Blogging 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)

Accountability

Meet Due Dates

Welcome Change(s)

Post on a Set Schedule

Respond to Comments / Track

Blogging Best Practices

Summary

Topic and Title

Content / Details

Keywords/Phrases

Call to Action (CTA)

Author/Ghostwriter

Publishing Schedule

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