

# Blogging Best Practices

## Slides



# BLOGGING BEST PRACTICES

**Business Blog:**  
A place to frequently publish  
and promote content related  
to your business and industry

# One Post Per Week





# **Blog about their questions and challenges**





A person wearing a dark suit jacket and a light-colored shirt is holding a large white rectangular sign. The sign has the text "Promote Offers On Your Blog" printed on it in a black, stylized, handwritten font. The background is dark, and there are blurred, glowing circular lights visible on the left side.

Promote  
Offers  
On Your Blog

# Promote Offers

- 1.) Don't Syndicate Content
- 2.) Start Blogging
- 3.) Make a Realistic Keyword Strategy
- 4.) Connect your Keyword and Blogging Strategies
- 5.) Have a Sitemap
- 6.) Know 3rd Party SEO Firms Progress
- 7.) [Coordinate SEO with Sales](#)

Now that we have defined the SEO problems that you are facing, you need to overcome them! If you don't know where to start, join us for your Sales and Marketing Assessment. After evaluating where your SEO efforts stand, we offer an actionable plan that is tailored to your business. What are you waiting for? *Let us be your first step toward better efficiency and a more robust bottom line!*



**Give your visitors more information**

A superhero businessman in a pink shirt, blue tie, and red cape flies over a row of grey office cubicles. He carries a black briefcase and points forward with his right hand. The background is a plain white.

**Become a reliable  
source for information**

A close-up photograph of a person's hands holding a plain white rectangular card. The person is wearing a dark suit jacket, a light blue dress shirt, and a red tie. Their fingers are visible at the top edge of the card, gripping it from behind. The background is a solid, muted blue.

**Become an expert  
in your industry**



**Let's start blogging!**

# Blogging Best Practices

-  **Decide on a topic**
-  **Pick a title**
-  **Format and optimize**
-  **Promote offers to increase lead generation**
-  **Promote your posts**
-  **Analyze**

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\*Educational\*

Unique





**Blog About  
Your Industry**



# **Blog Topic Ideas**

- What are your most frequently asked questions?**
- What are problems your Buyer Persona need solutions for?**
- What do you want people to know about your industry?**
- What are your competitors blogging?**

A magnifying glass is positioned on the left side of the image, its lens focused on the word "FOCUS". The magnifying glass has a black handle and a silver frame. The word "FOCUS" is written in large, bold, black capital letters. A green semi-circle is visible behind the magnifying glass, partially overlapping the word.

**FOCUS**

on **ONE TOPIC**  
**per post**

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# Blog Title

**Be very specific**

## Long-Tail Keywords

**Longer phrases that are specific to your business or industry**

# Match your title to search engine topics

## What Does a Digital Marketing Service Do?

by Nicole Street | Jul 16, 2015 | [Inbound Marketing](#)



Nicole is a client success manager who has a love for all things marketing. She enjoys the world of pay per click and is always striving to get the RIGHT customers to her clients.



Digital marketing is a strategy that many of you have implemented or are currently using in your company. The

# Describe the Value

## 5 Benefits of Using Inbound Marketing

by Nicole Street | Jul 10, 2015 | [Inbound Marketing](#)



Nicole is a client success manager who has a love for all things marketing. She enjoys the world of pay per click and is always striving to get the RIGHT customers to her clients.

[Tweet](#)  [Share](#)  [Like](#)  [Share](#)  [+1](#)  [0](#)

Traditional marketing is a thing of the past. With buying behaviors changing rapidly, a new way of marketing needs to be implemented ensuring that you are always a step ahead of your buyer. When talking about inbound marketing, the first thing that probably came to mind was getting increased traffic to your website. You're right, it does that but so much more. Utilizing an inbound marketing strategy, does so much more than just bring visitors to your website. So what are



**Title must be  
under 55 characters**



Enfusen Jumpstart



Web

Shopping

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News

More ▾

Search tools

About 9,910 results (0.57 seconds)

[VIDEO] Enfusen Accepted into JumpStart's Nationally ...

[www.enfusen.com/.../video-enfusen-is-accepted-into-the-jumpstart-progr...](http://www.enfusen.com/.../video-enfusen-is-accepted-into-the-jumpstart-progr...) ▾

Jul 8, 2015 - President of Enfusen, Roger Bryan interviews Bill Nemeth, the Director of the Mentoring Program for Entrepreneurs at JumpStart.

## [VIDEO] Enfusen Accepted into JumpStart's Nationally Recognized Mentoring Program

by Jenny Tichon | Jul 08, 2015 | Videos



Roger interviews Bill Nemeth, the Director of the Mentoring Program for Entrepreneurs at JumpStart. JumpStart is an economic development organization focused on entrepreneurship in northeast Ohio and helping companies like Enfusen grow.

# Blogging Best Practices

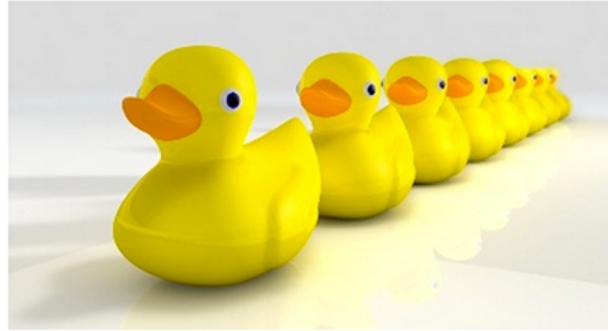
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# How does Syndicated Content affect SEO Strategies?

by Brandy Scheule | Aug 03, 2015 | [SEO Strategies](#)

The drawback of syndicated content is that most of it is duplicated. This means that there are multiple copies of the same article throughout the web. The reason that this can be problematic is the effect it will have on your SEO strategies.

When search engines target a specific query, they use algorithms to sort results. The algorithms were created to provide the end user with the most accurate results possible, showing the best matches first.



## SEO for Duplicates

When a search engine comes across multiples of the same content, it will not rank each copy of the content. The content is only ranked on one website because users don't want to see the same article populate all of their search results. The search engines must decide which website containing the copy to suggest by using the following factors:

- Amount of duplicate content used on the site
- Amount of duplicate content used on the page that contains the copy
- Relative strength of the site
- Which copy of the content was first viewed

Common industry knowledge dictates that the first viewed copy will be chosen for ranking.

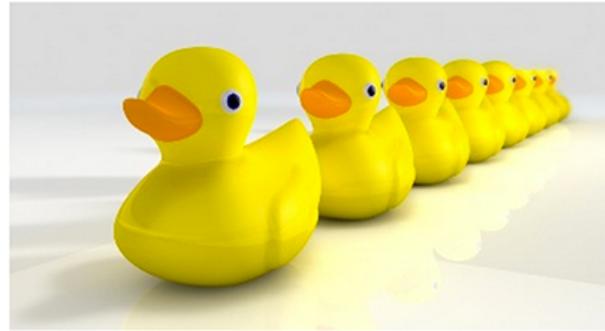


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## SEO for Duplicates



## Section Headers

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## Bullets

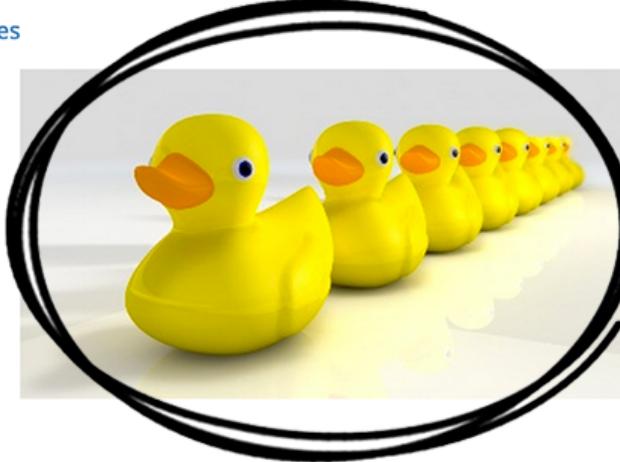
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# Optimize around your long-tail keyword

Page Title



Is Blogging on a Separate Website Bad for Search Engine Optimization?

URL

Post Title

I have noticed a recent trend of companies creating blogs that aren't on the main company website. I have heard a large variety of reasons for this separation, ranging from the styling and tone not being consistent with that of the home page (or overall company) to the fear of all articles being seen as promotions. One of the top reasons that are cited for maintaining a blog is the search engine optimization benefit. What are the benefits of blogging on a separate website, and will it hurt SEO?



Image Alt-Text

Headers

## Separate Blog Disadvantages

Body

When viewing a company site, visitors tend to look for the blog in one of the tabs located in the navigation bar. Sometimes they will navigate through the About Us or Company section, or even look through a site map. Most visitors expect to find the company blog on the same website. Many people that can't find what they want give up on searching, make sure your blog is easily accessible!

Navigating to another page can negatively affect the user's engagement. Companies traditionally try to keep visitors on their site as long as possible. Once a user navigates to another page, they are substantially less likely to return and explore the main website.

Any company that is using analytics on their website must consider if the analytics will work on a separate blog.

**Include relevant  
internal & external links**

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**Call-To-Action:**  
**A button used to**  
**promote your offer**



SERVICES    ABOUT ▾    RESOURCES    BLOG    CONTACT    CAREERS

# Is Blogging on a Separate Website Bad for Search Engine Optimization?

by Brandy Scheule | Aug 14, 2015 | SEO Strategies



Brandy is a Marketing Specialist at Enfusen. Brandy gathers statistical data to define buyer personas for Enfusen and constantly researches effective business practices. She loves marketing, emerging technology, baking desserts (especially macaroons), and hiking.

[Tweet](#) 0 [in Share](#) 0 [f Like](#) [Share](#) 0 [g+1](#) 0

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## Benefits of a Separate Blog

All parts of a website should have a cohesive theme and feel. Often times, blog posts are written in a more casual or comical manner than what comes across on the main website. Other times, blogs focus on a small set of the

## Calls-To-Action



Subscribe to our blog

Enter your email address:\*

Subscribe



## Top Digital Marketing Services

- Acumium
- All my web needs
- ArteWorks
- 435 Digital
- Ask8
- Brick Marketing

You already know that internet presence is a must and without it your company will cease to exist. So now it's time to decide what your company needs to stay ahead of your competition.

Don't let your competition win anymore!

**Include a CTA at the bottom of your post related to the topic**



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# Promote Your Blog Posts

- Link internally to some of your other blog posts
- Share your blogs on social media
- Add social sharing buttons
- Include a “follow” button to take readers to your page
- Promote posts with emails

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# Analyze Your Blog Posts

- Which posts have the most views
- Filter your most popular posts
  - Topic
  - Author
  - Where you posted
- How many people clicked on your CTA

**Blog**  
**Consistently & Frequently**

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