

Digital Marketing Blogs to Follow:

Digital marketing is an ever-changing enterprise. A vital aspect of a successful advertising plan is staying updated with the latest information and traits within the enterprise. With new technology being delivered almost daily, it could be hard to keep up with the changes.

To assist you with that, we have compiled a list of top 10 best-performing digital marketing blogs to follow. Not only are these blogs useful for the latest updates in the field, but also, they're beginner-friendly, stating what strategies are working and what aren't in the digital marketing enterprise. Check out these top advertising blogs and do not forget to take a note of the ones that fill your information needs!

1. The Moz Blog

If you want to stay at the forefront of the industry, following the Moz blog is undoubtedly the best way to do it. Any good digital advertiser is familiar with the significance of search engine marketing and the way the policies, rules and regulations surrounding search results can alter on a daily basis. The blog includes topics such as community building, content marketing, Google Analytics, and most importantly, search engine optimization. Each of the blog posts contains information and how-to articles on a variety of digital marketing topics. Whether it's an analysis of recent marketing strategies and their success, or a how-to on how to optimize keywords, Moz Blog is the best option for marketers and business owners.

2. Hubspot

Originally founded by Brian Halligan and Dharmesh Shah, Hubspot is one of the premier resources for entrepreneurs around the sector. Whether you're writing a tech blog, ecommerce software, or digital updates, Hubspot should be your go-to resource for growing your business and working on your marketing strategies. The cherry on the cake is the digital library of resources and the site's simple user interface, so you don't have to be a computer genius to get around it.

3. Ahrefs

If you're looking to start working on your SEO skills, look no further. The Ahrefs blog makes it easy to find tutorials on SEO basics and tools, keyword research, link building, and more. You can also read opinion pieces or case studies from industry experts or marketers. Ahrefs is known for publishing interesting studies compiled through extensive data analysis. A very notable feature of this blog is its full text look and feel, making the blog easy to navigate and stay focused. Many industry experts from around the world have named Ahrefs as their top choice when it comes to the best digital marketing blogs.

4. Neil Patel Digital

Formerly referred to as Kissmetrics, Neil Patel Digital is a gold mine of information for all digital marketers. His blog undoubtedly combines his vast experience and years of knowledge on one platform. From why your SEO is weak to how to repurpose your blog content for social media, this blog will give you everything you want and more. With how-to videos, tutorials, and blog posts, you can search for any topic on the blog. His blog content includes YouTube videos, podcasts, infographics, quotes and statistics, and visual lessons for advertisers.

5. Search Engine Journal

As deceptive as the name may be, Search Engine Journal is much more than just an SEO blog. With detailed articles on content marketing, social media, etc., this blog has over 900,000 visitors per month. The blog is unique in its community-based approach to search marketing content. The extensive collection of expert interviews and guides along with their dedication towards producing the latest search news, the best guides, and how-to's for the SEO and marketer community makes it easy for marketers to work smarter.

6. Econsultancy

Econsultancy analysts and experts bring the latest global marketing and digital insights marketers need to know at one place. The information on the Econsultancy blog comes from across the digital marketing industry and even extends to specific niche industries. The services they offer online to marketers include practical advice that not only follows best practices but also incorporates new trends. When it comes to innovation and the latest and greatest in digital marketing,

Econsultancy always has it all. Whether you are a B2B or B2C company, or work in fashion or healthcare, Econsultancy offers marketing recommendations for almost any business to use in their strategies to assist them in acquiring their goals.

7. Marketing Land

If you want daily advice on breaking news, industry trends and tips and tricks on various aspects of the digital marketing industry, Marketing Land is for you. Marketing Land provides quality content on a variety of industry topics and issues. From content management system updates to new social media features, their posts are informative and relevant. Your blog allows you to connect with various industry leaders while providing your audience with engaging, informative content.

8. Content Marketing Institute

Content is an essential element of any digital marketing campaign. The Content Marketing Institute offers great advice on how content can help your product. From industry trends to progressive processes, his posts offer practical advice on how to develop the best strategies for your business and how your content marketing should play a bigger role in the marketplace. One of their main goals is to educate advertisers, so there are many events and research articles, as well as access to many resources, including e-books and papers.

9. Social Media Examiner

Social Media Examiner, as the name suggests, focuses on social media platforms like Facebook, Instagram, Twitter, TikTok, etc. and how to grow your market with them. They have detailed step-by-step guides on strategies, content timelines and more to stay ahead of the curve in the social media game. Shared insights help advertisers create effective social media strategies. Posts include the latest news and social media updates, as well as sample courses, podcasts, expert interviews and updates on the latest industry research. The variety of topics in this blog is difficult to compete with. Posts are divided into categories such as "How To", "News", "Point of View", "Expert Interviews" and more.

10. ShoutMeLoud

Harsh Agrawal's ShoutMeLoud blog, founded in 2008, has inspired teenagers around the world to start their digital entrepreneurial journey. ShoutMeLoud shares insightful blogs on SEO, content marketing, etc. One of the best resources to help you start and grow your online business. Content ranges from how to use marketing tools, to the latest hosting plans, to an in-depth tutorial on how to blog for a living. ShoutMeLoud has a clear vision of empowering people to create an income stream through content that fits their needs.

As technology advances every day, digital marketing will keep its pace. And to keep you up to date with the latest trends in technology and digital marketing, don't forget to bookmark the blogs above. Stay informed!