

Blogging

Course Description

This blogging course will show you successful ways for companies to use their blog as an essential part of their digital marketing strategy. The course will teach you how to humanise a brand and to drive new traffic to your company website.

This blogging course is designed to help you define your goals, create a strategy, find content and write your blog.

Pre-Course Requirements

There are no pre-course requirements.

Blogging

Pricing & Availability

Course Duration:	One Day
Public Scheduled Course:	£325.00 plus VAT
Public Scheduled Dates:	25-06-2018 at London Bridge 26-07-2018 at London Bridge 20-08-2018 at London Bridge 20-09-2018 at London Bridge
Private Course:	£545.00 plus VAT for individual tuition. Call for prices for private groups of two or more.
Follow-on Courses:	
Post-Course Support:	The cost of the course includes lunch, course notes to take away, a certificate and six months telephone Helpline support.

Blogging

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- Understanding how blogs work as a marketing and sales tool
- The difference between personal blogging and blogging for your business
- How a blog can benefit your company or organisation
- Integrating your blog with your company website

Defining your company's blogging goals

- Who is your audience?
- What will they want to read about?
- What do you want them to think, feel or do having read your blog?
- Developing a strategy for your content

The role of blogs in digital marketing

- Using blogs to build profile and market share
- Attracting new visitors and readers
- Using site statistics to understand your readers

The importance of keywords

- Choosing keywords for readers and search engines
- Vital marketing keywords and phrases

The Title tag

- Why the Title tag is the most important eight words of your blog
- Word order in your Title tag
- Best practice when writing headlines

Writing your blog

- Components of a business blog
- Understanding how people read online and writing to mirror it
- Writing a post
- Writing with authority
- Blogging hints and tips
- Search engine optimised content
- How to incorporate keywords and key phrases within your writing

The power of images

- Why images work
- Finding royalty free images
- Adding video and audio to your blog
- Archives and feeds

Linking strategy

- Linking blogs to external sites
- Writing link copy

Connecting with your audience

- Sending invites to your blog
- Creating polls
- Inviting comments and replying to them
- Getting audience feedback
- How much information should I post?

Questions and answers