

Blog Plan

Client: Safequip

Revision #1: 21 October 2021 | Added an additional blog for the summer break | Updated Blog topics to match the new audience insights and Safequip's recommendations for the review blogs | Added prelim link building tactics

Revision #2: 29 October 2021 | Added clarity to blog topic #2 | Adjusted link building and CTA tactics to not link out to any specific retailer or technician | Added a 7th blog for safety signs | Adjusted the Objectives to reflect abovementioned changes | Adjusted the focus period and estimated publish dates

Revision #3: 24 November 2021 | Adjusted the publishing date for blog #1 to 10 December | Added a blog title for blog #4 | Adjusted period date to accommodate current progress

Period: 19 November 2021 - 31 January 2022

7 Blogs

Blogs 1, 2 & 3:

Estimated Publish Dates:

Blog #1: 10 December 2021

Blog #2: 10 December 2021

Blog #3: 14 January 2022

Themes

Fire Safety & Prevention

Fire protection equipment

Topics

1. Fire safety essentials for the commercial & retail industries
2. How to find the right person to install your fire safety systems.
3. Fire safety training for your employees: what to do when a fire breaks out at the office

Headlines

1. **TBD**
2. **TBD**
3. **TBD**

CTA/s & linking

- **Link out to relevant products on Safequip website**
- **Link out to the contact page**
- **Link out to this website: <https://www.saqccfire.co.za/>**
- **Include social share buttons**

Media

- **Videos**
- **Images**
- **Gifs**
- **An infographic (ad hoc only)**

Link building

- Promote the blogs as frequently as possible on Safequip's socials.
- Publish the blogs (or abridged versions) on traffic generating sites such as Quora, medium, LinkedIn, and Opera Mini.
- Interlink with the below blogs (product reviews) at every opportunity.

Blogs 4 & 5:

Estimated Publish Dates:

Blog #4: 26 November 2021

Blog #5: 10 December 2021

Theme

Fire protection equipment

Fire prevention/suppression systems

Topics

1. **[The best fire safety equipment for 2022](#)**
2. The best fire sprinkler systems for 2022

Headlines

1. **[3 of The Best Fire Safety Essentials for 2022](#)**
2. **TBD**

CTA/s & linking

- **Contact forms conveniently placed throughout the blogs**
- **Link out to relevant products on Safequip website**
- **Link out to the contact page**
- **Link out to this website ad hoc: <https://www.saqccfire.co.za/>**
- **Include social share buttons**

Media

- **Videos**
- **Images**
- **Gifs**

- **An infographic (ad hoc only)**

Link building

- Promote the blogs as frequently as possible on Safequip's socials.
- Publish the blogs (or abridged versions) on traffic generating sites such as Quora, medium, LinkedIn, and Opera Mini.
- Link this blog with blog #6 (and vice versa).

Blogs 6:

Estimated Publish Date: 26 November 2021

Theme

Fire safety & prevention

Topic

[How to prevent a house fire](#)

Headline

[The Causes of House Fires and How to Prevent Them](#)

CTA/s & linking

- **Contact forms conveniently placed throughout the blog**
- **Include social share buttons**

Media

- **Videos**
- **Images**
- **Gifs**

- **An infographic (ad hoc only)**

Blogs 7:

Estimated Publish Date: 14 January 2022

Theme

Fire safety & prevention

Topic

All about fire safety signs

Headline

TBD

CTA/s & linking

- **Contact forms conveniently placed throughout the blog**
- **Link out to relevant products on Safequip website**
- **Link out to the contact page**
- **Include social share buttons**

Media

- **Videos**
- **Images**
- **Gifs**
- **An infographic (ad hoc only)**