



**NICHE
PURSUITS**

NICHE PURSUITS CONTENT CREATION SOP

**(THE EXACT PROCESS WE FOLLOWED TO SCALE
PRODUCTION AND GROW MONTHLY ORGANIC TRAFFIC BY
585% IN 12 MONTHS)**

AUTHOR PROCESS

- 1. GOOGLE THE KEYWORD**
- 2. DETERMINE THE ARTICLE LENGTH**
- 3. CREATE A CARD FOR THE ARTICLE IN THE TRELLO BOARD**
- 4. CREATE AN OUTLINE**
- 5. START WRITING**
- 6. OPTIMIZE AS YOU WRITE**
- 7. SEND IN FOR EDITOR REVIEW**
- 8. FINALIZE THE PROCESS**
- 9. REQUEST PAYMENT**

1. GOOGLE THE KEYWORD

Write your name next to one of the keywords on the ""[Keywords to Target](#)"" tab [make a copy of this doc].

(Add your name to as many as 5 articles at a time).

- BEFORE writing or researching anything, please do a google search for the targeted keyword to verify that there isn't already an existing or closely related article targeting the same keyword
- Google search: sitename.com + Keyword. If you aren't sure if the match is close enough, ask an editor/content manager. If you find a duplicate, remove it from the Potential Keywords list and pick a new topic.

2. DETERMINE THE ARTICLE LENGTH

- Take the average length of the top 3 to 5 ranking pages - you can use a free tool like [Detailed](#) to check this - (and you can also use it to quickly see their headers, etc.)

3. CREATE A CARD FOR THE ARTICLE IN THE TRELLO BOARD

- (See [Trello Board Template Here](#)).
- And request a [Surfer](#), [Frase](#), [MarketMuse](#), etc. link for your chosen topic.

4. CREATE AN OUTLINE

- You should look at what the top-ranking pages include, PLUS Google the topic + Reddit/Quora to see what people are saying.
- You can create this within the tool to help and then simply copy and paste the outline into the Trello card and add your expected article length. (The card should be placed in the "Review Article Outline" when you are ready for the outline to be reviewed. Then tag Content Manager/Editor to review the article outline.)

5. START WRITING

- Once approved, the Content Manager/Editor will the Trello card to the "Write and Format Content" column. This is a trigger for you to start writing the article.

6. OPTIMIZE AS YOU WRITE

- As you write within your tool, ensure you focus on the top-priority suggested terms. These tools also typically allow you to click on the suggested term to see in which context your competitors have used them.
- As your write, you want to use most (not all required) of the "important terms to use" - the right number of images, questions, and other relevant terms.
- The target is to reach a decent score - for instance, a Surfer score of 75-80. (But please use judgment and do not over-optimize to reach 80.)
- And you also need to ensure the SEO title and meta description are properly optimized for the keyword.

7. SEND IN FOR EDITOR REVIEW

- Move the Trello card to the "Editor" column when the article is completed as a draft in WordPress.

8. FINALIZE THE PROCESS

- In the Google Sheet, move the keyword from the "Potential Keywords" tab to the "Completed Articles Tab as soon as you move the Trello card to the Editor, and fill out the date and article length. This is where the author's work is usually complete - unless the editor requests changes.

9. REQUEST PAYMENT

- Send a PayPal/Wise invoice to the site owner when you are ready to get paid. Twice a month or monthly is preferred (batch all articles completed during the timeframe), but you are welcome to invoice articles at any frequency.

EDITOR/CONTENT MANAGER PROCESS

- 1. SEND THE AUTHOR A LINK FOR THE TOPIC**
- 2. REVIEW THE AUTHOR'S OUTLINE**
- 3. BEFORE EDITING, REVIEW THE TRELLO CARD AGAIN FOR CONTEXT**
- 4. CHECK THE LINK IN THE COMMENTS**
- 5. CHECK THE PLAGIARISM SCORE ON GRAMMARLY**
- 6. TURN ON GRAMMARLY EXTENSION & CORRECT THE ARTICLE AS YOU READ ON WORDPRESS**
- 7. GO THROUGH THE EDITING CHECKLIST**
- 8. MOVE TRELLO CARD TO CREATE BLOG FEATURED IMAGE COLUMN**
- 9. ADD FEATURED IMAGE**
- 10. FINAL REVIEW**
- 11. HIT PUBLISH**
- 12. ADD INBOUND LINKS USING LINK WHISPER**

1. SEND THE AUTHOR A LINK FOR THE TOPIC

When an author requests a Frase/Surfer link for a topic, it's important to take a quick look at the top-ranking pages the tool includes.

You'll only want to include pages that target the same intent (for example, a review post) and remove any page with an abnormally high word count.

2. REVIEW THE AUTHOR'S OUTLINE

Once the author has created their outline, you'll want to review what they've created. Here you'll definitely want to Google the topic to get an idea of whether the author is adequately covering the topic in a way that will outrank the existing pages.

So, you'll want to:

- Ensure it matches intent,
- Includes important sub-topics,
- Front-loads the most engaging subtopics for readers,
- Targets a sufficient word count,
- Etc.

3. BEFORE EDITING, REVIEW THE TRELLO CARD AGAIN FOR CONTEXT

Here you'll simply read over the comments just to remember what was agreed upon. Such as what changes were asked to be made so that you'll know if it was followed through in the article.

4. CHECK THE LINK IN THE COMMENTS

Check the link to the SEO tool provided in the comments to ensure the article has reached a minimum Surfer score of 75. You'll want a range of at least 75-80. Remember that every tool is different, but each gives you an idea of the average, so it's up to you to decide how much you want to exceed that.

5. CHECK THE PLAGIARISM SCORE ON GRAMMARLY

Are you ready to change your life? Are you looking for the most profitable business out there? We can help!

If one in five businesses fail within the first year, you'll want to give yourself the best opportunity for success when you're just starting. Finding a business with the potential to be immediately profitable is the difference between succeeding long-term or failing short of your goals. In this post, you'll get a complete breakdown of 20 different profitable businesses and what makes them so easy to make money.

[Box] The Most Profitable Business Ventures

Profitable businesses have low overheads and great margins. They can operate with minimal equipment or upkeep, and their product or service doesn't require much effort.

Below are 20 of the most profitable businesses you can start and what makes each one ideal for earning profit.

Bloggng

Online journals and blogs have been around for decades. The original platforms allowed people to share their thoughts and ideas globally before Facebook, Twitter, and other social media platforms made it mainstream.

Since the days of old, blogging has exploded into an extremely profitable business for entrepreneurs.

How to Start a Successful Blog and Generate Revenue from Your Content

Plagiarism

- 7 Most Profitable Businesses With Least Invest... <https://finance.gurus.com/news/7-most-profitable-businesses...>
- 7 Most Profitable Businesses With Lowest Investment in 2020 ...
- 20 Best Businesses | AMB | www.amb.com/20-best-businesses
- Get Your Team Yourself (Programming) | www.coding.com
- \$30,000 Agency People Don't Want | www.entre.com
- Automate the production your products with the new OK...
- Top 10 Profitable AML | businessplantheplagiarism.com
- 10 Spiritual Healed Business | www.dailyspirit.com
- Dropshipping (Profitable) Looking for... | www.entrepreneur.com
- What is a Good? | dribbble.com
- How To Get More Web Sites in The... | www.blogger.com

UNDER 10% IS OKAY.

6. TURN ON GRAMMARLY EXTENSION & CORRECT THE ARTICLE AS YOU READ ON WORDPRESS

Starting a courier service business is one of the more popular...

You'll need to have a reliable means of transportation, either...

The money you make is all profit since you won't need to pay...

need to keep up with are all based on transportation.

STARTING A PR BUSINESS

Quick Settings

- Check text with browser extension:
- Check for writing suggestions on riskfreesuccess.com:
- Show definitions and synonyms via double-click (all sites):
- Correct spelling automatically:
- Show phrase predictions (beta):
- Show email for detected issues:

I write in: American English

This makes the editing process much easier and faster. And if you're wondering - no harm in turning on all 'Quick settings' options.

7. GO THROUGH THE EDITING CHECKLIST

If there are easy fixes, feel free to do them yourself and let the author know what you fixed when you're done - but for tasks that require considerable time (say 10+ minutes to complete - such as adding a section about a particular product, etc.) - just ask the author.

- Is Yoast SEO/Rank Math green? If not - are there easy fixes you can make?
(I.e. adding a KW synonym in the tool - for example: 'most profitable businesses' + 'most profitable business')
- Is the keyword included in the first paragraph + h1 + SEO title + meta description?
- Does the author include an engaging intro about the topic that can hook readers?
- Is it easy to read and understand?
- Are there fluff or ideas being covered or repeated - perhaps showing a lack of research?
- Is the information accurate?
- Is the article structured in a clear, simple, and logical way? (+ as agreed on Trello?)
- Is the article formatted properly?
- Short sentences/paragraphs, highlights, quote, pros & cons blocks, images, etc.
- Is there any YouTube video that can be added to this article?
- Do internal links have the correct anchor text - the target keyword/URL slug of the article being linked to?
- Are there missing internal link opportunities?
(Check Link Whisper for options - remember that contextual/in-text links hold more weight than a 'Related Reading' section at the end of an article.)
- Are there good inbound internal link opportunities, according to Link Whisper?
- Are all affiliate/external links set to open in a new window?

Are all affiliate links created using Pretty Links?

Is there 1 particular standout offer mentioned in the article that is particularly helpful and should be highlighted?

(This is where buttons are best used)

Is the chosen category correct?

Does the headline accurately convey the article content in the most engaging way possible?

Use numbers in h1 if possible and %currentyear% in the SEO title (but please never add dates in the h1)

8. MOVE TRELLO CARD TO CREATE BLOG FEATURED IMAGE COLUMN

Once the article is ready, move it to the next column.

Depending on the size of your team, you may also do this part yourself.

No problem, it's super easy!

9. ADD FEATURED IMAGE

For this, you can use [Canva Pro](#), Unsplash, or even find an image on Google image and use the screenshot feature to cut part of the image (so that it's still unique in the eyes of Google):

- Mac: Command + Shift + 4
- Windows: Windows logo key + Shift + S

You'll want the featured image to be 1200x720px which you can easily do, again using Canva Pro.

Add the image into WordPress with your target keyword in the alt text for good measure.

10. FINAL REVIEW

Before you hit publish - you'll just want to take a quick look through the article to ensure everything looks good.

For example:

- Ensure your h1, SEO title, and meta description are properly optimized. ([Rank Math](#) or [YoastSEO](#) can help with this.)
- And that the title is click-worthy - include a number to catch readers' eyes if possible.

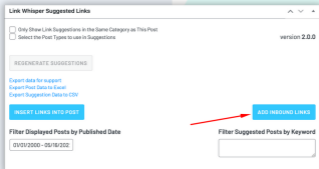
If you can, try to get another person's set of eyes to check. This is awesome for quality control.

Most likely, everything's good to go, though, and it's on to the final stage!

11. HIT PUBLISH

12. ADD INBOUND LINKS USING [LINK WHISPER](#)

- Click on 'Add Inbound Links' in the Link Whisper plugin at the bottom of the page.



- Look for relevant suggestions to add internal links from other related articles you can link to.
- Can also search the target keyword to get more options - or search for relevant synonyms.

Inbound Linking Suggestions

Returns to Report

version: 2.0.0

Screen Options ▾

Creating links pointing to: [What to Sell on Amazon: 11 Great Ways to Find Profitable Amazon Product Ideas](#)

Show Link Stats

Search by Keyword

what to sell on amazon

Search

Current Post Link Stats

Inbound internal links

Outbound internal links

Outbound external links

0

0

0

- Simply add in new links pointing to the post wherever relevant and try to use the target keyword (or variations of it) as your anchor text.
- Try to find at least 2-3 if possible. If not 1 is okay.