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**silicon
beach**
TRAINING

Blogging & Content Marketing

Duration: 1 day

Price: £295 + vat

Prerequisites

There are no prerequisites for this course.

Content marketing through blogging is a great way of demonstrating your expertise and being perceived as the go-to expert in your field.

It also helps you drive traffic to your website thanks to Search Engine Optimisation (SEO) and inbound links. What's more, you can promote and link your blog content with your accounts on all the social media platforms.

If you're not writing 'added value' content for your own blog and other blogs, you're missing an important marketing trick!

You'll come away with loads of ideas for your blog content, and a plan you can put into practice immediately.

Objectives

On this practical one-day course, you will learn:

- The basics of SEO
- How to write compelling titles, bylines and copy for your blog
- Ways to source content from guest contributors
- Why and how to become a guest blogger
- The power of commenting, sharing and linking

Course Content

Introduction

- Blogs on the way up, static sites on the way down

Beginner's guide to SEO

- 4 main things Google looks for
 - Good clean html code (that's down to your web designer)
 - Regularly updated content (that's down to you)
 - Keywords and phrases (in the content and meta tags)
 - Quality, relevant inbound links (backlink checker)
- Researching your keywords
- Google Adwords tool
- View source
- Writing anchor text (not 'click here')
- 2 things people search for (apart from e-commerce), so that's what you need to provide (shareable)
 - Information (added value, demonstrating expertise) and/or
 - Entertainment

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Related Courses

SEO: 1 Day

Social Media: 2 Days

Wordpress: 2 Days

Google Analytics: 1 Day

Links

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Blogging

- Writing compelling titles e.g. Cosmo Online (for inspiration)
- Writing by-lines
 - <100 words that will tempt people to clickthrough
 - Call to action
- What to write in the body copy
- Writing style
- Where to include your keywords & links
- How much to write
- How often to write
- Adding images and video
- Categories and tags (labels)
- Comments policy
- Commenting netiquette

Guest blogging

- Why and how to run external blog/s
- Sourcing guest content for your own blog/s
- Finding well-ranked sites to blog for as a guest
- What to look for
 - Relevance
 - Rank
 - Not spammy
 - Quality of other articles
 - Links to guest content
 - Easy social sharing
 - Comments (on / moderated / active)
- Approaching other bloggers
 - Comment on their blogs
 - Retweet their tweets
 - Email them to suggest ideas
- Social sharing of your own and guest posts
 - Twitter, LinkedIn, Facebook, Google+, social bookmarking
 - AddThis, ShareThis
- Linking to your guest posts from your site/s
 - Landing pages
 - Use anchor text to similar posts and reduce bounce rate

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Have a go

- Analysing your existing blog/s
- Content strategy brainstorm
- Writing practice
- Measuring success with Analytics & Alerts (go for quality not quantity)
- Action plan

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