Module 3 – Search Engine Marketing

Practice Editor: Job Description

» Your Formula for Consistent & Efficient Content Creation

One of the easiest ways to manage a veterinary practice's content production is to have one person within the practice dedicated to that role; assign someone to take the lead in handling these duties and making sure they get done, and done well / efficiently. And remember – the ideal editor should be organized and motivated to maintain a regular schedule so that your website content remains fresh, relevant and interesting. The editor's workflow should contain the following six components:

1. Creating the content/topic schedule.

Successful practice content development involves first compiling a list of possible topics, and then creating and maintaining a detailed schedule of when each topic will be due for publication. The most effective way to do this is through the use of an editorial calendar.

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2. Assigning topics and due dates to other staff.

Keep in mind that as the editor you needn't be the only one contributing to the practice's blog. In fact, having multiple resources for writing articles can help keep the content fresh and make the job more manageable. Assign topics and rough draft due dates to other practice members, and be certain to note a firm due date for publication they should adhere.

Remember - when assigning each article, be sure to include the topic to be covered, as well as the keyword phrase to be used throughout the article (ideally 3-6 times throughout the article) – see "SEO - Content Structure Worksheet" for details.

3. Proofing staff articles.

Once the rough draft is written, it must be checked for spelling and grammatical errors before being published. Additionally, as the editor is it is your responsibility to ensure that the voice of the article is reflective of the tone of the practice.

4. Formatting the articles and uploading them to the blog.

Once proofed for errors, you must then format each article so that it will be properly displayed on the web. At this point you can also add any extra features such as images or links if desired / applicable and then upload to the blog for publishing. Ensure you follow the checklist within the "SEO - Content Structure Worksheet" for every article as this will ensure your hard work will be translated into being found by your local audience.

5. Scheduling within the blog when the posts will be going live.

The beauty of today's technology is that you don't have to wait to publish each blog article individually. If you have multiple articles, you can upload them into the blog and schedule them to be published at a date and time of your choosing. This will allow you to keep a steady flow of content in the works, always ready to be published.

*(if you do not have this capability please ask your web developer)

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6. Sharing the posts on social media.

The last step in the process is sharing the published blog article across all of the practice's social media channels. Each post should be shared on Facebook, Twitter, LinkedIn and any other social platform with which you participate. This will provide the blog and the practice website maximum exposure, both within your system network and throughout the networks of your fans and followers who share your content.

Final Words

By adhering to these six Practice Editor principles you will be able to effectively manage your content-generating workflow, thus ensuring consistent production and contributions that will effectively fuel your local visibility and client engagement.

Questions?

Please feel free to email:
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