

How your site posts work

What a post is, how we choose topics, how approval works, how to send us ideas and what we won't write.

Plan Growth and Growth + Voice

Posts are short articles on your own site, written to answer the questions your customers really ask. Growth includes two a month. Growth + Voice includes four.

What a post is

A post is a page of 500 to 800 words on one subject: "How to order a colada for a group", "What to do before a storm, if you run a salon", "Three signs your AC needs service". It's written in your voice, from facts you give us, and it lives on your site.

Posts are for your site. We don't post anything to your Instagram, your Facebook or your Google profile. If you like a post, you're welcome to share it there yourself.

How topics are chosen

Near the end of each month we look at what your customers ask, what your season is, and any ideas you've sent. We choose topics for the next month and draft them. We only use facts you've given us or confirmed. If we need a fact we don't have, we ask you or we leave it out.

Approving posts

By default, we write the posts, read every one ourselves and publish them on the site. If you'd like to see each post before it goes live, tell us. You can ask for that at any time. It can slow publishing, because we'll wait for your OK.

How to give us ideas

Send us:

- A question a customer asked you this week
- A product, service or story you'd like to share
- A season or event coming up
- Anything you've noticed you keep explaining

A line or two is enough. We turn it into a post.

What we won't write

- Claims we can't back up, such as "best in the city" or promises about results
- Anything about someone's health, legal or money outcomes
- Reviews or quotes from people who didn't say them

Good to know

- Posts stay on your site. If a post becomes out of date, tell us and we'll update or remove it. That counts as a small change.
- Extra posts beyond your plan can be quoted in writing.

Need a hand?

Email hello@zossoz.com with your business name, the page, and what you'd like done, and we'll take care of it. We reply within one business day. See [Request a change](#).

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