

10 Questions to Ask Before Hiring a Blog Management Service

A clear answer guide from Managed Authority Blog

Use these answers to compare providers, clarify scope, and understand exactly how our managed publishing process works.

Strategy | Research | Writing | SEO | Images | WordPress | Human Approval

managedauthorityblog.com

How to Use This Guide

A managed blog service should make the publishing process easier to understand, not harder. These ten questions reveal who owns each step, what is included, and where your approval fits. We have answered them plainly so you can evaluate Managed Authority Blog against any alternative.

What our managed workflow includes

Strategy	Content pillars, topic planning, and a practical publishing cadence.
Research	Source review, fact-checking, and checks for duplicate or competing content.
Production	Drafting, editing, on-page SEO, links, images, and accessibility details.
WordPress	A complete draft with formatting, metadata, category, images, and preview QA.
Approval	Your human review remains the gate before anything is published or scheduled.
Oversight	A maintained content inventory and measured improvement over time.

Our standard is simple: useful work, a clear scope, no invented claims, no ranking guarantees, and no publishing without the client's approval.

Planning and Content Protection

The first questions establish how topics are chosen and how the growing content library is protected from unnecessary overlap.

1 Who chooses and approves the topics?

Managed Authority Blog researches and recommends topics based on your services, audience, customer questions, content goals, and existing blog. We organize those opportunities into practical content pillars and a publishing plan. You retain approval over the direction before drafting begins.

MAB answer: We recommend the topic; you approve the direction.

2 How do you prevent duplicate or competing articles?

Before drafting, we review the site's existing posts, planned topics, focus phrases, and search intent. We maintain a content inventory so a new article can fill a genuine gap, strengthen an existing topic, or approach it from a clearly different angle instead of competing with content already on the site.

MAB answer: Every topic receives a duplicate and search-intent check.

Research and Business Accuracy

Good content must be useful to readers and accurate for the business it represents. Research and owner review each have a distinct role.

3 What research and fact-checking are included?

We use credible, current sources when outside evidence is needed and verify time-sensitive claims before relying on them. We do not invent statistics, customer results, experience, or guarantees. If a statement depends on information only your business can confirm, we flag it for review instead of guessing.

MAB answer: Research supports the article; uncertainty is made visible.

4 Who reviews business-specific claims?

You or a designated reviewer confirms details about your services, process, pricing, credentials, results, and promises. We edit for clarity and consistency, but the business remains the authority on facts that cannot be verified from public sources.

MAB answer: Your expertise is the final authority on your business.

SEO, Images, and WordPress Production

A finished business article requires more than copy. It also needs a complete search, accessibility, visual, and publishing package.

5 Are SEO metadata, links, images, and alt text included?

Yes. The article package includes an SEO-friendly title, concise slug, meta description, focus keyword, supporting phrases, internal and relevant external links, a featured-image plan, appropriate in-post visuals, descriptive filenames, and alt text. Captions are added when they provide useful context.

MAB answer: The deliverable includes the full on-page SEO and image package.

6 Will you format the article inside WordPress?

Yes. We prepare a complete WordPress draft with headings, lists, links, images, excerpt, category, and SEO fields. We then inspect the preview, including desktop and mobile presentation, so common production problems are caught before the post reaches the approval stage.

MAB answer: You review a finished WordPress experience, not a loose document.

Approval and Revisions

A managed process should reduce your workload while preserving your control over what represents the business publicly.

7

Do I approve the complete preview before publication?

Yes. You review the full draft, images, links, metadata, and public preview before publication. Nothing is published or scheduled merely because production is complete. Your explicit approval is the final gate.

MAB answer: No article goes live without your approval.

8

How many revisions are included?

One focused revision round is included for corrections and refinements within the approved topic and scope. If feedback changes the direction substantially or calls for a different article, we pause and define the new work clearly before continuing.

MAB answer: One revision round is included, with scope changes handled transparently.

Publishing and Ongoing Oversight

The final questions clarify what happens after the draft is approved and how the content system improves over time.

9 Do you publish, schedule, or deliver drafts only?

We prepare the complete WordPress draft. After you approve it, we can publish immediately or schedule it according to the agreed editorial calendar. If you prefer to handle the final click yourself, the approved draft can remain ready for your team.

MAB answer: Draft, publish, or schedule - always according to your approval.

10 What reporting or content maintenance happens afterward?

We maintain a record of published topics and can review indexing, search visibility, internal-link opportunities, and early performance signals as the library grows. Reporting is used to guide sensible next steps, not to manufacture dramatic promises. Larger historical rewrites or advanced technical SEO are scoped separately.

MAB answer: Oversight supports steady improvement without inflated claims.

A Clear Scope Makes a Better Partnership

You should never have to wonder who selects the topic, who checks the facts, what arrives in WordPress, or whether a post can go live without your approval. Managed Authority Blog brings those responsibilities into one repeatable workflow while keeping your business in control.

**Ready to build a consistent blog
without managing every step yourself?**

Tell us about your website, publishing goals, and current challenges. We will respond with a straightforward recommendation.

[START THE CONVERSATION](#)

Learn more: [How It Works](#) | [Pricing](#) | [Contact](#)

This guide explains the current Managed Authority Blog workflow at a practical level. Final deliverables, timing, and responsibilities are confirmed in the service agreement selected for each client.