



Content Creation & Blog Management

PepperStorm Media provides content creation services for clients across a wide variety of industries. Our most popular service is Blog Creation & Management; our writers create SEO-charged content based around relevant topics each month and our editor proofs, uploads and schedules the posts on your blog.

PSM can look after the entire process, from suggesting article titles and monthly themes to creating, editing and scheduling the blog posts, which means that you can be as hands-free as you choose. We even offer Social Media and Newsletter promotion as auxiliary services that will ensure that your articles are seen by as many of the right people as possible.

The details of our services are outlined below; if you'd like us to tailor a bespoke package to suit your requirements, please get in touch at david@pepperstormmedia.com.

David Harfield
CEO
[PepperStorm Media LTD](#)

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Content

Our team of writers and editors are experienced in a wide variety of industries and can write engagingly and informatively on a range of diverse subjects. From general travel advice articles to hyper-niche interviews with medical scientists, our team has created thousands of pieces of content over the last five years that have not only added significant value to the user experience of our clients' sites but also helped them climb Google's search results and rank for important keywords.

Topics & Titles

In addition to boosting your SEO, regular blog articles also give you the opportunity to:

- Position yourself as an expert in your industry
- Answer any questions that people may have about your services/products
- Announce and explain new developments in your company
- Attract new customers by writing about topics related to your business

...all of which greatly enhance the user experience for anyone visiting your site.

Depending on how involved in the process you would like to be, you can either send all the titles to us or we can come up with our own suggestions based on the themes that you want to focus on and send them to you for approval.

The titles will usually focusing on one keyword, with a mix of regular titles and 'listicle' titles that often result in a higher click-through rate when promoted on social media and newsletters, e.g. '*7 Ultimate XXXX...*'

Frequency

We recommend a minimum of 1-2 blog posts per week and can scale up to any monthly amount.



SEO & Keywords

Search Engine Optimisation (SEO) is the process by which a post and/or website climbs the search engine rankings. We've written extensively about SEO on the PepperStorm blog and offer in-depth analysis and advice on how you can use it to your advantage:

[The Importance of a High-Quality Blog For Your Website's SEO](#)

[How To Write The Perfect Blog Post To Maximise SEO](#)

We will discuss the best keywords to focus on for your industry and incorporate them into each blog post. By implementing the right SEO techniques, the articles will work to increase your Google ranking from the day they are published - in addition to being informative and engaging pieces of content for your readers.

Style & Content

Our onboarding process will involve understanding your brand voice and target audience.

Whether it's an upbeat, humorous tone with plenty of jargon aimed at millennials or an authoritative, specialist style that's directed towards older professionals, we will capture your perfect brand voice by writing example articles and assimilating your feedback.

We can write in UK or US English and the content can either be keyword-rich blog posts with a heavy focus on SEO or have more of an organic style - or a mix of both.

Images

We use royalty-free Pixabay, Pexels, Unsplash and give the photographers attribution. We can also work with a clients' own image library and/or purchased images from Shutterstock accounts.



Communication

While every client is different, we use a similar communication process to provide our ongoing monthly service that can be tailored to suit your requirements. Included in the cost of any ongoing monthly package is an Account Manager and an Editor who will be your points of contact.

Account Manager

The Account Manager will liaise between you and the editorial team in order to assimilate any feedback, title ideas, etc. and suggest article titles for the following month that you can approve. Once we receive the greenlight, we will include any of your notes/guidance in the templates that we send out to the editorial team.

Scheduling

The Editor will proof, edit and upload the articles to your blog (or send them to you to upload if you'd prefer) as well as taking care of the back-end SEO (meta descriptions, keywords, etc.). We can either schedule the articles to go live or send the drafts to you and only publish when we get your greenlight.



Additional Services

PSM also offers several other services that can work in unison with Social Media Management, the most popular being Content Creation & Blog Management and Newsletters.

Once you have quality content on your site, you'll want to make sure it's read by as many people as possible. Social and newsletter promotion gives you a great excuse to contact your customers on a regular basis with new and engaging articles to attract readers to your website - this is when regular blog content is very useful as you'll always have something new to talk about.

Newsletters

Newsletters are an efficient and affordable way of engaging with a brand's customer base on a regular basis and we recommend sending them on a monthly basis although we can scale up to any frequency.

Social

Our Social Management can cover any social media platform and involves content creation, scheduling, community management, ad management and promotion. It's very likely that your customers will want to check you out and even engage with you on social, so having a quality, regularly maintained social presence is essential to good user experience.

Content

In addition to blogs, we also offer more ad hoc services, such as website copy, eBooks, brochures, app content, 'listicles' and product guides.

Learn more about our [Social Media Management](#) and [Newsletters](#) services.



Testimonials

Further details about the clients below can be found on our Company Overview and more testimonials and examples can be found on the [Clients](#) section of our website.

"PepperStorm has never failed to impress. They've managed to grow our social media followers on a constant basis, produce fantastic and well-researched SEO blog articles as well as newsletters and most importantly they are fun and wonderful people to work with. I can highly recommend David and his team to anyone looking for a great media agency who care about their clients and help them get to the next level!" - Fritzi Nicolaus, Managing Director, [Make Well](#)

"PepperStorm have been important to BUCKiTDREAM as we develop our dream content. David and his team are terrific to work with." - Tim Carroll, CEO, [BUCKiTDREAM](#)

"We've been working with PepperStorm Media for the last couple of months & have loved every minute of it. They create great content that will attract your audience & we've also found it has boosted the traffic to our website. Highly Recommend 😊" Paul Pavli - Owner, [Saint Fitness](#)

"PepperStorm Media has consistently provided us with high-quality, well researched website blog content, delivered on time. Simply put, they made our lives easier by managing the whole process and we would highly recommend their services." - Kris Whitnall, Managing Director, [Inside Australia Travel](#)

Pricing & Next Steps

Every business that we work with is unique, which is why we tailor our services and pricing to suit each individual client.

To learn more about costs, deliverables and timelines, please get in touch at david@pepperstormmedia.com.