BLOGGING FOR BEGINNERS
The session will cover:

- Blogging basics (why bother, how often, and the golden rules)
- Choosing a topic
- Structuring the blog and striking the right tone
- Uploading and optimising
- Writing a content calendar
WHY DO BLOGS WORK?
Upload blog → Bots crawl the web → Bots index your site

Query typed in → Bots search the index → Bots return the best answer
How Does Google Choose Number 1?

- The site is used well.
- The site is a resource.
- The site is relevant to the query.
- The site is a trusted source (links).
BLOGGING BASICS
What Is A Blog?

✓ Informal.
✓ Casual.
✓ Friendly.
✓ Informative.
✓ Accessible.
✓ Expresses an opinion.
What Isn’t A Blog?

X Boring.
X Long form.
X For other industry folk.
X Technical.
X The hard sell.
HOW DOES BLOGGING HELP YOUR BUSINESS?
What’s The Point Of A Blog?

✓ Gets your keywords into the search engines.
✓ Helps people find your services.
✓ Positions you as voice of authority.
✓ Supports the main pages on your website.
✓ Drives traffic to your website (200% traffic growth PA).
✓ Shows people you know your stuff without over complicating it.
✓ Makes you relatable.
Why Should YOU Be Blogging?

✓ The more content you put on your site the better.
✓ Builds trust between you and your potential client.
✓ Helps to drive enquiries.
✓ Utilises your areas of specialism.
✓ Answers commonly asked questions.
✓ It can be fun! Honestly!
2 blogs a month for 2 years. Stopped March 2020
1 blog a week for 2 years.
2 blogs a week between October 2019 and February 2020.
2 blogs a week between January 2019 and January 2020.
AWARENESS
HOME PAGE VISITS, AD UNIT INTERACTIONS
INDUSTRY TRENDS, INSIGHTS AND PROJECTIONS
BEST PRACTICES, TIPS AND TRICKS, WORKFLOWS

SEEKING INFORMATION
LANDING PAGE VISITS
VIDEO REVIEWS, SUCCESS STORIES
PRODUCT FEATURES AND SPECIFICATIONS

INTEREST
COMPARE
LOCATES STORE, TECHNICAL PRE-SALES
BUYING GUIDE, RFP TEMPLATES
LICENSE INFORMATION

DESIREE
READY TO TAKE ACTION
CONTACT US, ENQUIRY, RFO'S
ROI DISCUSSIONS, BUY NOW

PURCHASE
TOFU
EARLY STAGE
INITIAL PART OF CUSTOMER JOURNEY
CUSTOMER WANTS INFORMATION
POST THOUGHT LEADERSHIP
POST EDUCATIONAL CONTENT

MOFU
MIDDLE STAGE
CUSTOMER IS CONSIDERING TO BUY, POTENTIAL LEAD
HIGH DWELL TIME, ENGAGES WITH CONTENT
CLIENT REVIEWS, REPORTS, ROI CALCULATORS
PRODUCT SPECIFICATION, BUYING GUIDE, CASE STUDIES

BOFU
LATE STAGE
CUSTOMER HAS DECIDED TO BUY OR IS CLOSE TO BUYING
SHARE LICENSING DETAILS, POST SALES SUPPORT
REAFFIRM DECISION, COMPANY SPECIFIC INFO

20TH JANUARY, 2016

GROWtraffic
GROWING YOUR BUSINESS
Writing For The Funnel

✓ What is...
✓ How do I...
✓ Where can...
✓ When...
✓ Why...
✓ Who...
CHOOSING A TOPIC
Choosing A Topic

- What service are you trying to sell?
- What is your keyword?
- Which page are you supporting?
- What are people asking?

Choosing A Topic

- For example ‘blogging’
- Blogging? Blog writing? Writing blogs?
- Blogging for beginners
- Check Google or Answer The Public
Choosing A Keyword

✓ Not too generic.
✓ Not too competitive.
✓ Not ambiguous.
Answer The Public

https://answerthepublic.com/
# Content Calendar Ideas

## 30 Blog Ideas For June

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<thead>
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<td>ROUND UP</td>
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@GrowTraffic
## Use Your Content Calendar

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<tr>
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<td>5 Jan</td>
<td>World Nutella Day</td>
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<td>7 Jan</td>
<td>World Red Day</td>
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<td>8 Jan</td>
<td>9 Thomas Day</td>
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<td>10 Jan</td>
<td>Tu B'Shevat/Abbay Day</td>
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<td>11 Jan</td>
<td>Sales Internet Day</td>
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<td>12 Jan</td>
<td>Darwin Day</td>
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<td>14 Jan</td>
<td>Valentine's Day</td>
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<td>17 Jan</td>
<td>National Acts Of Kindness Day</td>
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<td>18 Jan</td>
<td>National Baby Day</td>
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<tr>
<td>19 Jan</td>
<td>20 National Love Your Pet Day</td>
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<tr>
<td>20 Jan</td>
<td>21 Maha Shivaratri (Hindu Festival)</td>
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<td>21 Jan</td>
<td>22 Jan Haritage Day</td>
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<td>25 Shoeka</td>
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STRUCTURING THE BLOG
What Is Good Content?

- Thoughtful title.
- Subheadings.
- Lengthy.
- Images.
- Correct tone.
- Optimised.
- Call to action.
What Is Bad Content?

- Copied.
- Boring.
- Not optimised.
- No keyword.
- Unfocused.
- Structured poorly.
- Irregular.
- No images.

A Good Blog Example
H1-ask your big question *(keyword at the beginning)*

   Answer it with the keyword **in** in **1st sentence**.

H2-ask a similar question *(keyword variant allowed)*

   Answer it with the keyword

H2-ask another *(keyword variant allowed)*

   Answer it with the keyword

Call To Action
Tone of Voice

✓ How do you speak?
✓ Who is your business aimed at?
✓ Make it authentic.
✓ Be casual and informal.
✓ Use ‘so’, ‘and’ & ‘but’.
OPTIMISING

IF IT ISN’T OPTIMISED, YOU MAY AS WELL NOT HAVE BOTHERED.
Upload blog

Bots crawl the web CODE

Bots index your site

Query typed in

Bots search the index

Bots return the best answer
Optimising

✓ SEO Title.
✓ Meta Description.
✓ H1 Tag.
✓ H2 Tag.
✓ Alt text.
✓ Internal links.
✓ External links.
SEO Title

✓ 70 characters with spaces.
✓ Keyword at the beginning if possible.
Meta Description

✓ 120-150 characters with spaces.
✓ Keyword at the beginning if possible.
✓ Call to action.
✓ Overview of blog.
✓ Make it sound enticing.
H1 and H2 tags

✓ 70 characters with spaces.
✓ H1 is the title of the blog with the keyword at the beginning.
✓ H2 is a keyword variant subheading.
Alt Text

✓ Describe the picture.
✓ Include a keyword.
✓ No character limit.
✓ Make each one unique.
Links

- Internal links to other pages on your website.
- One link per page.
- Keyword anchor text.
- Externally link to one other source.
REPEAT, REPEAT, REPEAT!
Barriers To Blogging

✔ Boring.
✔ No time.
✔ Don’t know what to write about.
✔ No one reads it so what’s the point?
GrowTraffic Can Do it For You

- £120.00 per blog.
- 800-1000 original content.
- Uploaded, optimised and shared.
- Strategic content calendar.
GrowTraffic Can Do it For You

SEO Opportunity Package

✓ Establish or bolster your online presence
✓ 2 blogs a month
✓ 1 hour onsite optimisation per month

£300.00 a month for 3 months!
Plan Of Action:

✓ Write a content calendar.
✓ Aim to write 1 blog a week.
✓ SHARE, SHARE, SHARE!
Research your topic
Create the blog
Post and optimise blog
Share, share, share
And Finally...

The final stage is that there is no final stage.

✓ Persevere
✓ Learn
✓ Adapt
✓ Succeed!