blogging



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

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

Business Connections

Edit Page
Promote with an Ad
Add to My Page's Favorites
Suggest to Friends
Suggest to Friends
Remove from My Page's Favorites

Remove from My Page's Favorites



Discussions

Members

Promotions

ns Job

You now have the option to switch to an open group. Learn more



Start a discussion or share something with the group..

Maximum length is 200 characters.

Attach a link

Content and Details

ODevelop Content fro

- 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



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Author/Ghostwriter



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

blogging



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