**Monthly Client Requirements**

**SVN | Graham, Langlois & Legendre [SVN | GLL for short]**

* Original blog posts (x4)
* Aggregate blog posts (x4)
* Flex hours (x2)

Original Blog Posts: Notes

1. The original blog posts are written by my partner, but they need to be posted on our end. Once they are sent to me, I’ll forward them along to you. I’ve got them scheduled for this month, but starting next month, I’ll let you handle the scheduling for these. We should end up making a consistent day of the week for all blog posts, for each respective website. Here is the login info for SVN | GLL: URL 🡪 [www.svngll.com/manage/](http://www.svngll.com/manage/) Username 🡪 [seo@jkdstrategic.com](mailto:seo@jkdstrategic.com) Password 🡪 JKD3954Strateg!

2. Do you have a source for good contemporary images to use as featured images? If not, let me know and I can help with this. The content my partner sends to me should be green, according to SEO Yoast. You will just need to make sure and include the meta data, image, alt text, etc.

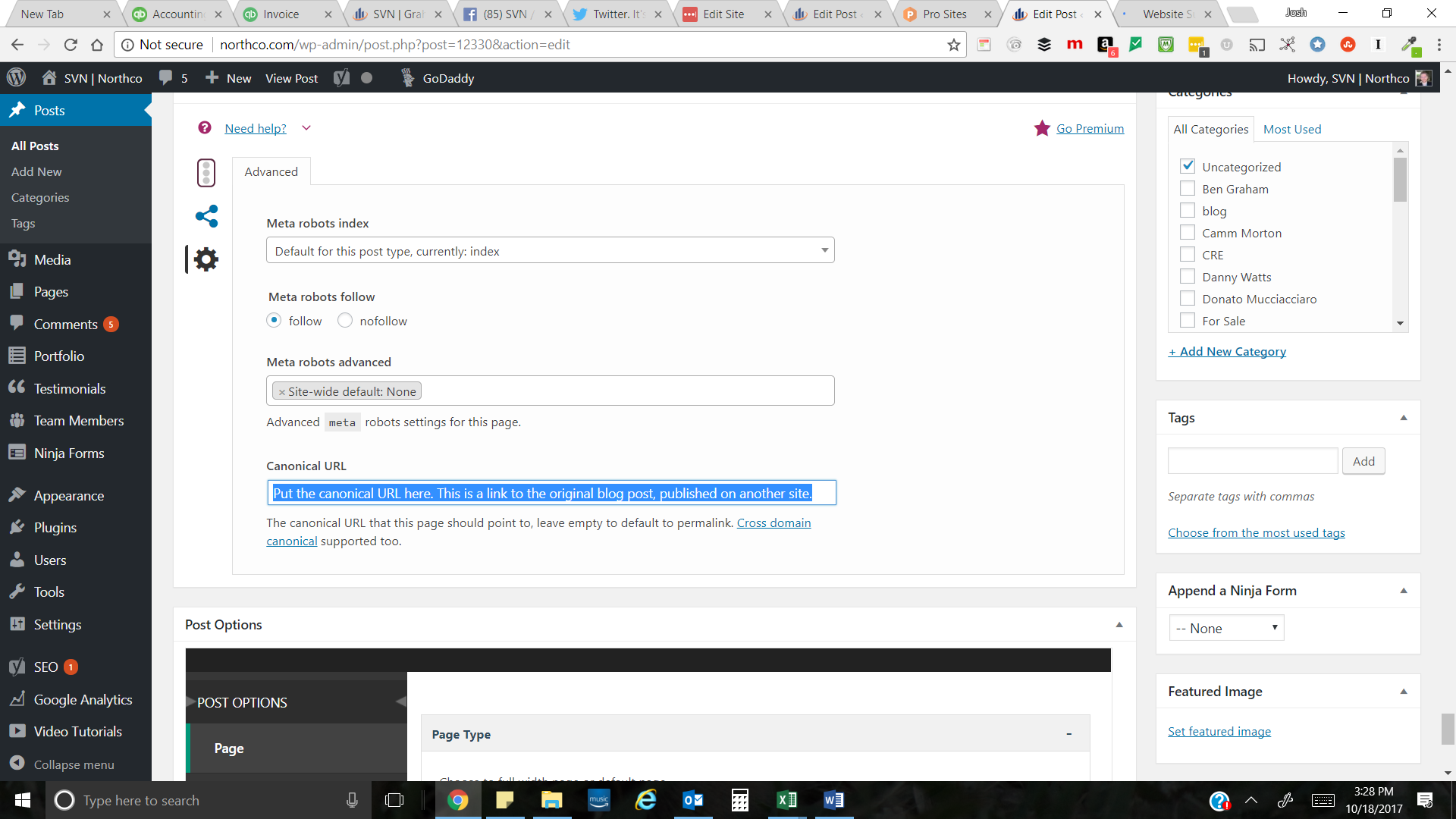
3. Once the post goes live, please share to Facebook (<https://www.facebook.com/svngll/>) and Twitter. Please let me know when you “like” their page, so I can give you access to post. The login for twitter is: URL 🡪 <https://twitter.com/SVNSouthLandCRE> Username 🡪 svngll Password 🡪 SVNGLL2017**Error! Filename not specified.**

4. Please take a look at the posts, once they go live, just to make sure everything is as it should be. There have been times in the past when a post was missing an image, had a bad link or other issues. So, if you can verify everything once it goes live, that would be really good.

Aggregate Blog Posts: Notes

1. Some clients have something we call “Aggregate blog posts.” This is where we take a blog post from another company, usually in the SVN franchise, and share it on our blog. We write an original chunk of copy that talks about the blog post. Then, we include an excerpt from the original. We try to get these to around 400-500 words. Then, we include a link to read the full blog posts on the original source’s website. Here is a link so you can see examples of what we have done: <https://svngll.com/tag/posts-from-friends/>. This is done completely on our end. We don’t get copy from my partner or the client for this. You may want to read a few examples to get a feel for it. I’ll schedule these out for this month, but if you can take care of the scheduling for next month, that would be good. Same idea as blog post scheduling.

2. This needs to be SEO Yoast green as well.

3. Most of the time you will have the option to add a canonical URL in the advanced settings of Yoast. This website doesn’t give that option. We are working on resolving that issues. Below is a screenshot of where this is done:  


4. These need to be published on social media as well. Same thing as what was said in the blog posts notes.

Flex Hours: Notes

Don’t worry about the Flex Hour item. I want you to know it exists, but you won’t need to do anything with it. This is what we use to help improve their website SEO, aside from blog posting. At some point, I’ll likely give you more info about this, but for now, it’s not necessary.

**Hattiesburg Apartments**

* Original blog posts (x4)
* Aggregate blog posts (x4)
* Flex hours (x4)

Original Blog Posts: Notes

1. Everything I said for SVN | GLL is applicable here as well. The login info is as follows: URL 🡪 <https://www.hattiesburgapartments.com/wp-admin/> Username 🡪 josh Password 🡪 F4wpCZMqp59F

2. Same deal with the social media, but they have Google+ in addition to Facebook and Twitter. Can you please let me know what your Gmail email is, so I can add you as a user for their Google+ account? Also, please let me know when you “like” them on Facebook (<https://www.facebook.com/HattiesburgApartments/>). Here is their Twitter login: Username 🡪 [rbradshaw@svn.com](mailto:rbradshaw@svn.com) Password 🡪 3qQ-hUv-kGp-wvs

Aggregate Blog Posts: Notes

1. Same deal as with SVN | GLL. There are only two real differences. First, the canonical URL settings in Yoast do work on this website. Second, they are really picky on the articles we choose to use for aggregate posting. They want to use posts from their sister company, Apartments Hattiesburg. That website is talked about below. However, that website only has two original posts to pull from per month. But Hattiesburg Apartments [HattApts] needs four aggregate posts per month. I’m going to see if I can cut down on this, but for now, that’s the way it is. So, we need to find other places that give good tips about apartment renting/moving/living, etc. And we don’t want it to be a competitor website. It needs to be something very generic. Not sure what the best source for this is, but if you can find an apt news site, or something similar to that, that would be great!

**Apartments Hattiesburg**

* Original blog posts (x2)
* Flex hours (x2)

Original Blog Posts: Notes

1. The only difference with this account is that the blog isn’t on WordPress. The platform is not very clean. Here is what you will need to do:
   1. Go to <http://apartmentshattiesburg.com/> and click the “Manager Login” link on the homepage. The username is “josh” and the password is “josh@365”
   2. After logging in, click the “Blog” option in the navigation.
   3. Click the “New Blog” option and then fill everything out as if you were working on a WordPress website. User h1 tags, alt text, and everything else you can to make it rank well. Then click the “send” button to publish. There won’t be a featured image for this blog, but if you can include an image in the body, that would be good.
   4. To check the blog post, once it’s live, go back to the homepage of the website and click the RSS icon in the top right. That will take you to the blog home. Then, just click “Read More” under the blog post.
2. We need to share this on social media as well. I’ll use your Gmail address again to get you connected there. Please let me know when you “like” them on Facebook (<https://www.facebook.com/ApartmentsHattiesburg/>). No Twitter for this account.

**SVN | Southgate Realty**

* Original blog posts (x2)
* Flex hours (x2)

Original Blog Posts: Notes

1. This is another WordPress website and the blog post instructions are the same as with SVN | GLL and HattApts. Website 🡪 <https://southgaterealtyllc.com/wp-admin/> Username 🡪 Support Password 🡪 SupportP@ssw0rd
2. Social media login:
   1. Google+: Same as the other, just let me know your Gmail address.
   2. Facebook: Like it and let me know.
   3. Twitter: Username is SouthgateRealty and password is 365\_\*-F

**SVN | Hintze**

* Original blog posts (x1)
* Aggregate blog posts (x2)
* Flex hours (x1)

Original Blog Posts: Notes

1. Same as SVN | GLL. The URL is [www.svnhintzecre.com/wp-admin/](http://www.svnhintzecre.com/wp-admin/), the username is Support and the password is SupportP@ssw0rd.
2. Social media accounts are:
   1. Google+: Same as others
   2. Facebook: <https://www.facebook.com/SVN-Hintze-Commercial-Real-Estate-1875240496054157/>
   3. Twitter: Username is [wally.sauthoff@svn.com](mailto:wally.sauthoff@svn.com) and password is svnhintze2017

**MurphyWerx**

* Flex hours (x5)
* Editorial calendar

Editorial Calendar: Notes

We need to give them a new editorial calendar for the month of November. We do this based on the keyword research. I’ll teach you how to do this when it gets closer to the end of the month.