Course 18

Content Promotion Course

Knowledge is Power.

Stop Guessing. Start Knowing.

BizAdemy

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?

Join 5,000+ fellow ecommerce marketers!

Subscribe to ecommerce articles.

SUBSCRIBE

Do they want to subscribe?

? HOW DOES BLOGGING HELP YOUR MARKETING?

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.

Create more links?

Internal link to another blog post

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.

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"

Include a
long-tail keyword
in the title.

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

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.

Whitespace
is your friend.

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

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?

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.

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

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

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.

Link internally to your other blog posts.

Sharing on **social media**

Include social sharing buttons at the top of the posts.

Promote posts through **email.**

Send your buyer personas relevant content.
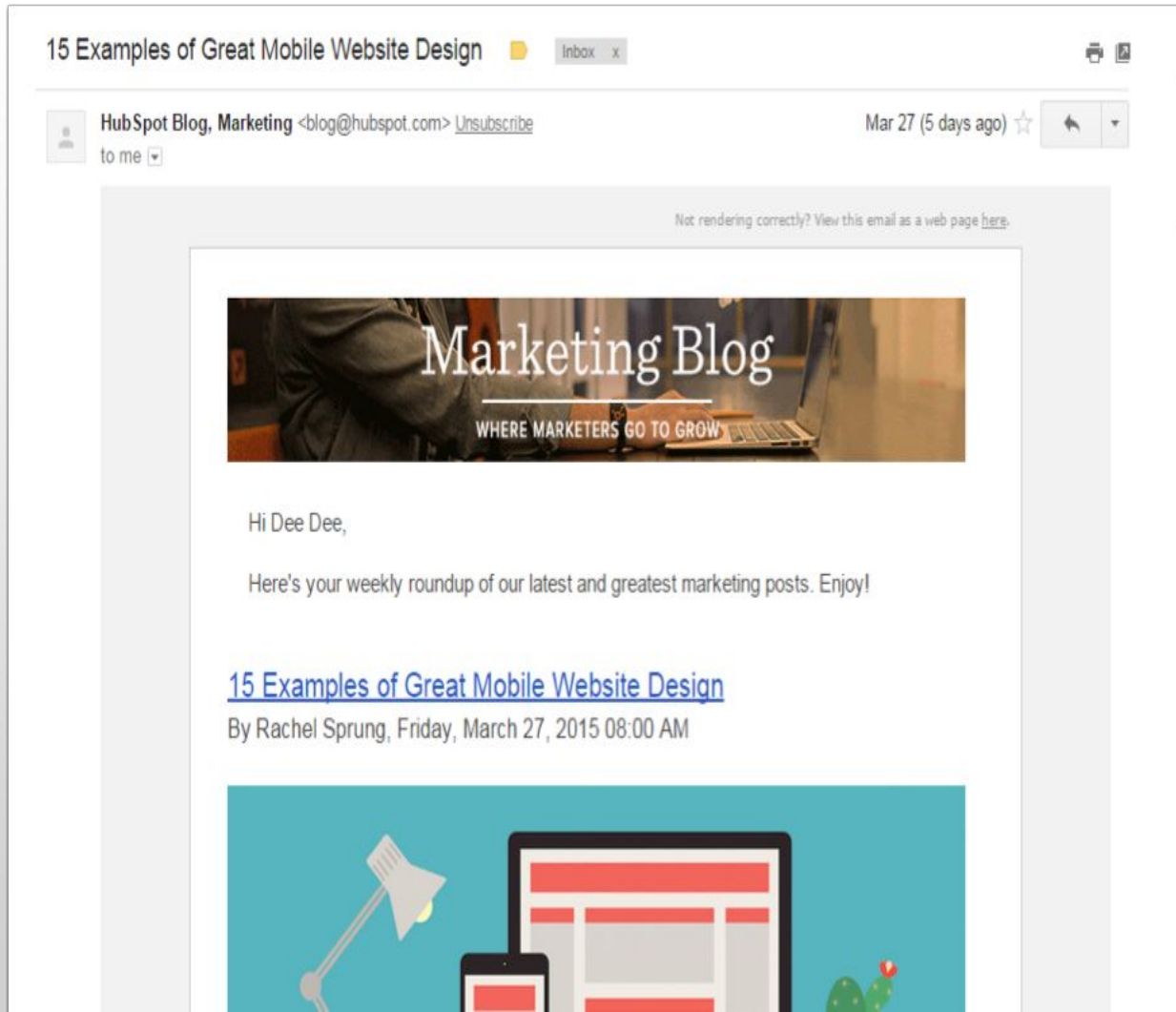
BLOG METRICS TO ANALYZE

- 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

Solutions Products About Us Blog Resource Center REQUEST A DEMO

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.

Topic their buyer personas want to hear about

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

Writing about their industry, not their company

Subscribe to get email updates

State/Region*
- Please Select -

Notification Frequency*
Daily

SUBSCRIBE

RECON
Going to RECon 2016?
Visit TAS at Marketplace Mall Booth N1430
Click to Request a Meeting with Us at the Show

A compelling title?

Educational subject

Long-tail keyword under 60 characters

Value of the post is clear

The title pops!

Trade Area Systems

Solutions   Products   About Us   Blog   Resource Center   REQUEST A DEMO

Unifying Market & Business Intelligence

Trade Area Systems Blog

4 Steps to Enhancing the Art of Retail Site Selection

Share this

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State/Region*
- Please Select -

Notification Frequency*
○ Daily

SUBSCRIBE

RECON
Going to RECon 2016?
Visit TAS at Marketplace Mall Booth N1430

Click to Request a Meeting with Us at the Show

Formatting best practices?

Image

Whitespace

Section header

CTA

Search engine optimized?

Page title
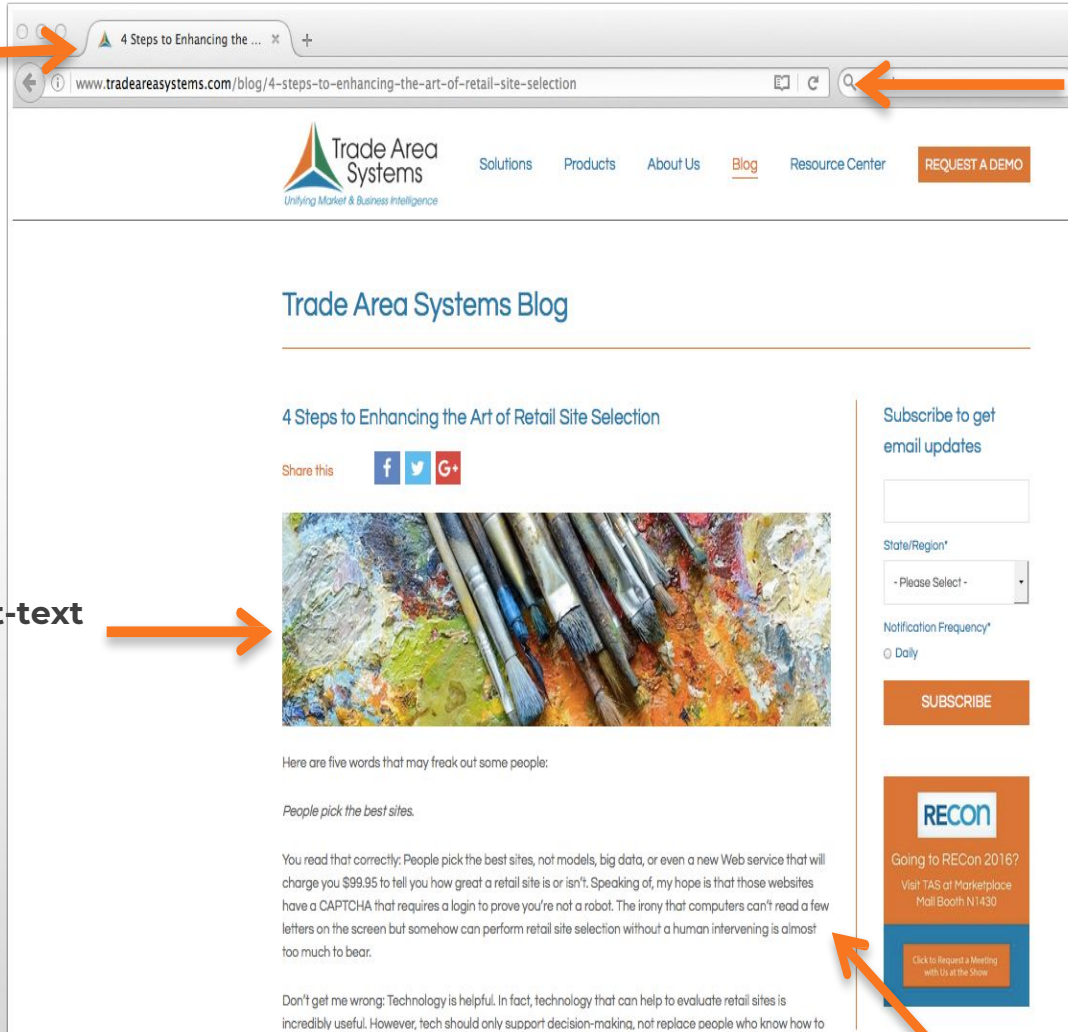
URL

Image alt-text

Body

Promoting their offers?

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

Subscription form

Promoting offer in sidebar

Promoting their post?

Social sharing buttons

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
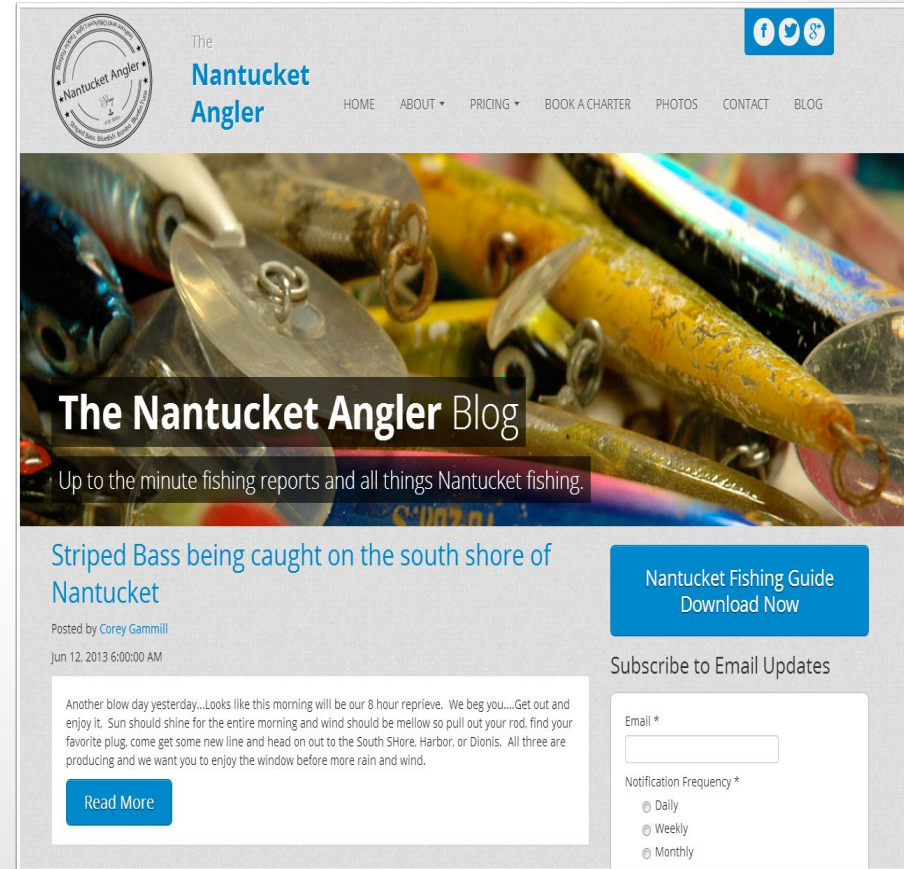
thenantucketangler.com
blog

Focus on **readability** first.

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

Use clear, emphasized **headlines.**

Make the title of each blog post easy to read.

Clear headlines →

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 evolvoing, 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.

👍3
Like
4
Tweet
2
Share
1
Share

SUBSCRIBE BY EMAIL

Your email: *

Notification Frequency *

• Instant
• Daily
• Weekly
• Monthly
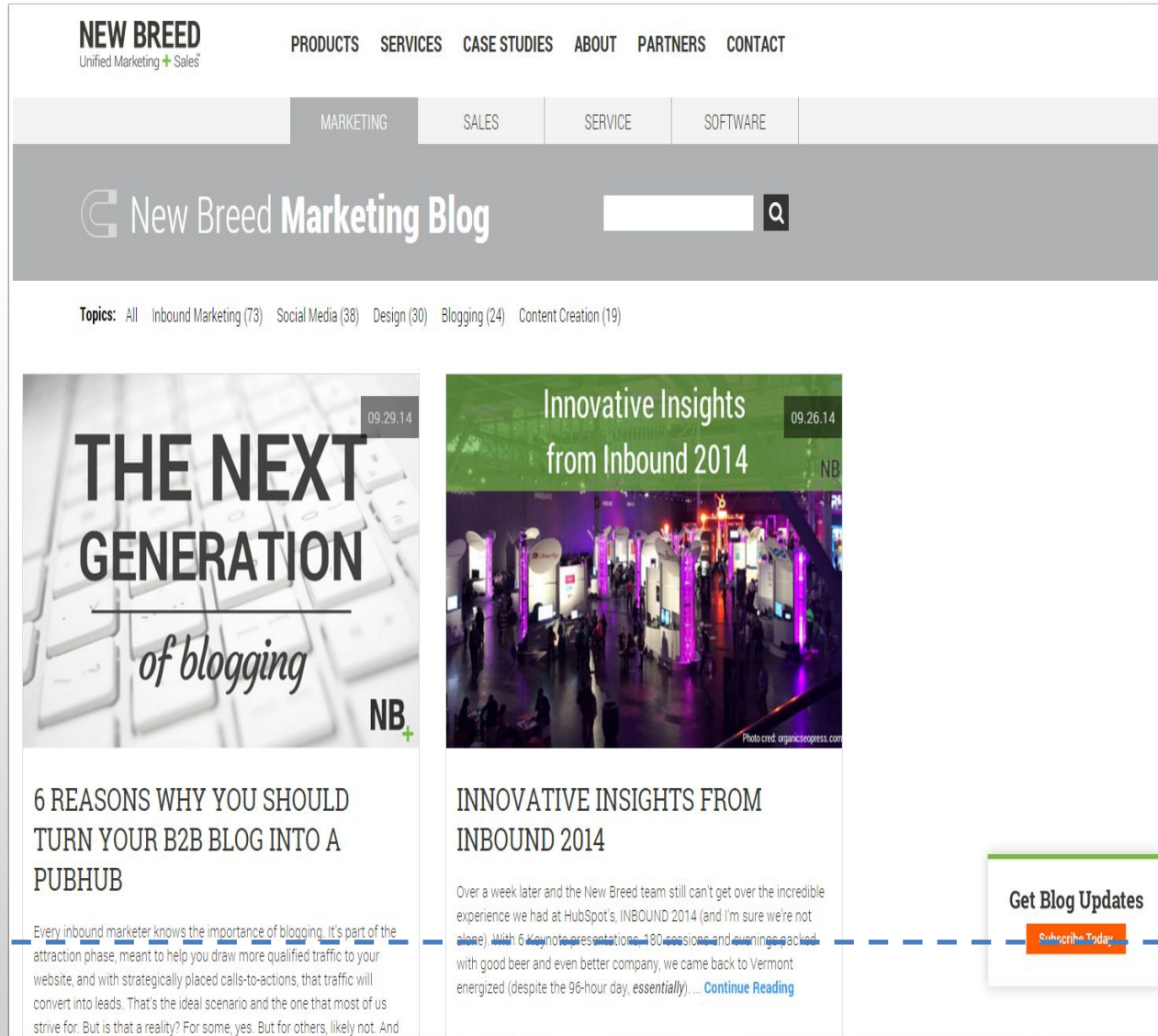
SUBSCRIBE

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

Entice readers to scroll below the fold.

Encourage visitors to browse your blog posts.

Add an **about the author section.**

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

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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.

THANK YOU.

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