

## Content Marketing Training

Content marketing is not only a great way of demonstrating your industry expertise and passing on your message, but is now a crucial tool for SEO.

Our hands-on Content Marketing Training course will teach you to make the most of your articles and blogs to get your site noticed by the search engines whilst engaging readers and establishing your reputation online.

### Objective

After attending our Content Marketing training course, you will be able to:

- Understand the basics of SEO and content marketing
- Write compelling titles, bylines and copy for blogs
- Source content from guest contributors
- Identify & submit guest posts to influential industry blogs
- Increase the reach of your content through sharing and linking

### Details

**Duration:** 1 Day

### Who is this course for

Digital marketers wanting to focus on or improve their content marketing or anybody starting a career in these roles. We recommend that you have access to a blog or content management system to work on during the course. We're happy to advise on the most suitable blogging platforms and we provide [WordPress](#) and [Joomla](#) training for help getting started.

## Course Content

### Introduction

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

### SEO for Content

- Good clean html code
- Regularly updated content
- Keywords and phrases (in the content and meta tags)
- Quality, relevant inbound links
- Researching your keywords
- Google AdWords tool
- Writing anchor text

### Writing Content

- Writing compelling titles & by-lines
- Writing by-lines
- Call to action
- What to write in the body copy
- Writing style
- Where to include your keywords & links
- Length & frequency
- 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
- Links to guest content
- Easy social sharing
- Comments (on / moderated / active)
- Approaching other bloggers
- Promoting on social media
- Landing pages
- Use anchor text to similar posts and reduce bounce rate

## 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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