relation to the company. We can make use of different topics per month which includes products and services, about the company, news about the company, news about the industry, and any other related topic which would benefit the reader and the campaign.

If the website currently has a blog in it, we can use the same topics and ideas on that for these articles. We can re-write these articles to make sure we avoid having duplicate content.

The main advantage here is that since Blogger is one of the most popular blog platforms, it has a huge community already. This community can be tapped faster with a Blogger account.

Blog Article Editing

As part of article production, we will edit these articles first before sending for approval or posting to make sure everything is written properly. We will never publish any article without proper editing first to ensure accuracy and relevancy.

Backlinking from Blog Post

Another advantage of having a Blogger account is the fact that this blog will be on a different domain. That in mind, we can use this to build some backlinks to the main website of the company.

However, we will be very careful not to overdo this to avoid looking spammy.

Meta Tag Creation

Simply writing the article and posting it on the blog is not enough. It needs proper Meta Tags for it to get noticed faster by search engines. This is why we will create Meta Tags for each blog post.

Meta Tag Creation includes title and description. This will help in the overall optimization of the article and give it more exposure.

Meta Tag Uploading

Once the Meta Tags are created, we will upload these onto the article or blog post for proper optimization.

Meta Tag Keyword Optimization

As part of optimizing the blog post, we will use the proper keywords that would best describe the content of the post and upload them. Again, this is to give the blog post more exposure through proper optimization.

Inclusion of Photos in Blog Articles

A plain text blog is plain old boring. This is why we will make use of appropriate photos to give it more life and to helpconvey the message of the post as well.

We will use photos sourced from the website or photos that are provided.

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Internal Report Auditing and Analysis:

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Work Reports

All tasks will be tracked throughout the whole month and are reflected on the monthly report which includes all progress and final outcomes.