

NOTES: BLOGGING & CONTENT MARKETING

Notes & Content from Master Class with Brilliant Business Blogging April 2017

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WHERE ARE YOU NOW? BLOGGING AUDIT

In Your Field – Novice / Competent / Expert

Who do you target - Everyone / Large General Group / Niche

How Well do you Know Their Problems/Desires – Guessing / Asking / Knowing

How Focused are Your Blog Topics – General / Specific / Targeted

Frequency – Very little & Irregular / Some & Infrequent / A lot & Frequently

WHY ARE YOU CREATING THIS CONTENT

The Why is what makes the difference. If you don't have a Why, you can't measure the results.

- Awareness – To raise your profile
- Credibility – To position yourself as an expert
- Uniqueness – You want to stand out
- Prospects – Creating good warm leads
- Nurture – For return clients or referrals
- Social Content – for more interaction
- SEO – to improve Google Rankings

CLIENT ANALYSIS – KNOW YOUR AUDIENCE

You have your Dream Client Profile, but what is happening in their real life? Where are they at emotionally with their problems. Knowing this will help guide you to the headings you use and the wording/tone of your blog post.

Write one letter to one person, not to an "audience". Blog posts are read individually.

The more you tap into the one person, the better your blog post will be.

WHAT 3 QUESTIONS DO YOU GET ASKED THE MOST? Write them down!

- 1.
- 2.
- 3.

WHAT KEY PHRASES WOULD PEOPLE USE TO ASK THOSE QUESTIONS ON GOOGLE?

Think of how you now use google.

People are now asking questions rather than just using key words & phrases.

Use Google's Predicative Search ability to see what people are typing in the most

FOCUS ON *WHY* THEY ASK THE QUESTION

BLOG INGREDIENTS

- Get Attention
- Your Audience
- Build Trust
- Showcase your Expertise
- Reinforce the benefit
- Offer Further Help
- Use an Image

SEO TIPS

GOOGLE LOVES...

- Regularity – Google indexes when you post
- Originality – don't repost to close together with different Blog Sites
- Frequency – Publish Blogs once a week. Write a month's worth at a time and create a bank of blogs & schedule to go out regularly.

FILE NAMES

Use a hyphen as a space, google reads the hyphen as a space. Name your images or anything within the blog post, similar or the same file names.

GOOGLE+

Get a verified business page! Google is paying attention! You don't have to do anything with the account, just post your blog posts and other content in there.

YOUTUBE

Google owns YouTube and it is the second biggest search engine behind google. Name your movies, the title of the topic.

INTERNAL LINKS

Links within your site

BACK LINKS

Links from other sites, to your site

Guest Blogging for other sites is great for this

CALL TO ACTION – CTA

This is asking the reader to do something like go to your website, Facebook page, enter their email address, etc.

Place to use a CTA are:

- At the bottom of the blog posts eg. To your downloadable
- Newsletters eg. To your site, social media or shopping cart
- Emails eg. Click to download
- Email Signatures eg. Links to your social media
- Videos eg. Pop over to my site....

WORKSHEET

Source: brilliantbusinessblogging.com

PUBLISH DATE:

AUDIENCE:

CATEGORY:

TOPIC:

MESSAGE:

MAIN POINTS/REFERENCES:

IMAGE:

HEADLINE/S FOR SOCIAL MEDIA & BLOG POST:

CALL TO ACTION: