

Creating Great Content: Blog like a Boss

#bloglikeaboss

Who am I to Talk about Content?

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Who are YOU?

*Your website is about what you do
Your blog is about who you are*

Be the boss of of your blog!



Blog like a boss

Blog with PEP...no, PEPP!

Purpose

Efficiency

Promotability

Personality

Do you feel like you just don't know *how* to write a blog?



Are you ready to learn?



All right everyone, gird your loins

MakeAGIF.com

Anatomy of an Effective Blog Post

Title: Make it good!

- Use your keyword in the post title
- Test titles to see what gets shares
- Think: How will people search for this info?

An Effective Blog Post: Purpose

Intro: Why are we here?

- Find a hook
- Ask a question
- Draw in the reader
- Use the keyword in the 1st paragraph

Anatomy of an Effective Blog Post

Body: What are you telling me?

- What do you want your reader to learn?
- What information do you need to get across?
- This is the meat of the blog!

An Effective Blog Post: Purpose

Closing: Now what?

- Circle back to the intro
- Call To Action--what YOU want them to do/encourage engagement
- Actionable steps--what steps will be of value to your readers

An Effective Blog Post: Purpose

Shirrtail: A blurb that describes your purpose and contains CTAs.

This blog is sponsored by [Brand X]. Please click, comment, or share. If you're in our neighborhood, stop by for a [visit/free treat] when you mention our blog!

An Effective Blog Post: Efficiency

Content strategy: make posts work overtime

When you post content, think:

- How can we expand on this idea?
- How do we capitalize on current buzz around this idea?
- Can we present a fresh angle on this idea?
- Where else can this idea go?
- How do we need to tweak it to go there?

10 Easy Blog Ideas

1. Case study
2. Featured Product/client/staff member
3. Series
4. Comparison
5. Roundup
6. Informational
7. Guest blog
8. “Settle an argument”
9. Long-form article
10. Video

Bonus idea

And now
for something
completely different...



Go bilingual!

Publish in English and Spanish. (Make sure your tags are in the correct language)

Neil Patel, content marketing guru, uses Transposh

Efficiency: Editorial Calendars

- WordPress Editorial Calendar Plugin
- Google spreadsheet
- Google calendar
- HubSpot
- Trello
- CoSchedule



Lather, rinse, repeat:
Commit to regular blog writing
and follow your editorial calendar.

~ Aileen McDonough

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An Effective Blog Post: Promotability

Promotional gizmos

- Quotes you can share (visual!)
- Social media lead ins
- ClicktoTweet

Write once, tweak and share infinitely

Hub & Spoke: Your blog



An Effective Blog Post: Promotability

Basic SEO: A blog worth writing is a blog worth optimizing

- Keywords
- Tags
- Categories
- Meta/title tags or “rich snippets”
- Tweak your blog post for readability and SEO!

An Effective Blog Post: Personality

Best practices:

- Know your audience
- Define your goals
- Tell stories
- Be real, be yourself
- Timing. Is. Everything!

Blog Personality: Reader Personas

What do your readers want? Who do *they* follow/read?

- Gurus/mentors/models
- Activities of interest
- Relationship/goals with your product or service
- Role in decision making
- Values
- Challenges/Pain points

An Effective Blog Post: Personality

Create a bank of many types of content you can always refer to and share

- Video blogs
- Podcasts
- Visuals
 - Canva: a writer's lifesaver for creating visuals
 - Pixlr: resize/manipulate images

Visuals add Personality



Nolite te bastardes carborundorum.
Don't let the bastards grind you down.

- Margaret Atwood, The Handmaid's Tale

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An Effective Blog Post: Personality

Images

- Don't steal, always credit
- Partner with local photographers
- Not just photos, use quotes in a visual way
- Check your industry for stock images
- General stock images: 123rf.com

Plugins: Distribution

Inventors are just lazy people who found an easier way to do it...

JetPack

- Publicize: integration with social networks

Mailchimp

- Automatic e-newsletter updates
- Integration with WordPress

Yoast

- SEO



Want to Talk More About Content?

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