

# The Basics of Blogging

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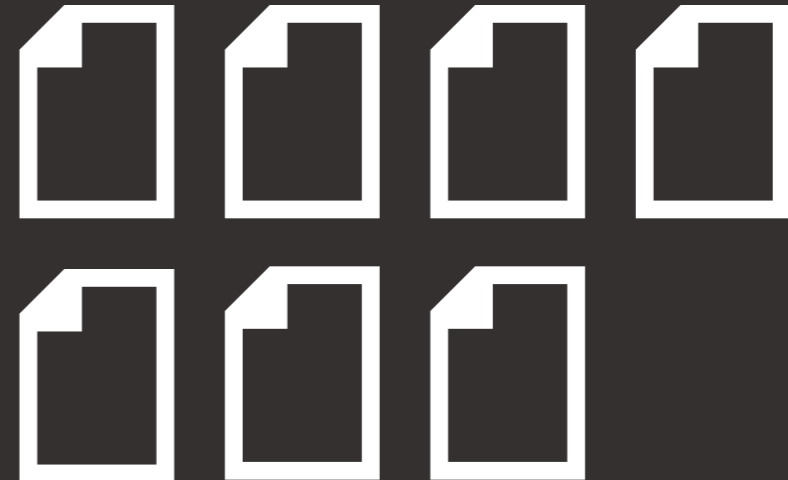


[@daniellesmyname](https://twitter.com/daniellesmyname)

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VS

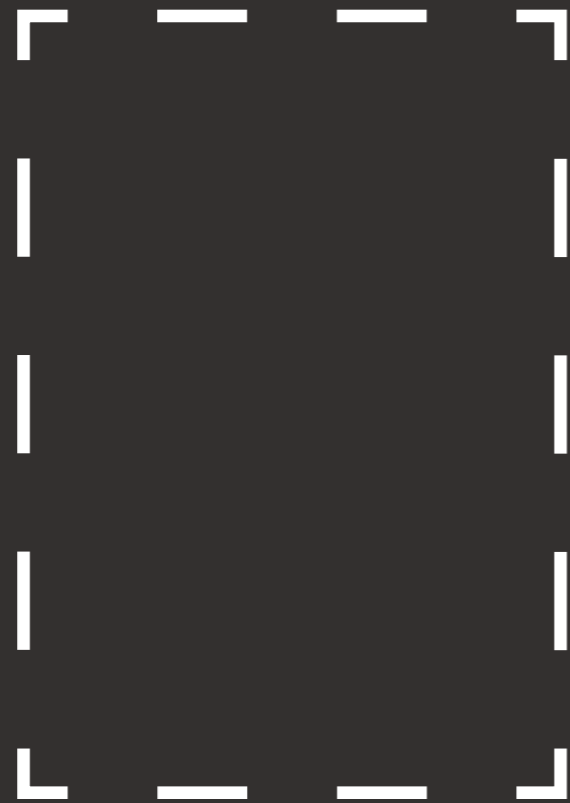


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Businesses with active blogs get about **7 times more** organic search traffic than businesses that don't.

[Hubspot](#)

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VS

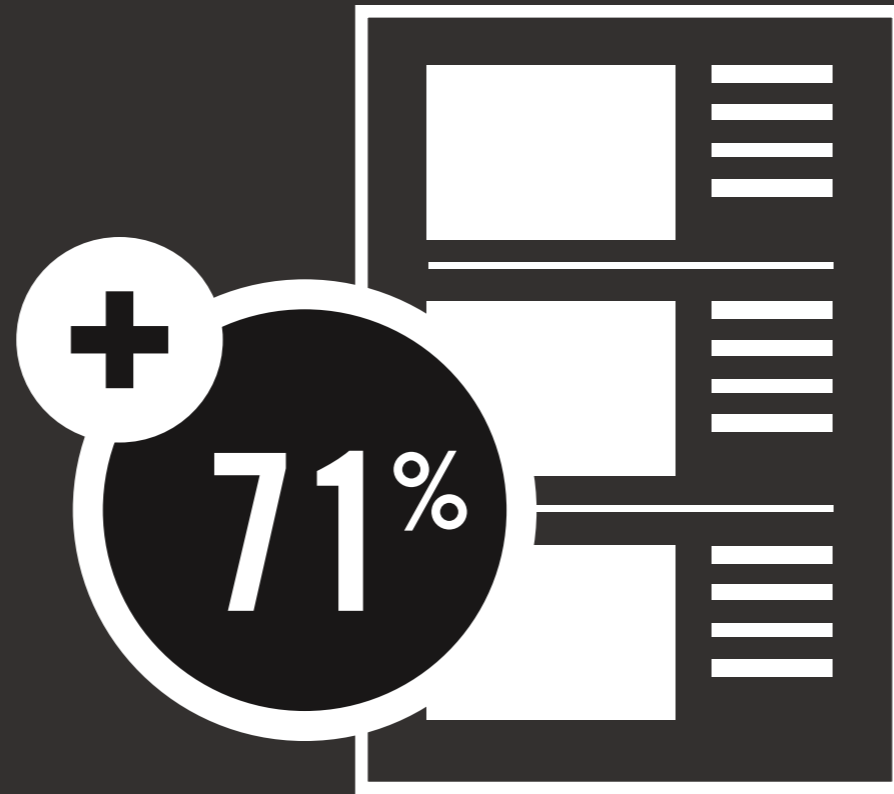


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Businesses with active blogs get about **55% more** visitors than businesses that don't.

[Hubspot](#)

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71% of businesses that blog have increased their visibility in their industry through writing.

[Technorati](#)

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# Why Should I Blog?

→ The Basics of Blogging / Why Should I blog?



Establish expertise

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Personality

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SEO



People ask search engines questions. And search engines want to give them the best answers.

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- Popularity
- Keyword or phrase matches
- Recent, updated content
- Location
- Social media



## SEO is an ongoing process.

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- More than 200 factors in determining how to rank web pages on Google
- 500-600 changes to the algorithm every year
- “Is this website optimized for SEO?” The answer is ‘for now.’
- Beware the “I can get you ranked on Google!” scam.  
Ranked for what keywords?



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“Good SEO is about creating a relevant, informative website, with unique content and great user experience, and encouraging the sharing and distribution of great content to drive organic publicity and links back to your site.”

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[Michael Mothner](#)

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The First Question:  
*What are my goals?*

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The Second Question:  
*What will I say?*

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Share what you know.

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- News, announcements
- Feature product, services
- Industry news, commentary
- Tips or advice
- Behind-the-scenes
- Don't forget pictures and video!

→ The Basics of Blogging / What are my goals? What will I say?



## Run it like a publication.

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- Create a calendar
- Start with set dates - events, holidays, announcements
- Fill in the gaps
- Balance promotional pieces with education / enrichment

→ The Basics of Blogging / What are my goals? What will I say?



## Get Inspired.

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- ~~Competitor~~ Industry audit
- Look to companies that inspire you
- Look for trends in keywords and phrases

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## Keyword Research

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- Google AdWords Keywords Tool (free!)
- Google Insights for Search (free!)
- Google Blog Search (free!)
- Zerys.com (free!)

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## The Details:

*Who's going to write it?*

*How often? And where?*



→ The Basics of Blogging / Who's going to write it? How often? And where?



## Who should write my blog?

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Passion for blogging/social media, the industry and strong writing skills



Public Relations, Marketing, Customer Service, CEO

→ The Basics of Blogging / Who's going to write it? How often? And where?



## How often should I publish?

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2k per month

**1 / 2,000**

**2 / 1,000**

**4 / 500**

**8 / 250**

→ The Basics of Blogging / Who's going to write it? How often? And where?



## Where should I blog?

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- ~~Facebook~~
- ~~Twitter~~
- ~~Tumblr~~
- ~~Blogger~~
- ~~Wordpress.com~~

→ The Basics of Blogging / Who's going to write it? How often? And where?



## Blog on your own website / CMS.

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- Wordpress (.org), Expression Engine
- Control over your content, domain
- SEO plug-ins

→ The Basics of Blogging / Who's going to write it? How often? And where?



## Quick Blogging Tips

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- Make the name of your blog and titles of your posts something relevant for search. Humor doesn't always translate for search engines. You have to find a balance.
- Know the difference between categories and tags, and use them.
- Create custom permalinks with keywords or phrases.
- Use keywords in the names of files you upload.

→ The Basics of Blogging / Who's going to write it? How often? And where?



## Quick Blogging Tips (Cont.)

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- Include links to other pages on your site, but don't overdo it.
- Set up RSS and email subscriptions to make it easy for people to follow your blog.
- Make friends with a developer and/or designer for help!

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Now, share it.

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80% of US internet users use social media.

[Nielson](#)



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The major players.

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- Facebook
- Twitter
- LinkedIn
- Google +

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## Facebook Pages

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- Make sure you are set up as a Page or a Place, and not a person
- Share 3-5 updates per week
- Tag other relevant accounts
- Photos are the new black
- Find ways to share one blog post more than once
- If you have the budget, use Facebook Ads and Sponsored Stories
- Don't just sell yourself!

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Twitter

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- Use Hootsuite (or another service)
- Share *at least* one update per day
- Tag other relevant accounts (@)
- Use hashtags (#)
- Share blog posts multiple times
- Don't be afraid to preschedule
- Build relationships one (or two) accounts at a time
- Don't just sell yourself!

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- Share blog posts in updates
- Fill out your whole company profile
- Don't forget pictures and video!
- Add products, services, guides

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- May not have a huge user base, but Google rules search
  - Fill out a profile - company and personal
  - Share blog posts
  - Video shared on G+ has an impact on YouTube search results too

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## Other networks

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- Yelp
- Flickr
- Foursquare
- YouTube
- Instagram
- Pinterest
- Digg
- Redditt
- StumbleUpon
- Slideshare

No matter what networks you decide to use, make sure you fill out your profile and use relevant keywords and phrases. Be consistent!

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It isn't just about social media.

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- Printed newsletters, guides
- Email newsletters, guides
- Add URL to email signature, business cards

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How do I know if it's working?



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## What to look for.

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- Subscriptions (RSS and email)
- Comments
- Response on social media (likes, shares, retweets, etc.)

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## Google Analytics

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- Most popular posts
- Search keywords
- Location of visitors (especially for local businesses)
- Pageviews / Pages per Visit / Avg. Visit Duration
- Traffic sources (search / direct / referral)
- Visits from mobile

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# Other Resources

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SocialFresh.com

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**ATM  
DST**

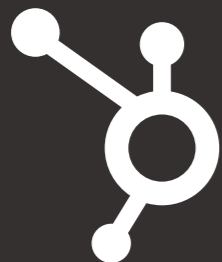
Atomicdust Blog [atomicdust.com/blog](http://atomicdust.com/blog) and  
Linkedin [linkedin.com/company/atomicdust](http://linkedin.com/company/atomicdust)

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Social Media Club St. Louis

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HubSpot

# Thank you

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