

Website and Blog Content

Support Briefing

This guide is designed to help you spot tasks that can be handed over to a VA, what Jessanol would usually need from you, and what the end result could look like.

HOW THIS HELPS

Website and blog content often starts as a rough idea, a few notes, an old page, a client question or something you know you need to say but have not yet turned into finished wording.

Jessanol can help create, update and organise website and blog content so your online presence feels clearer, more current and easier for readers to understand. This can include creating new content from the information you provide, as well as updating, formatting or uploading existing content.

THIS IS USEFUL IF

This type of support may be useful if:

-  You have notes, ideas or rough content that need shaping into a blog or web page
-  Your website has out-of-date information
-  Blog posts are planned but not written, uploaded or formatted
-  You need content written for a specific purpose, reader or offer
-  You have an example of the style you want but need someone to create the content

WHAT JESSANOL CAN SUPPORT WITH

Jessanol can help with practical website and blog content support. This may include:

- Drafting blog posts or website content from notes, ideas or examples
- Updating or improving existing content
- Reworking rough content into clearer wording and structure
- Formatting, uploading or scheduling blog posts
- Adding text, images, links, downloads or agreed SEO details
- Checking headings, links, readability and basic formatting
- Saving source content, final links or related files in the right place

RECOMMENDED RHYTHM

This can be done as needed, monthly, or as part of regular support. For example:

- One-off blog writing or website page support
- Monthly blog drafting, uploading or scheduling
- Regular website content updates
- Website checks before a launch or campaign
- Updating downloads, links or key service information

ACCESS LIKELY NEEDED

Jessanol will probably need:

- A clear brief, including the purpose and who it is for
- Key points, notes, links, examples or source information
- Brand guidance, tone of voice notes or examples
- Images, downloads or other assets to include
- Website access if content is being uploaded or updated
- Guidance on what can be published directly and what needs approval

IMPORTANT CONSIDERATIONS

Before starting, we will agree:

- Whether Jessanol is creating, updating or uploading content
- What the content needs to achieve and who it is for
- What key points, tone or examples should be followed
- What Jessanol can draft, edit, upload or publish directly
- What needs checking before it goes live
- Where source files and final links should be saved

Jessanol can support content creation, structure, wording, formatting and publishing. Final approval of claims, pricing, legal information, specialist advice or technical content should sit with you or the appropriate person before publication.

STEP-BY-STEP INSTRUCTIONS

1. Confirm the purpose of the page or blog post.
2. Identify the intended reader and key message.
3. Gather notes, examples, links, images or source information.
4. Agree the tone, style and any must-include points.
5. Draft or update the content.
6. Share for review and make agreed amendments.
7. Upload or update the content if required.
8. Format headings, images, links and spacing.
9. Add agreed SEO details, excerpts, categories or tags.
10. Preview the page or post and check obvious issues.
11. Publish, schedule or share for final review if agreed.
12. Save the final link and source files in the agreed location.

WHAT YOU NEED TO PROVIDE

To get started, you will usually need to provide:

- The topic, page or blog post needed
- The purpose of the content and who it is for
- The key message or action you want from the reader
- Any notes, links, examples or existing content
- Any wording that must be included, avoided or checked carefully
- Images, downloads or links to include
- Website access if Jessanol is uploading it
- Details of when the content needs to go live

You do not need to have the content written before handing it over. A rough idea, some notes, an example and a clear purpose can be enough to create a first draft.

WHAT YOU'LL GET BACK

You should have:

- Updated website or blog content
- A draft created from your notes, information or examples
- Existing content updated or improved
- Blog posts uploaded, formatted or scheduled where agreed
- Links, images, downloads and SEO details added or checked where agreed
- Final links or source files saved where needed
- Less time spent turning ideas into finished website or blog content

If this sounds familiar, we can use this as a starting point to work out what support would be most useful. Contact me: jane@jessanol.com