

Course 18



Content Promotion Course

Knowledge is Power.

Stop Guessing. Start Knowing.

BizAdemy 

GoDaddy Pro PPlus Partner ★★★★★ Rating.

This course will cover:

How to Create and Use a Blog to Drive Website Traffic

- What is blogging?
- How does blogging help your marketing?
- How do you create a successful blog?
- What does a successful blog look like?
- How to structure your blog templates?



**WHAT IS
BLOGGING?**

WHAT IS **BLOGGING**?

Your blog is a place to regularly publish and promote new content related to your business and industry.

Strategically promote **offers**.

If your visitor wants to learn more, provide them with that next step.

Many ecommerce platforms provide shopping carts that will calculate the appropriate sales tax for you. You may need to enter data to help the shopping cart function correctly, but once you do that, the job will be done. Research the ecommerce platforms you plan to use carefully to ensure you choose one that covers you.

Also, keep in mind that laws can change with astonishing regularity. What's true today may not be true tomorrow. Keep up to date on tax laws in your locations, and keep an eye out for any changes that may occur regarding online sales. While you may not be required to charge tax in certain places now, that could change before you know it.

HOW TO BUILD A PROFITABLE ECOMMERCE BUSINESS

Get the Free Ebook!



Do they want to
learn more about
the topic?

Do they
want to
subscribe?

Join 5,000+ fellow ecommerce marketers!

Subscribe to ecommerce articles.

SUBSCRIBE



**HOW DOES
BLOGGING HELP
YOUR MARKETING?**

March 27, 2015 // 8:00 AM

15 Examples of Great Mobile Website Design

Written by [Rachel Sprung](#) | @rsprung



Now more than ever, businesses are focusing on creating delightful mobile website experiences. After all, [80% of Internet users](#) are using smartphones to search online.

What's more, marketers are gearing up for a big change Google plans to make to their algorithm starting on April 21, 2015. [Google wrote in their official blog](#) that they will be "expanding our use of mobile-friendliness as a ranking signal," and their update

Posts sharing on **social media**.

Blog posts give you something to post and for people to share on social media profiles with links back to your website.

Grows your credibility?

Don't just get to page one, dominate it.

A screenshot of a Google search for "answerdash". The search bar at the top shows "answerdash" with a microphone icon and a search button. Below the search bar are tabs for "All", "News", "Shopping", "Images", "Maps", "More", and "Search tools". The search results show "About 11,200 results (0.58 seconds)".

The first result is "AnswerDash Self Service Contextual Help Reduces ..." from "www.answerdash.com/". The snippet says: "AnswerDash self-service contextual help cuts support tickets and increases customer satisfaction, reducing web support costs while empowering your ...".

Below this are four links: "Contact" (Contact AnswerDash customer service online on our website ...), "Careers" (Find openings for technology careers at our headquarters ...), "Our Team" (CEO Bill Collieran leads our dedicated AnswerDash team in ...), and "Press Releases" (Read the latest AnswerDash corporate press releases and ...). There is also a link "More results from answerdash.com »".

Below these are four orange arrows pointing to specific search results:

- 1. "UW spinout AnswerDash raises \$2.9M to support growth of ..." from "www.geekwire.com/.../uw-spinout-answerdash-raises-2-9m-to-support-g...". The snippet says: "Sep 14, 2015 - Bill Collieran. AnswerDash CEO Bill Collieran. What started as an idea inside the Information School at the University of Washington is now a ...".
- 2. "AnswerDash | LinkedIn" from "https://www.linkedin.com/company/answerdash". The snippet says: "AnswerDash (www.answerdash.com) is a SaaS company that enables online businesses to provide their customers with instant contextual answers, cutting ...".
- 3. "AnswerDash | CrunchBase" from "https://www.crunchbase.com/organization/answerdash". The snippet says: "AnswerDash is a Q&A platform that serves business customers thereby reducing support costs and revealing customer needs."
- 4. "Tech Spotlight: AnswerDash solves your confusion when ..." from "www.seattletimes.com/.../tech-spotlight-answerdash-so...". The snippet says: "Sep 20, 2015 - UW spin out AnswerDash creates technology to embed interactive Q&As onto websites."

At the bottom is another result: "AnswerDash Integration with Zendesk - Apps into Zendesk ..." from "https://www.zendesk.com/apps/answerdash/". The snippet says: "The AnswerDash lab contains point-and-click self-service help for websites and web apps. When your customers get stuck, they click the tab to get contextual ...".

Create more links?

Internal link to
another blog
post



4 things to figure out before hiring another customer support agent

By Liz York | March 19, 2015 6:30 AM

Having an empty support inbox at the end of the day is a goal most customer support teams only dream about. When a business is first starting out, an empty inbox may

[Internal link](#) even with only one or two agents on the team. But as a business takes off, the number of customer support inquiries often grows exponentially and answering all the new questions promptly and accurately can be a struggle. From phone calls to social media, customers begin to vent their frustrations and inundate you with new questions, forcing you to allocate more resources to customer support than you ever imagined.

Is the only way to scale your customer support efforts adding more headcount to your team? Or is there [External Link](#) you can do to help alleviate the real issue at hand?

Let's say, for example, you're a 10-person support team managing 600 support tickets every day. Your company is

External link to
an outside
resource





**HOW DO YOU
CREATE A
SUCCESSFUL BLOG?**

BLOGGING BEST PRACTICES

1. Pick a topic and a title.
2. Format and optimize the blog post.
3. Promote offers on your blog to increase lead generation.
4. Promote your blog posts.
5. Analyze the performance of your blog posts.

March 26, 2015 // 11:00 AM

6 Reasons Why Marketers Should Bet on Podcasting

Written by [Alisa Meredith](#) | [@alisammeredith](#)



It started with a few tweets here and there asking me to start a podcast ("I don't have time to read all your blog posts!"), a couple of guest appearances on hangouts and other marketing podcasts, and next thing I know, for Inbound Marketing Week this year, I launched The Superheroes of Marketing podcast.

There is more to it than that, obviously. And the challenges were well, challenging... I'm not good with hardware. Wires and plugs all look the same to me. As an introvert, the performance part of the project is exhausting. Like everyone else, I'm busy. Really busy. Podcasting is extremely time consuming (more so than I expected).

But, here I am, planning, scheduling, recording and editing a weekly podcast with my co-host, Kelly Kranz. Am I crazy? Maybe. But here's why it works.

Why People are Eating Up Podcasts

Last spring, I found I couldn't read all the blog posts I needed to in order to keep up with all the great content and updates I needed to stay up on. So I started listening to podcasts weekday mornings as I got ready for the day. For me, it was a matter of making the most of my time – and I'm hooked.

SHARE

794

Tweet

163

Like

142

Share



Write educational content.

Answer the questions or problems that people are searching for answers too.

Write about you industry, not about yourself.

BRAINSTORM A LIST OF TOPICS

- What are the most frequently asked questions?
- What do your buyer personas need help with?
- What do you wish people knew about your industry?
- What are industry bloggers, social media, and your competitors talking about?



When deciding on a topic, do keyword research.

Which keywords do your buyer personas use? Which are associated with your industry? Write about those topics to get found and start ranking higher in search results.



Make a list of next step content that support a **specific conversion.**

Consider making a list of blog topics that support the next step content.

Start by creating a **working title**.

Start here to narrow your topic down and focus on one single angle.

TOPIC

“Choosing paint
colors”

WORKING TITLE

“The Best Colors to
Paint Your Kitchen”

March 24, 2015 // 11:00 AM

How to Produce an Internet Radio Show

Written by [Michael Reynolds](#) | [@michaelreynolds](#)



SHARE

204

Tweet

45

Like

42

Share

There are lots of ways to generate and publish content for your inbound marketing efforts. From the tried and true written word that powers your [corporate blog](#) to infographics, webinars, video and ebooks, the number of channels available to you seem almost endless.

It can be frustrating at times to try to cut through the noise with this much content being published. While publishing relevant information can help you create a loyal community of constituents, do you ever wonder if you could reach more people by adapting your content to a different style?

If you're struggling to figure out "what's next," you might want to explore the idea of hosting your own live internet radio show.

Talk radio is big business. The top shows have [audiences in the millions](#) and generate a great deal of revenue from advertising and sponsorships, not to mention the ability generate more revenue through promoting their own products and services.

Include a
long-tail keyword
in the title.

Be sure that the keyword
fits as a description of what
the page is all about.



March 31, 2015 // 8:00 AM

Is Your Website Mobile-Friendly?

3 Tools to Help You Prepare for Google's Next Algorithm Update

Written by [Jeffrey Vocell](#) | [@jvocell](#)



SHARE

378

 Tweet

 76

 Like

Make the **value** of the post clear.

Set the right expectations – what is the reader going to get out of it?

Shorten the title to **under 60 characters.**

Google only shows the first 50-60 characters of a title in search results.

11 Ways to Make Your Content Appealing to International ...

blog.hubspot.com/marketing/international-content-creation ▾ HubSpot, Inc. ▾

Apr 14, 2015 - Learn tips for creating **content** that **appeals** to **your** entire **audience**, no matter where in the world they come from.

April 14, 2015 // 8:00 AM

11 Ways to Make Your Content Appealing to International Audiences

Written by [Nataly Kelly](#) | [@natalykelly](#)



SHARE

512

 Tweet

March 30, 2015 // 7:00 AM

The Pros and Cons of Geo-Targeting in Paid Search

Written by [Michelle Brammer](#) | [@ezangamichelle](#)



SHARE

52

[Tweet](#)

8

[Like](#)

16

[in share](#)

[Email](#)

It happens to the best of us.

I remember not too long ago being in a "New York State of Mind." Too bad the campaign I was optimizing was for New Jersey. Whoops! I caught it after only a day, but that didn't reverse the wasted ad spend. I learned my lesson: enter once, check twice.

It's no secret that geo-targeting has opened many doors for advertisers. Geo-targeting helps focus in on a specific market, resulting in more relevant messaging and a better return.

But sometimes too much of a good thing can be a curse. And in those instances, geo-targeting, well, it isn't so great.

Here's some pros and cons to your geo-targeting strategy that might help, or hinder, your campaign:

The Advantages of Geo-Targeting

1) You Can Hide Ads from Your Competitors

If you're testing a new strategy or offer, you don't want your competitors to know, right? Hiding your ads from your competitors is possible with a combination of [geotargeting](#) and [IP exclusion](#). With IP exclusion, you prevent people in your competitors' corporate offices from seeing your ads. And with geo-targeting, you can still advertise in their so called backyard. It keeps your strategy safe without removing an entire market from your search strategy.

First, identify your [competitors IP addresses](#). Once identified, you can exclude them from your AdWords Campaigns. To exclude these IP addresses:

1. Click on the campaign tab
2. Click settings
3. Click advanced settings
4. Click IP exclusions

Whitespace is your friend.

It allows the visitor to focus on
the content, not the clutter.

March 30, 2015 // 7:00 AM

The Pros and Cons of Geo-Targeting in Paid Search

Written by Michelle Brammer | @ezangamichelle



SHARE

52

Tweet

8

Like

16

Share

✉

It happens to the best of us.

I remember not too long ago being in a "New York State of Mind." Too bad the campaign I was optimizing was for New Jersey. Whoops! I caught it after only a day, but that didn't reverse the wasted ad spend. I learned my lesson: enter once, check twice.

It's no secret that geo-targeting has opened many doors for advertisers. Geo-targeting helps focus in on a specific market, resulting in more relevant messaging and a better return.

But sometimes too much of a good thing can be a curse. And in those instances, geo-targeting, well, it isn't so great.

Here's some pros and cons to your geo-targeting strategy that might help, or hinder, your campaign:

The Advantages of Geo-Targeting

1) You Can Hide Ads from Your Competitors

If you're testing a new strategy or offer, you don't want your competitors to know, right? Hiding your ads from your competitors is possible with a combination of [geotargeting](#) and [IP exclusion](#). With IP exclusion, you prevent people in your competitors' corporate offices from seeing your ads. And with geo-targeting, you can still advertise in their so called backyard. It keeps your strategy safe without removing an entire market from your search strategy.

First, identify your [competitors IP addresses](#). Once identified, you can exclude them from your AdWords Campaigns. To exclude these IP addresses:

1. Click on the campaign tab
2. Click settings
3. Click advanced settings
4. Click IP exclusions

Use **section headers, bullets or numbered lists** to break up information.

3 Ways to Improve the User Experience of Your Site

Thinking your site could use a similar overhaul?

If you'd like to make changes based on user experience, there's just one main concept you need to keep in mind: **Always focus on the wants and needs of your user**. Don't let your CEO, CMO, or Junior Visual Designer dictate the design or messaging. Turn to your users and ask them what they want. Here are a few simple ways to do just that:

1) Gather some qualitative feedback.

Start by user testing your site. You could use a simple and free service like [Peek](#). Interview your customers and ask them what they like about your product, messaging, or online presence. Get to know the human on the other side of the computer by [developing empathy](#) within your team.

Bold important information

Help readers quickly understand the key takeaways from the post.

Include images to **visually break up** your text.
Place an image at the top of each post to entice your visitors to read further.

A Helpful Guide of Public Speaking Tips [Infographic]

Written by [Lindsay Kolowich](#) | [@lkolo25](#)



SHARE

413

Tweet

97

Like

82

Share



If the thought of speaking in front of a crowd makes you uneasy, you're not alone. [According to a study](#) by Chapman University, public speaking is the number one fear in America -- followed

Optimize (SEO) the post around **the long-tail keyword.**

Is it in the page title?

Is it in the URL?



Is it in the post title?

Is it in the image alt-text?

Is it used naturally in the body?

Is it in the headers?

Of course, it goes without saying that you should never shout in a meeting with a client -- but you already knew that.

2) Drink lots of water.

Human beings are made up of more than 60% water, and there's not a single bodily organ that can function without it. Even bones are [more than a fifth water](#).




Besides the fact that drinking more water is generally good for you, it'll also keep your voice in peak condition. Your vocal cords and larynx exist in a warm, moist environment. Maintaining that environment is important to keep your voice system at an optimal level of performance, so make sure you're staying hydrated.

3) Avoid reflux.

Have you ever woken up in the morning with a hoarse voice even when you don't have a cold? You may have mild reflux.

Gastric reflux can give you heartburn or chest pain, but [laryngopharyngeal reflux](#), which occurs when stomach acid travels up to your larynx and throat, might not trigger any dramatic symptoms in your body beyond a hoarse or sore throat. Your larynx isn't naturally protected against exposure to acid, so reflux can easily affect your voice. High-fat or high-carbohydrate diets and excessive drinking or smoking can all contribute to reflux.



To prevent reflux, avoid food or drink for three hours before you go to sleep. Foods that stimulate stomach acid production -- think fried, spicy, acidic foods, caffeine, and alcohol -- should be eaten sparingly. Antacids can also help.

Use it Right

Now that your voice is in peak physical condition, how can you put it to use? Whether you're

Include relevant
internal and external
links within the
post.

**USE YOUR BLOG TO
STRATEGICALLY
PROMOTE YOUR
CURRENT OFFERS.**

Feature CTAs on **blog sidebar**.



You might want to insert a CTA **after** the first few paragraphs.


Try and include a passive CTA through hyperlinked text.

[MARKETING](#) [SALES](#) [AGENCY](#) [ALL TOPICS](#) [NEW POSTS](#)

May 5, 2016 // 7:00 AM

Education Blogging 101: How to Attract More Students Online

Written by Leigh Fitzgerald | @leighfitz



SHARE

[Twitter](#)

29

[Like](#)

30

[Share](#)

[Email](#)

Active blogging is a basic building block of any successful inbound marketing strategy - its hub, if you will. For schools and admissions offices struggling for resources, launching and maintaining a blog may seem like a daunting undertaking. But it's one well worth taking. HubSpot research found that [marketers who prioritize blogging are 13x more likely to be able to show a return for their efforts](#).

Having a school blog (or two) can boost your student applications in a number of ways. First, good blogs are regularly updated with with entertaining, informative content. Google *loves* blogs with a steady flow of engaging content. If you're writing around the right keywords, your blog will increase the flow of organic traffic to your blog and website.

[Learn other ways to increase traffic to your site in our ebook The Do's and Don'ts of SEO for Schools >>](#)

Include a CTA at the **end** of each post.

This offer should be relevant to the content that a visitor has just read.

own promotional email. It means outline the different avenues for distribution and promotion and clarify which routes work for different types of blog posts. Then it's easy to specify in your [blog calendar](#) how any given post will be promoted.

Attracting Students to Your Blog is the First Step to Getting Their Application

Every prospective student is on their own, personal enrollment journey. If you want your school to be part of that journey, a school blog is the best way to attract them early on in the process.

Did you know?

HubSpot offers a FREE Inbound Course & Certification

Learn in a weekend:

SEO | Blogging | Email | Nurturing
Landing Pages | Conversion | Smarketing



Leveraging your **website**.

You can use your blog sidebar to promote your recent or most popular posts, and add your blog to your primary website navigation.

The screenshot displays the SpinWeb website. At the top, a navigation bar includes links for 'about', 'solutions', 'work', 'blog' (highlighted with an orange circle and an arrow pointing to it), 'resources', and 'contact'. Below the navigation bar is a grey banner with the text 'Engage Your Audience. That's What We're Here For.'.

The main content area is titled 'Blog'. It features a post titled 'SpinRadio Episode #65 - The Comeback of Account-based Marketing' by Michael Reynolds, dated May 6, 2016. The post includes a large image of a hand holding a magnifying glass over a person icon. Below the image, there is a paragraph of text and a 'Read More' link. The post also has a '0 Comments' section and a 'Topics: marketing, seo' tag.

On the right side of the blog, there is a sidebar. It includes a 'Subscribe to Our Blog' section with an email input field and a 'Subscribe' button. Below this is a blue box with the text 'Frustrated that your website is not helping you reach your marketing goals?' and a 'Work With Us' button. Further down is a 'Search the SpinWeb Blog' section with a search input field and a 'Search' button. Below the search section is a 'Follow Us' section with social media icons for Twitter, Facebook, RSS, and LinkedIn.

At the bottom right of the sidebar, there is a 'Recent Posts' widget (highlighted with an orange border and an arrow pointing to it). It lists three recent posts: 'SpinRadio Episode #65 - The Comeback of Account-based Marketing', 'How to Manage Your Brand Fonts for Print and Web', and 'How to Effectively Structure Your Website Header'.

Link internally to
your other blog
posts.

MARKETING

SALES

AGENCY

ALL TOPICS

NEW POSTS

March 27, 2015 // 8:00 AM

15 Examples of Great Mobile Website Design

Written by Rachel Sprung | @rsprung



SHARE

Tweet

528

Like

753

Share

✉

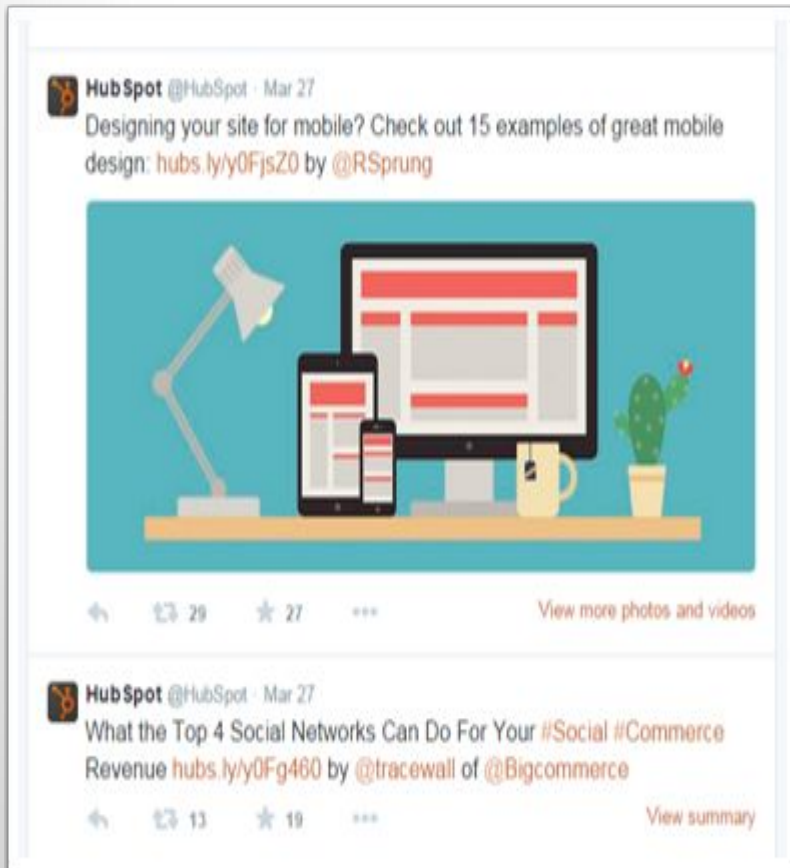
Now more than ever, businesses are focusing on creating delightful mobile website experiences. After all, **80% of Internet users** are using smartphones to search online.

What's more, marketers are gearing up for a big change Google plans to make to their algorithm starting on April 21, 2015. Google wrote in their official blog that they will be "expanding our use of mobile-friendliness as a ranking signal," and their update should have a significant effect on marketers.

When Google makes this change, **it will have a bigger impact than Panda or Penguin**. To put that in context, their Panda update impacted only about 12% of queries, and Penguin affected about 4% of mobile and desktop queries.

Download our free guide here to learn how to design your own mobile-friendly website.

In other words, if you **aren't focusing on improving your mobile experience**, you'd better prioritize it now, or your search ranking might suffer. According to a [Search](#)

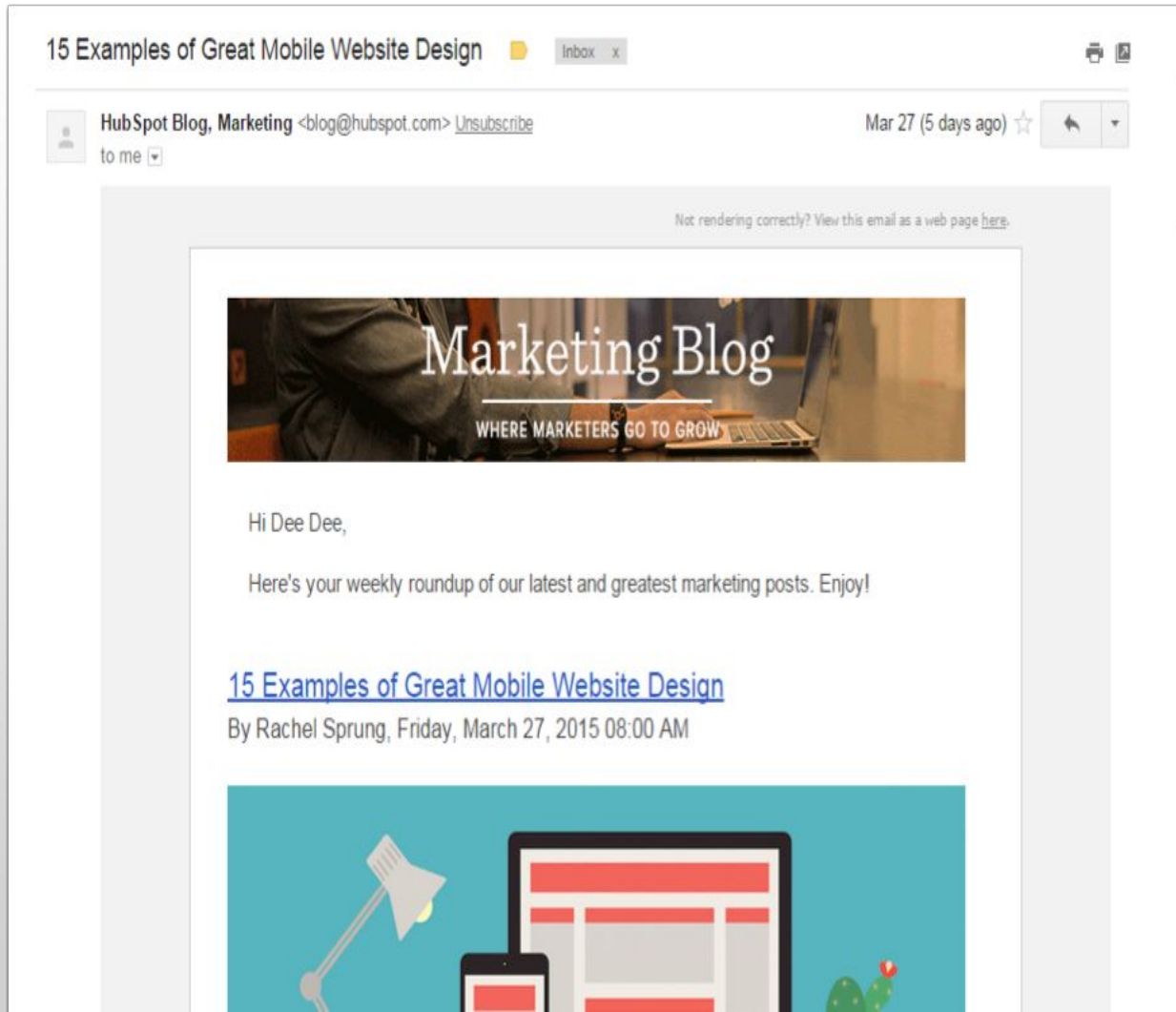


Sharing on **social media**

Include social sharing buttons at the top of the posts.

Promote posts through **email**.

Send your buyer personas relevant content.



BLOG METRICS TO ANALYZE

- Look at the number of views for each blog post.
- Filter your most popular posts by topic, author or channel of promotion.
- Look at the number of clicks on the CTA at the end of an individual post.

**WRITE CONSISTENTLY AND
FREQUENTLY.**

SUMMARY: BLOGGING BEST PRACTICES

- Pick a topic and a title.
- Format and optimize the post.
- Promote offers on your blog to increase lead generation.
- Promote your blog posts.
- Analyze the performance of your blog posts.



**WHAT DOES A
SUCCESSFUL BLOG
POST LOOK LIKE?**

A good topic?

Educational
subject

Trade Area Systems Blog

4 Steps to Enhancing the Art of Retail Site Selection

Share this



Here are five words that may freak out some people:

People pick the best sites.

You read that correctly: People pick the best sites, not models, big data, or even a new Web service that will charge you \$99.95 to tell you how great a retail site is or isn't. Speaking of, my hope is that those websites have a CAPTCHA that requires a login to prove you're not a robot. The irony that computers can't read a few letters on the screen but somehow can perform retail site selection without a human intervening is almost too much to bear.

Don't get me wrong: Technology is helpful. In fact, technology that can help to evaluate retail sites is

Subscribe to get
email updates

State/Region*

- Please Select -

Notification Frequency*

☒ Daily

SUBSCRIBE

RECON

Going to RECon 2016?

Visit TAS at Marketplace
Mail Booth N1430

Click to Request a Meeting
with Us at the Show

Topic their buyer
personas want to
hear about

Writing about their
industry, not their
company


A compelling title?

Educational
subject

Value of the
post is clear

The title pops!

Long-tail keyword
under 60 characters







Trade Area
Systems
Unifying Market & Business Intelligence

[Solutions](#) [Products](#) [About Us](#) [Blog](#) [Resource Center](#) [REQUEST A DEMO](#)

Trade Area Systems Blog

4 Steps to Enhancing the Art of Retail Site Selection

[Share this](#)   



Here are five words that may freak out some people:

People pick the best sites.

You read that correctly: People pick the best sites, not models, big data, or even a new Web service that will charge you \$99.95 to tell you how great a retail site is or isn't. Speaking of, my hope is that those websites have a CAPTCHA that requires a login to prove you're not a robot. The irony that computers can't read a few letters on the screen but somehow can perform retail site selection without a human intervening is almost too much to bear.

Don't get me wrong: Technology is helpful. In fact, technology that can help to evaluate retail sites is

Subscribe to get
email updates


State/Region*

- Please Select -

Notification Frequency*

☒ Daily

[SUBSCRIBE](#)



Going to RECon 2016?

Visit TAS at Marketplace
Mail Booth N1430

[Click to Request a Meeting
with Us at the Show](#)

Formatting best practices?

Image



Solutions

Products

About Us

Blog

Resource Center

REQUEST A DEMO



Here are five words that may freak out some people:

People pick the best sites.

You read that correctly: People pick the best sites, not models, big data, or even a new Web service that will charge you \$99.95 to tell you how great a retail site is or isn't. Speaking of, my hope is that those websites have a CAPTCHA that requires a login to prove you're not a robot. The irony that computers can't read a few letters on the screen but somehow can perform retail site selection without a human intervening is almost too much to bear.

Don't get me wrong: Technology is helpful. In fact, technology that can help to evaluate retail sites is incredibly useful. However, tech should only support decision-making, not replace people who know how to find the right sites for their specific retail concepts. If there's no one in your company who can identify a good site, then hire someone who can. Not tomorrow, right now! Yes, I'm giving you permission to stop reading this post and go hire someone.

Now that all those people are out searching, let's discuss how technology can improve site selection skills. Retail reps develop this expertise in a fashion similar to how they learned how to read. The variables—font, print size, color, whether there are wavy lines through a letter or it's at an angle—are countless. Despite these variables, people learned to compensate for them in order to read the words.

Check out this image as an example. You've likely never seen this combination of font, colors, and letter substitutions, but I bet you can read it:



People are incredibly good at learning to recognize patterns. Whether it's reading words or recognizing good retail opportunities doesn't matter—if properly trained, no technology can beat the human brain.

So how can the human brain outduel technology? The secret is in the term "properly trained." Retail real estate professionals understand the basic concepts that help drive retail. The trick is to provide reps with existing, high-quality information about current stores in a way they can use to learn what's good and what's not. These pros can take that and apply it to new situations, and then make smart assessments. The same goes for research people; even though their approach is geared more toward analytics, the fact that they need consistent, quality information doesn't change.

© Daily

SUBSCRIBE

RECON

Going to RECon 2016?

Visit TAS at Marketplace
Hall Booth N1436

Click to Request a Meeting
with US at the Show

Popular Articles

Ten Bold Predictions
about Life and
Shopping in the 22nd
Century

Mistakes to Avoid
During the Real
Estate Site Selection
Process

Why I Like Analog
Models

Everything You
Always Wanted To
Know About Retail
Models (But Were
Afraid To Ask)

Overview of
Demographic
Retrieval Schemes

Topics

Business Best
Practices (3)

Whitespace



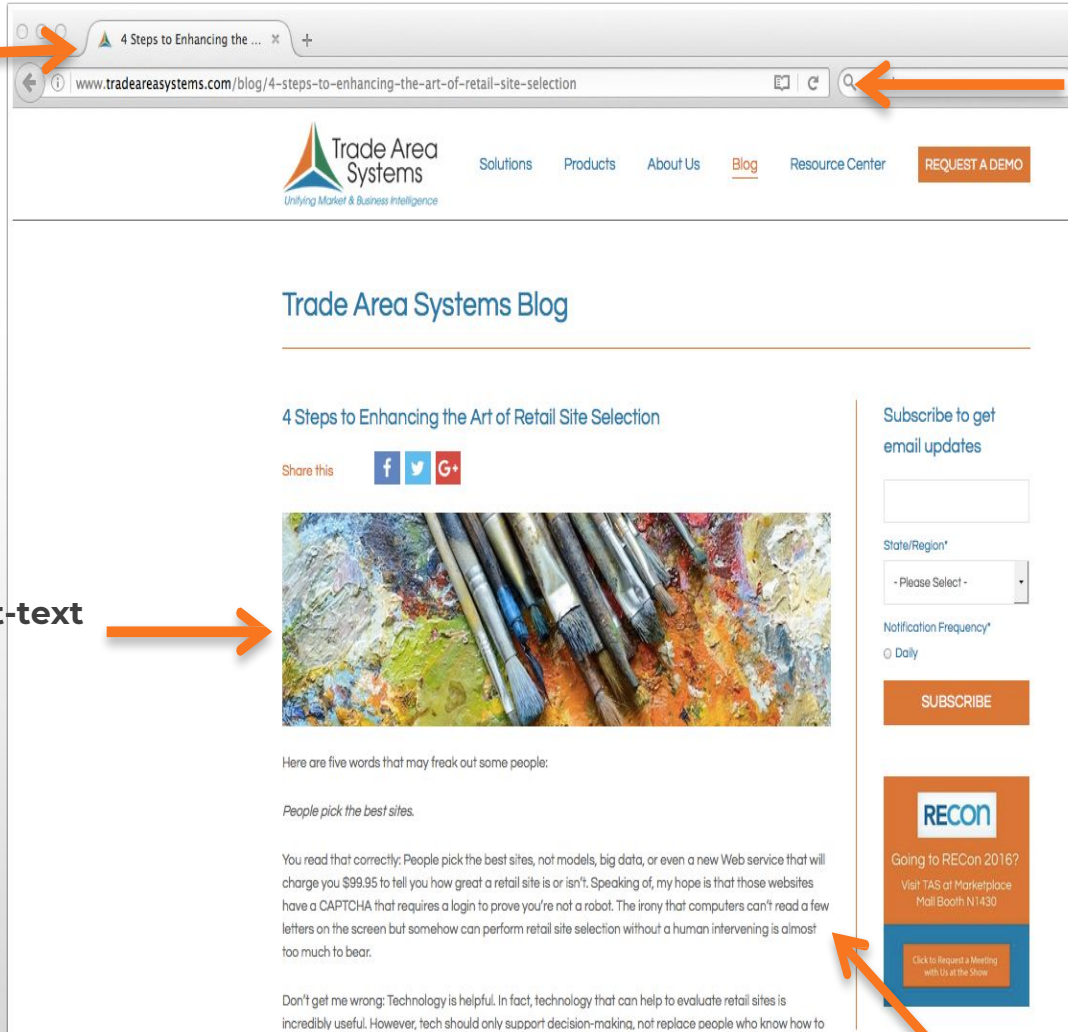
Section header



How Do We Make This Happen?

Search engine optimized?

Page title



URL

Image alt-text

Body

Promoting their offers?

Subscription form

Promoting offer in sidebar

How Do We Make This Happen?

It comes down to four factors:

1. **Improve market intelligence quality:** If the site map or analysis shows data that doesn't match what's really out there, there's no way to accurately assess opportunities. Therefore, the data must be right.
2. **Present information in a meaningful and consistent format:** When people see something presented the same way every time, they develop the ability to recognize patterns in data. If every map has a different color scheme or break points for the same data, or uses different symbols for competitors' chains, gaining innate abilities to assess sites well will be difficult for reps.
3. **Provide access to all relevant information:** Performance data—such as sales, profit and loss statements, thematic maps, or report fields that drive a business's success—for existing stores must be made available to decision makers so they may determine what works and what doesn't.
4. **Provide access to market intelligence from anywhere:** Allow market intelligence and store performance data to be accessed from anywhere, including on the road. This should be done in a way that is simple enough for people to use on a daily basis. The more they use it, the faster they'll become experts.

Another option is to give reps access to an analog model. This will give them an opportunity to ask the model things such as, "Which of my existing stores is most similar to this site?" Access like this will help them develop the ability to recognize quality sites and gives them a check against their own intuition. This isn't a perfect check, but it's a helpful one.

Remember, surprising as it may be, people, not tech, are your best resource for selecting sites. Just make sure your team has proper, consistent training along with access to the data and analytics they need and you'll have a site selection team that will be able to run circles around any website, model, or big data.

Enhancing the Art of Retail Selection

Understand the "Art" of Site Selection and How it Fails

Download White Paper

4 Steps to Enhancing the Art of Retail Site Selection

Share this



Here are five words that may freak out some people:

People pick the best sites.

You read that correctly: People pick the best sites, not models, big data, or even a new Web service that will charge you \$99.95 to tell you how great a retail site is or isn't. Speaking of, my hope is that those websites have a CAPTCHA that requires a login to prove you're not a robot. The irony that computers can't read a few letters on the screen but somehow can perform retail site selection without a human intervening is almost too much to bear.

Don't get me wrong: Technology is helpful. In fact, technology that can help to evaluate retail sites is incredibly useful. However, tech should only support decision-making, not replace people who know how to find the right sites for their specific retail concepts. If there's no one in your company who can identify a good site, then hire someone who can. Not tomorrow, right now! Yes, I'm giving you permission to stop reading this post and go hire someone.

Now that all those people are out searching, let's discuss how technology can improve site selection skills. Retail reps develop this expertise in a fashion similar to how they learned how to read. The variables—font, print size, color, whether there are wavy lines through a letter or it's at an angle—are countless. Despite these variables, people learned to compensate for them in order to read the words.

Check out this image as an example. You've likely never seen this combination of font, colors, and letter substitutions, but I bet you can read it:

Subscribe to get email updates

State/Region*

- Please Select -

Notification Frequency*

☐ Daily

SUBSCRIBE

RECON

Going to RECon 2016?

Visit T&S at Marketplace
Hall Booth N1430

Click to Request a Meeting with Us at the Show

Popular Articles

Ten Bold Predictions about Life and Shopping in the 22nd Century

Mistakes to Avoid During the Real Estate Site Selection

Content offer relevant to the topic at the bottom of the post

Promoting their post?

Social sharing
buttons

Trade Area Systems Blog

4 Steps to Enhancing the Art of Retail Site Selection

Share this



Here are five words that may freak out some people:

People pick the best sites.

You read that correctly: People pick the best sites, not models, big data, or even a new Web service that will charge you \$99.95 to tell you how great a retail site is or isn't. Speaking of, my hope is that those websites have a CAPTCHA that requires a login to prove you're not a robot. The irony that computers can't read a few letters on the screen but somehow can perform retail site selection without a human intervening is almost too much to bear.

Don't get me wrong: Technology is helpful. In fact, technology that can help to evaluate retail sites is incredibly useful. However, tech should only support decision-making, not replace people who know how to find the right sites for their specific retail concepts. If there's no one in your company who can identify a good site, then hire someone who can. Not tomorrow, right now! Yes, I'm giving you permission to stop reading this post and go hire someone.

Now that all those people are out searching, let's discuss how technology can improve site selection skills. Retail reps develop this expertise in a fashion similar to how they learned how to read. The variables—font, print size, color, whether there are wavy lines through a letter or it's at an angle—are countless. Despite these variables, people learned to compensate for them in order to read the words.

Check out this image as an example. You've likely never seen this combination of font, colors, and letter substitutions, but I bet you can read it:

Subscribe to get
email updates

State/Region*

- Please Select -

Notification Frequency*

☒ Daily

SUBSCRIBE

RECON

Going to RECon 2016?

Visit TAS at Marketplace
Mail Booth N1430


Click to Request a Meeting
with Us at the Show

Popular Articles

Ten Bold Predictions
about Life and
Shopping in the 22nd
Century

Mistakes to Avoid
During the Real
Estate Site Selection
Process

Links to
popular
posts



HOW TO STRUCTURE YOUR BLOG TEMPLATES?

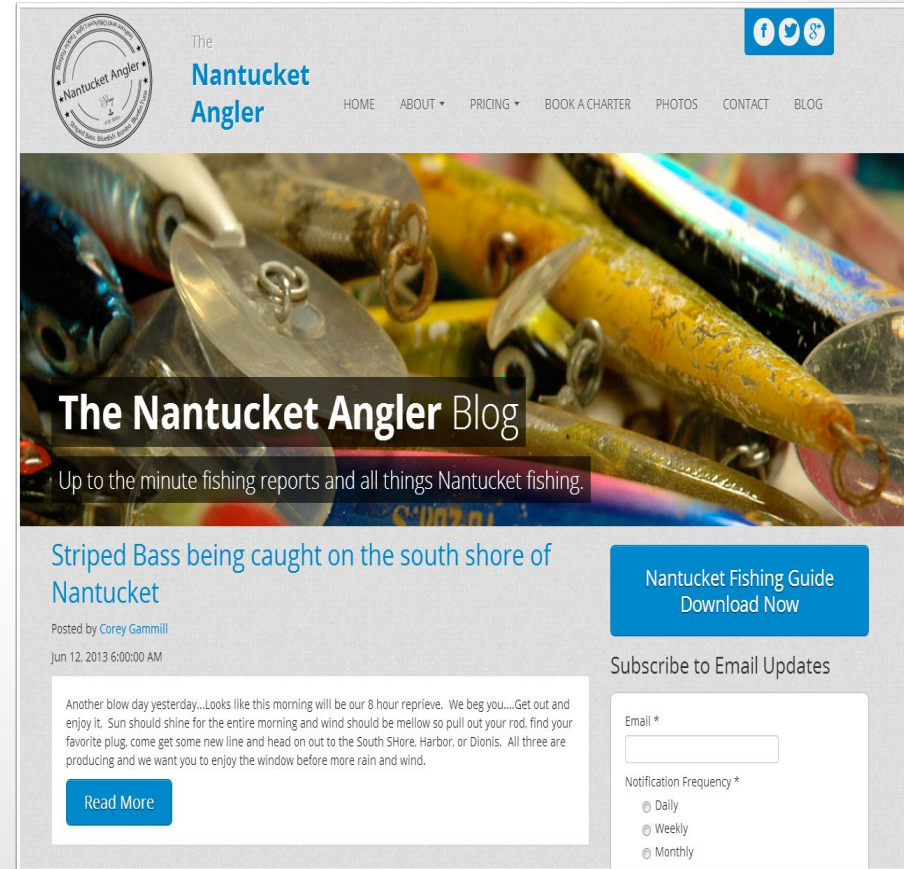
BEST PRACTICES FOR BLOG STRUCTURE

- Keep visuals consistent.
- Focus on readability first.
- Use clear, emphasized headlines.
- Leave white space on the blog page.
- Use legible fonts.
- Optimize reading for the mobile visitor.

Keep your visuals **consistent**.
Blog fonts and colors should match the rest of your site.



thenantucketangler.com
homepage



thenantucketangler.com
blog

Focus on **readability** first.

If it's tough on the eyes, the content will suffer and so will your readership.

SPARKREACTION

INBOUND MARKETINGWEB DEVELOPMENTABOUT USBLOGCONTACT

INBOUND MARKETING MADE EASY

5 SIGNS YOU ARE READY FOR A WEBSITE REDESIGN

July 9, 2013 | by [Josh Ames](#) | in [lead generation techniques](#), [small business](#), [website redesign](#)

3

Like

4

Tweet

2

Share


1

Share

This seems to be the year for website redesign. Many companies and startups are re-launching brand new websites, and with good reason. Technology is changing, design trends are evolving, how sites are used is changing, even things such as social media are changing and shaping how websites look and function.

Technology moves so fast that by time you finish reading this blog post (assuming it takes you less than five minutes), there will be **1,000,000 searches on Google**, **360 hours of YouTube video uploaded** (source: [www.youtube.com](#)), and over **370 new domain names registered**, each with potential of becoming a new website and perhaps one of your new competitors.

This is a double-edged sword though; more websites appear online every day, more content is generated, social media platforms change, and more competitors emerge. It is more important than ever to adapt and evolve. If you remain static, you will be left behind. Only those that spark reaction have a chance to grow, adapt and engage their audience.



SUBSCRIBE BY EMAIL

Your email: *

Notification Frequency *

Instant

Daily

☒ Weekly

Monthly

SUBSCRIBE

RECENT POSTS

5 Signs You Are Ready for a Website Redesign

Use clear, emphasized **headlines.**

Make the title of each blog post easy to read.

Clear
headlines



SPARKREACTION

INBOUND MARKETINGWEB DEVELOPMENTABOUT USBLOGCONTACT

INBOUND MARKETING MADE EASY

5 SIGNS YOU ARE READY FOR A WEBSITE REDESIGN

July 9, 2013 | by Josh Ames | in [lead generation techniques](#), [small business](#), [website redesign](#)

3

Like

4

Tweet


2

Share

1

Share

This seems to be the year for website redesign. Many companies and startups are re-launching brand new websites, and with good reason. Technology is changing, design trends are evolving, how sites are used is changing, even things such as social media are changing and shaping how websites look and function.



Technology moves so fast that by time you finish reading this blog post (assuming it takes you less than five minutes), there will be **1,000,000 searches on Google**, **360 hours of YouTube video uploaded** (source: [www.youtube.com](#)), and over **370 new domain names registered**, each with potential of becoming a new website and perhaps one of your new competitors.

This is a double-edged sword though; more websites appear online every day, more content is generated, social media platforms change, and more competitors emerge. It is more important than ever to adapt and evolve. If you remain static, you will be left behind. Only those that spark reaction have a chance to grow, adapt and engage their audience.

SUBSCRIBE BY EMAIL

Your email: *

Notification Frequency *

Instant

Daily

Weekly

Monthly

SUBSCRIBE

RECENT POSTS

5 Signs You Are Ready for a Website Redesign

Use **legible** fonts.

The easier it is to read, the more likely the reader will finish.

Legible
fonts

SPARKREACTION

INBOUND MARKETING WEB DEVELOPMENT ABOUT US BLOG CONTACT

INBOUND MARKETING MADE EASY

5 SIGNS YOU ARE READY FOR A WEBSITE REDESIGN

July 9, 2013 | by Josh Ames | in [lead generation techniques](#), [small business](#), [website redesign](#)

This seems to be the year for website redesign. Many companies and startups are re-launching brand new websites, and with good reason. Technology is changing, design trends are evolving, how sites are used is changing, even things such as social media are changing and shaping how websites look and function.

Technology moves so fast that by time you finish reading this blog post (assuming it takes you less than five minutes), there will be **1,000,000 searches on Goggle**, **360 hours of YouTube video uploaded** (source: [www.youtube.com](#)), and over **370 new domain names registered**, each with potential of becoming a new website and perhaps one of your new competitors.

This is a double-edged sword though; more websites appear online every day, more content is generated, social media platforms change, and more competitors emerge. It is more important than ever to adapt and evolve. If you remain static, you will be left behind. Only those that spark reaction have a chance to grow, adapt and engage their audience.

SUBSCRIBE BY EMAIL

Your email: *

Notification Frequency *

- ☐ Instant
- ☐ Daily
- ☒ Weekly
- ☐ Monthly

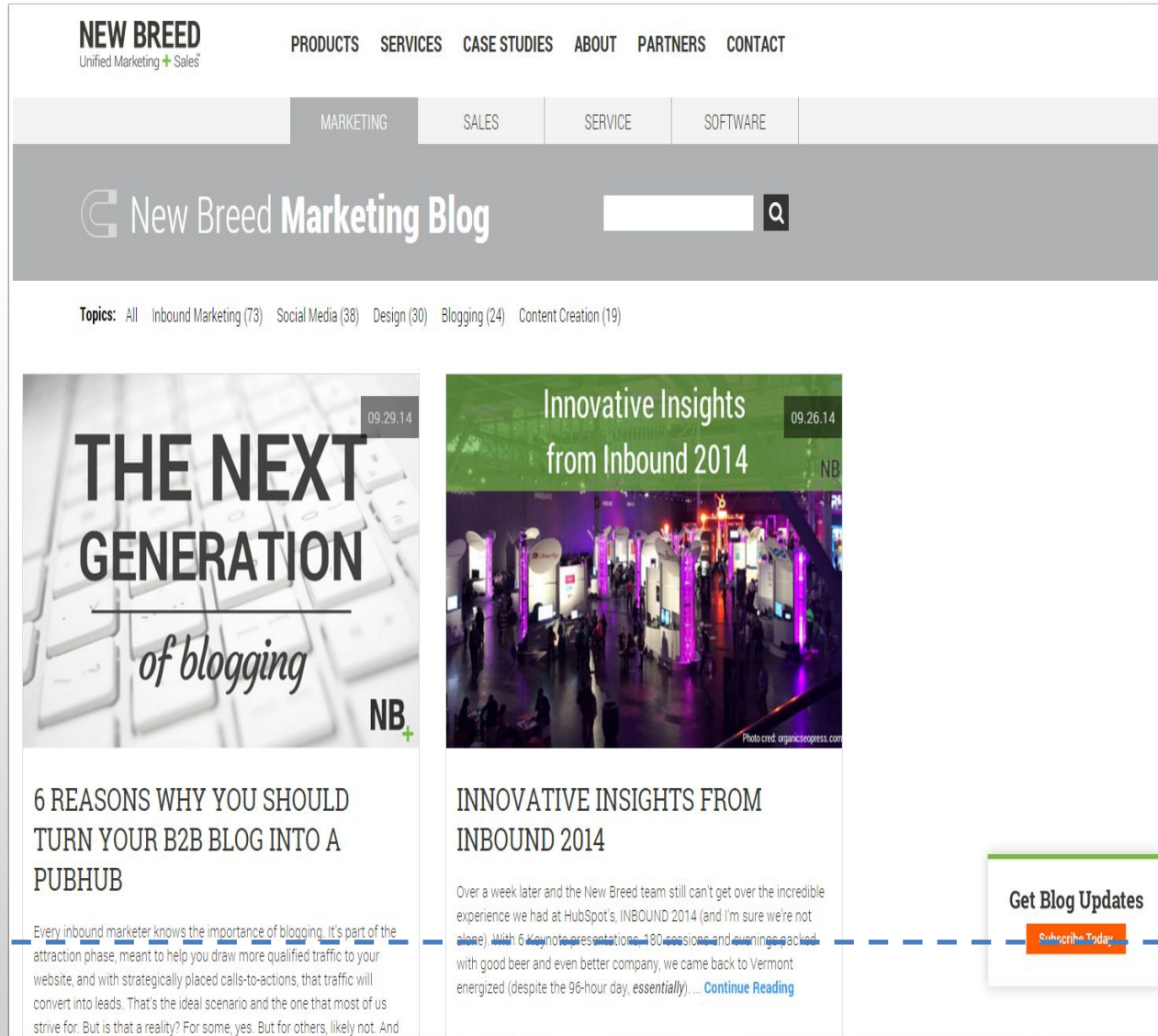
SUBSCRIBE

RECENT POSTS

5 Signs You Are Ready for a Website Redesign

Entice readers to scroll below the fold.

Encourage visitors to browse your blog posts.



The screenshot shows the New Breed Marketing Blog homepage. At the top is a navigation bar with links for PRODUCTS, SERVICES, CASE STUDIES, ABOUT, PARTNERS, and CONTACT. Below this is a secondary navigation bar with links for MARKETING, SALES, SERVICE, and SOFTWARE. The main header features the New Breed Marketing Blog logo and a search bar. Below the header is a section for Topics: All, Inbound Marketing (73), Social Media (38), Design (30), Blogging (24), and Content Creation (19). The main content area displays two blog posts. The first post, titled 'THE NEXT GENERATION of blogging', is dated 09.29.14 and features a background image of a keyboard. The second post, titled 'INNOVATIVE INSIGHTS FROM INBOUND 2014', is dated 09.26.14 and features a background image of a conference hall. A dashed blue line indicates the fold, and an orange arrow points down to the bottom of the page. A 'Get Blog Updates' button is located in the bottom right corner.

NEW BREED
Unified Marketing + Sales

PRODUCTS SERVICES CASE STUDIES ABOUT PARTNERS CONTACT

MARKETING SALES SERVICE SOFTWARE

New Breed Marketing Blog

Topics: All Inbound Marketing (73) Social Media (38) Design (30) Blogging (24) Content Creation (19)

THE NEXT GENERATION
of blogging
NB+

09.29.14

6 REASONS WHY YOU SHOULD TURN YOUR B2B BLOG INTO A PUBHUB

Every inbound marketer knows the importance of blogging. It's part of the attraction phase, meant to help you draw more qualified traffic to your website, and with strategically placed calls-to-actions, that traffic will convert into leads. That's the ideal scenario and the one that most of us strive for. But is that a reality? For some, yes. But for others, likely not. And

Innovative Insights from Inbound 2014
NB

09.26.14

INNOVATIVE INSIGHTS FROM INBOUND 2014

Over a week later and the New Breed team still can't get over the incredible experience we had at HubSpot's, INBOUND 2014 (and I'm sure we're not alone). With 6 keynote presentations, 180 sessions and evenings packed with good beer and even better company, we came back to Vermont energized (despite the 96-hour day, *essentially*). ... [Continue Reading](#)

Get Blog Updates
[Subscribe Today](#)

Add an **about the author** section.

This can be a section below an article, a sidebar or an entire page.

The Best Blog Article Ever Created

Nulla semper, ligula et gravida porta, ante libero sagittis leo, id pulvinar justo orci eu turpis. Donec tincidunt gravida lorem a porttitor. In quis mauris neque. Aenean mauris lacus, dictum vitae enim nec, sodales sodales leo. Sed eleifend ante quis sem venenatis vestibulum. Proin dapibus massa ac mauris blandit adipiscing. Curabitur pellentesque enim nec magna posuere, eget consequat nunc dictum. Etiam mollis sit amet neque sit amet euismod. Nunc quam sapien, ultricies scelerisque mauris sed, sodales tempor nulla. Etiam tristique massa massa. Aenean sollicitudin congue euismod. Praesent ut nisi id turpis dictum feugiat. Nunc vitae enim at odio vestibulum tempus a nec sapien. Pellentesque congue libero tellus.

more

0 Comments
Comments



Written by

Margo Sultenfuss

Hailing from Florida. Typing from Cambridge. HubSpotting all day long.

or

more

0 Comments
Comments



Written by

Margo Sultenfuss

Hailing from Florida. Typing from
Cambridge. HubSpotting all day
long.

SUMMARY: BEST PRACTICES FOR STRUCTURE

- Keep visuals consistent.
- Focus on readability first.
- Use clear, emphasized headlines.
- Leave white space on the blog page.
- Use legible fonts.
- Optimize reading for the mobile visitor.



Course 18
Completed.
Now take the
next course.

Getting Started Courses

1. Why You Need to Update Your Online Marketing Strategies
2. What is Modern Online Marketing and How it Works
3. How to Create a Marketing Positioning Statement
4. How to Create Marketing Buying Personas
5. How to Perform a Content Audit by Buying Stage
6. How To Research and Find the Right Keywords

Website Courses

7. How to Improve and Update your Current Website
8. How to Search Engine Optimize (SEO) your Web Pages Using Keywords
9. How to Deliver a Successful Website User Experience
10. How to Use A Call-to-Action, Landing Pages and Forms

Content Marketing Courses

11. What Is and How to Use Content Marketing
12. How to Repurpose and Produce Marketing Content
13. How to Generate Content Marketing Ideas
14. How to Engage Buyers with Effective Writing Techniques
15. How to Use Storytelling to Resonate with Buyers
16. How to Measure and Analyze your Content Marketing

Content Promotion Courses

17. How to Effectively Promote Your Content Marketing
18. How to Create and Use a Blog to Drive Website Traffic
19. How to Use Social Media to Drive Website Traffic

Email Marketing Courses

20. What is and How to Use Email Marketing Strategies
21. How to Use Email to Nurture and Grow Your Customers
22. How to Create the Right Lists for Email Marketing
23. How to Design Email Templates that Capture Interest
24. How to Create High Performing Emails that Convert Buyers
25. How to Optimize, Measure, and Track Email Marketing Success

Get Going Courses

26. How to Start Implementing Modern Marketing Strategies
27. How to Set Marketing Metrics and Milestones
28. How to Use a CRM for Modern Marketing
29. What Software Tools are Needed for Modern Marketing

The End.

**If you liked it, please
share it.**



- GoDaddy Pro PLus Partner ★★★★★ rating.

THANK YOU.