

A sunburst pattern in shades of yellow and orange, with a row of palm trees on the right side.

blogging

Bloggging Best Practices

Hidden Features

Blogging Best Practices

Today

Topic and Title

Content / Details

Keywords/Phrases

Call to Action (CTA)

Author/Ghostwriter

Publishing Schedule

Selective Topic and Title

© Brainstorm Topics

- ◆ Target the Right Readers
- ◆ Screen Existing Clients for Ideas
- ◆ What Interest Do Prospects Have?
- ◆ Select a Strategic Title

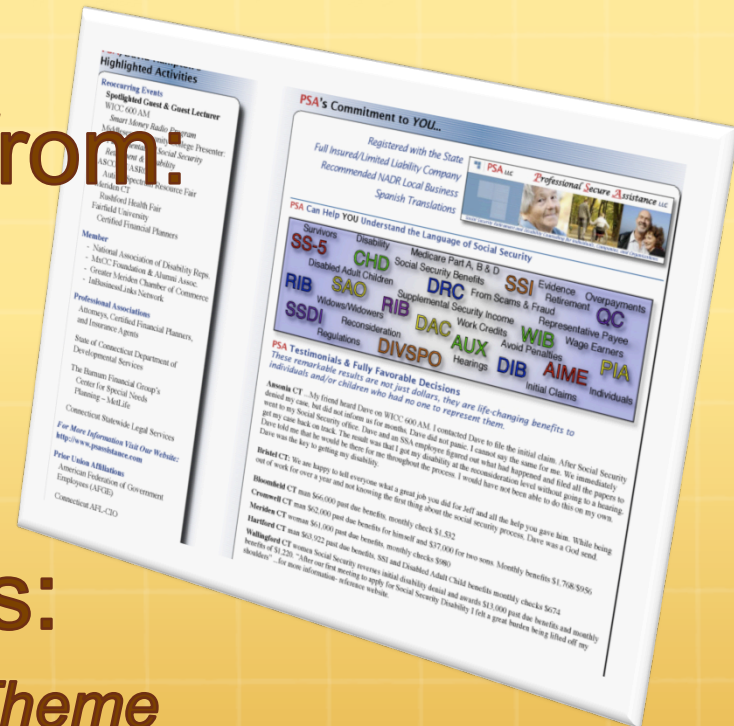
Content and Details

© Develop Content from:

- ◆ Notes/Industry/Trades
- ◆ Interviews/Networking

© Attention to Details:

- ◆ *Center the Title on the Theme*
- ◆ *Write Unique Content with a “Value Proposition”*



Keywords / Key Phrases

- © **Share Your Expertise and Promote Your Products:**
 - ◆ **With ‘Strategic’ – Tested Keywords or Phrases**

- © **Incorporate Branding/Mission with:**
 - ◆ **Graphics. Use Image “Alt Tags” (Keywords/File Names)**
 - ◆ **Informational Links to Your Website or Social Media**

- © **Target Persona with “On Topic”
Third Party Resource Links/Links-Back**

Call to Action (CTA)

Blogs Should Include:

- ◎ An Offer
- ◎ A Survey
- ◎ Comment Box
- ◎ Links
- ◎ Is There an App for That?

And Follow-Up



Author / Ghostwriter

What Content Does
Your Partner Attribute
Their Work too?

Publishing Schedule

The Hidden Features for Success (No Promises)



Blogging Best Practices

Summary

Topic and Title

Content / Details

Keywords/Phrases

Call to Action (CTA)

Author/Ghostwriter

Publishing Schedule

The top half of the slide features a sunburst pattern in shades of yellow and orange. The word "blogging" is centered in a dark, sans-serif font. On the right side, there is a silhouette of a row of palm trees against the sunburst background.

blogging

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