



Capture Your Audience & Bring them Back for More!

Blog Writing

Welcome to Country

We would like to acknowledge the traditional custodians of this land and pay our respects to the elders, past, present and future for they hold the memories, traditions, culture and hope of Indigenous Australians

Understand what is a blog



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graph TD; A[Understand what is a blog] --> B[Requirements in a blog]; B --> C[Create keyword rich blogs to improve organic ranking]; C --> D[Systemise your blogs with your marketing]; D --> E[How to write powerful & impactful blogs];
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Requirements in a blog

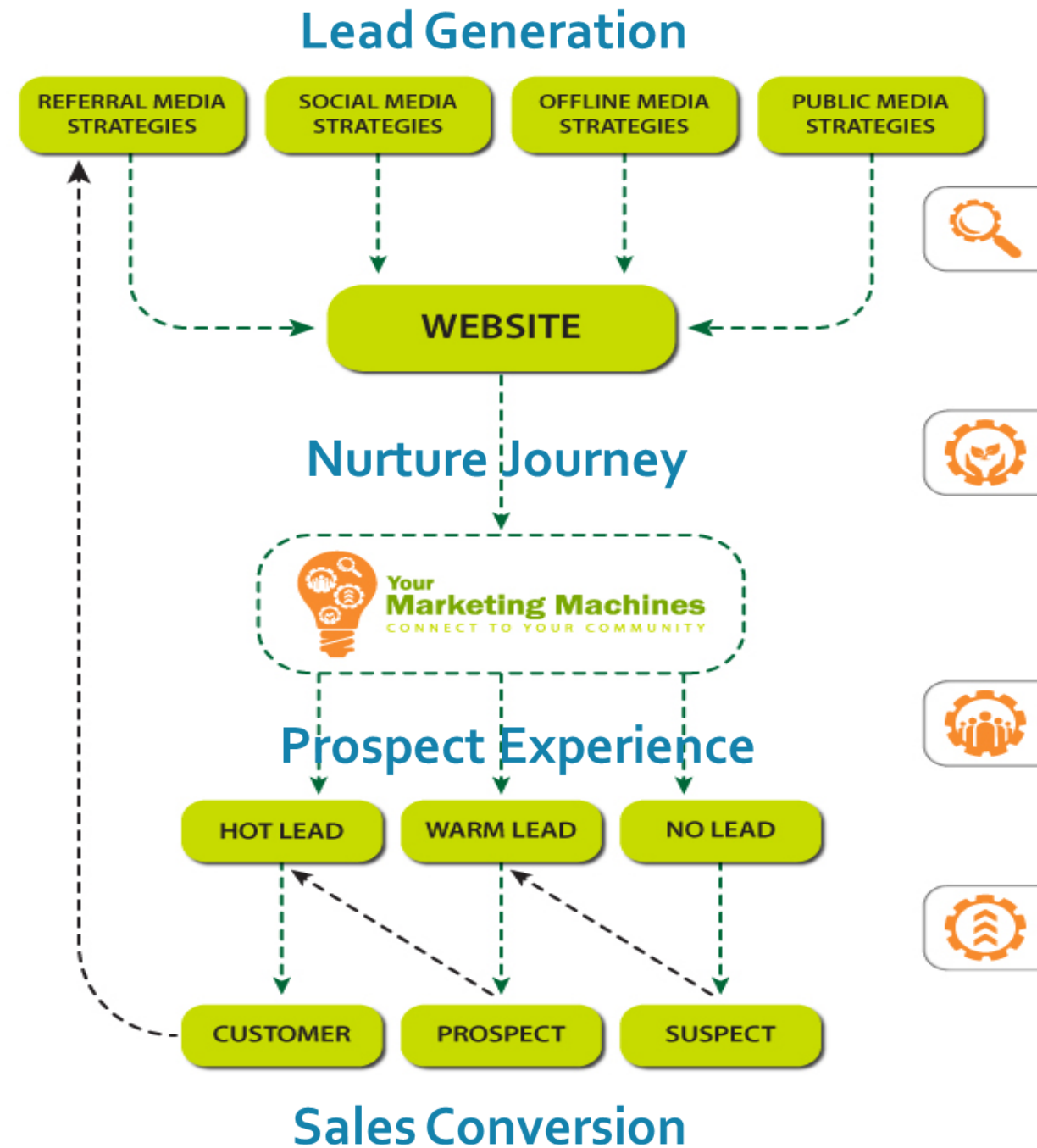
Create keyword rich blogs to improve organic ranking

Systemise your blogs with your marketing

How to write powerful & impactful blogs

We will cover...

The Marketing Blueprint



The Marketing Blueprint

This is where we are talking about....



Blogging is like learning to drive a car





Wikipedia states: A blog is a discussion or informational website published on the World Wide Web consisting of discrete, often informal diary-style text entries.



Posts are typically displayed in reverse chronological order, so that the most recent post appears first, at the top of the web page.

What is a blog...



*For you – an opportunity to provide opinion and/or fact
to be used to show expertise and knowledge of the topic
of choice.*



*Can also be used for marketing, sales conversion and
cross promotion.*

What is a blog...

Requirements for your Blog

Getting ready...

Interesting Topics

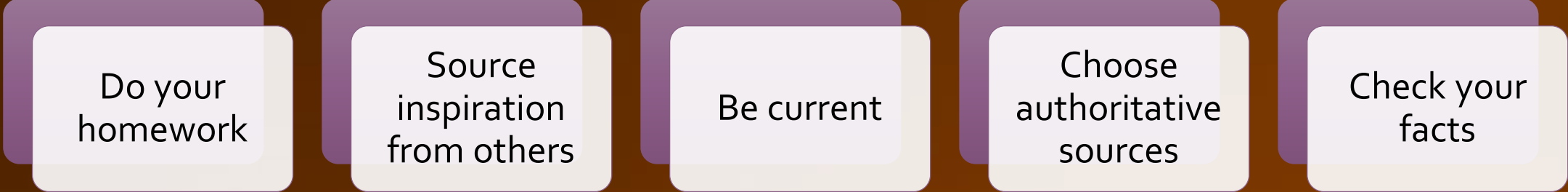


- Consider topics your audience WANTS to read
- Write what interests YOU!
- Informational & Educational
- Simple to digest
- Could be a series of blogs
- Align blogs with your services

Why newspapers still sell...

- Its all in the headline
- Needs to create interest immediately
- Can write the headline first and base the blog on this or
- Write the blog then find the title
- E.g. the benefits of accounting or
- Accounting that saves you Thousands in Tax!





Do your
homework

Source
inspiration
from others

Be current

Choose
authoritative
sources

Check your
facts

Research, Research, Research

Does size really matter?



Size is irrelevant – it's the content that matters



If the content is boring and too long the reader disappears



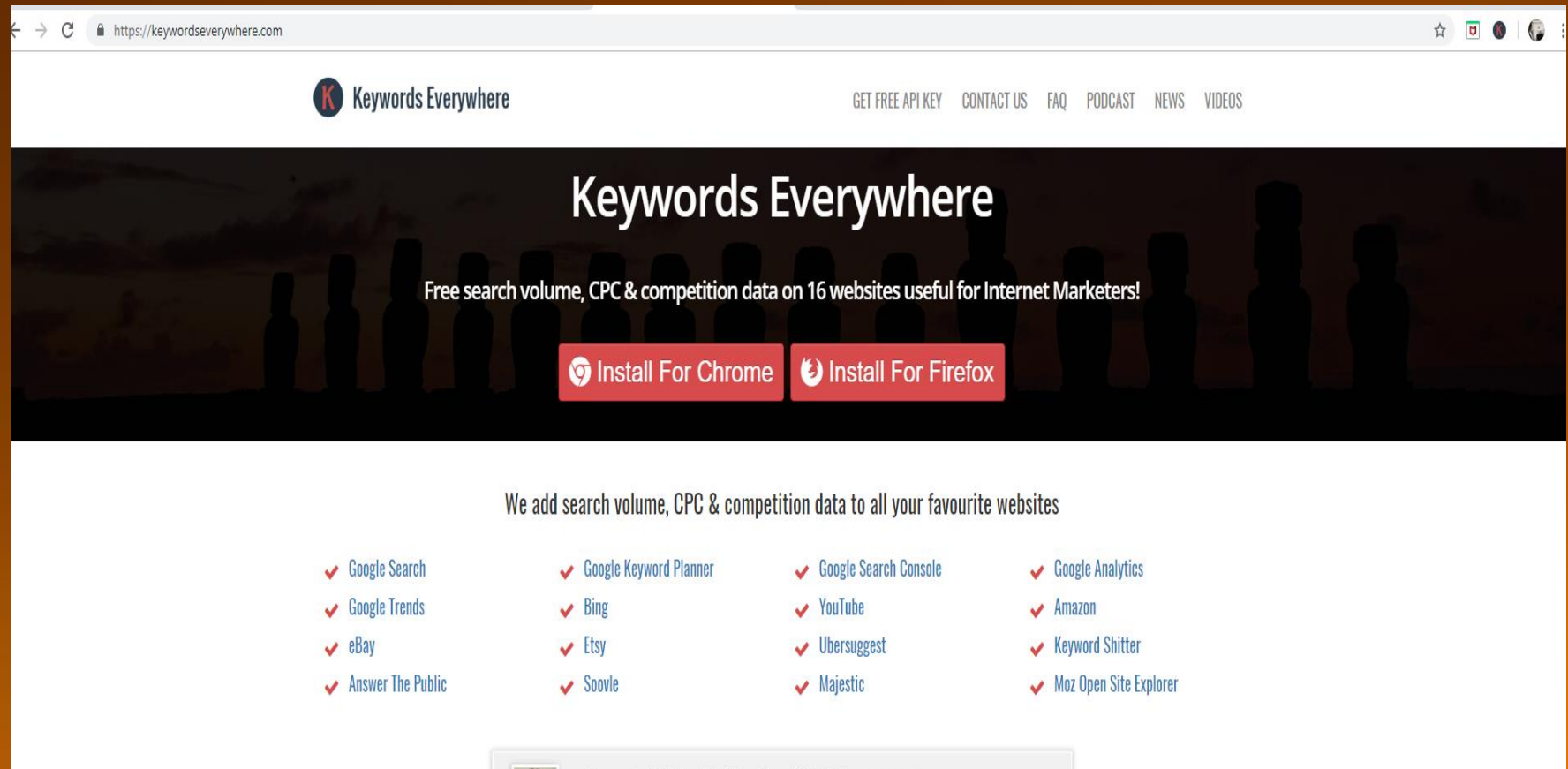
Rule of thumb – about 500 to 1000 words

Writing Blogs for Ranking...

Implementing Tools...

Create Keyword Rich

- www.keywordseverywhere.com
- Download to your computer
- Provides valid data and related keywords



Source the right words

Keyword	Vol Search pmth	CPC	Comp
xero training	1300	5.79	0.84
brisbane accounting	1600	11.36	0.52
succession planning	1600	8.82	0.33
terms and conditions	1600	6.32	0.19
business plan examples	1900	2.09	0.38
Peace of mind	1900	0	0
marketing plan	2400	7.68	0.45
bartering	2400	0.07	0.01

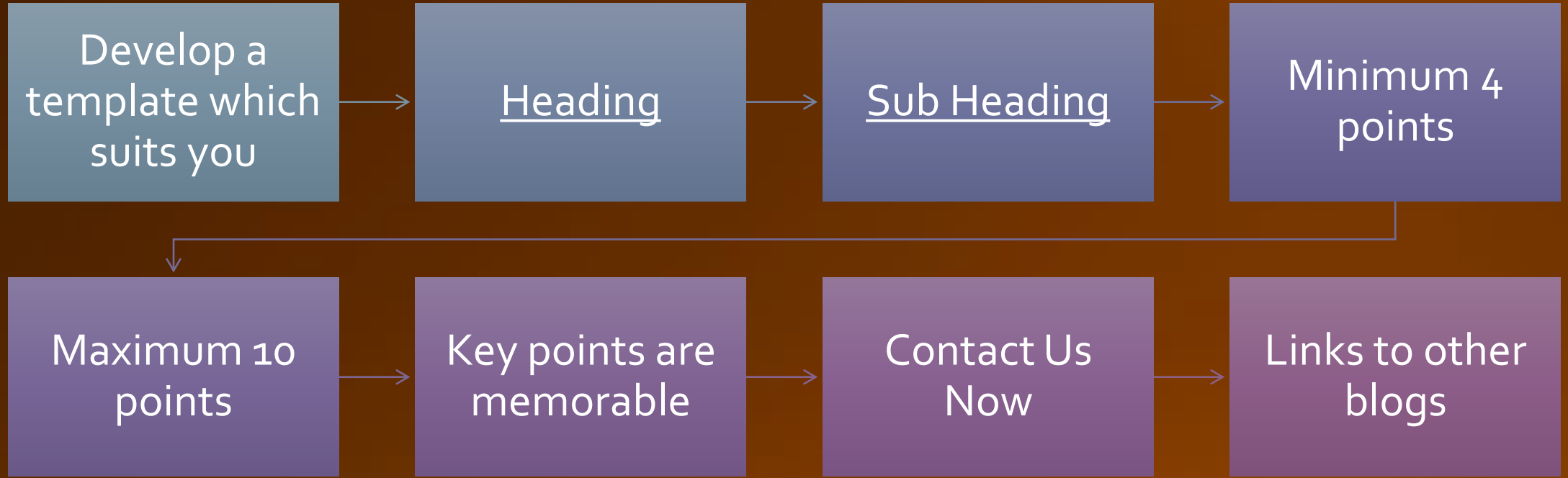
Systemise your Blogging...

Getting Control...

Word of Warning...



- The entire process can be more than a couple of hours
- From seed to publish could be several days
- The Devil is in the details
- Make sure you have everything you need to write
- Do your homework before you begin



Have a Plan...

Your Marketing Calendar Will Save You!



- Topic of the Month
- Decide when to post
- Determine how often
- Align with other social media posts

Example of a marketing calendar

Topic of the Month	AWiB & Business Success	ASBAS Workshops	Getting Promotions right	
Date	Platform	Subject	Bucket Message	Links
Wednesday, May 1, 2019	FB	QSBW Logan Event	Promotion of event	
	Email - General	QSBW Logan Event	Promotion of event	
Thursday, May 2, 2019	FB	AWiB	Why you should attend	
	Blog	Why events work	Putting together a business event	
Friday, May 3, 2019	FB	Message	Don't downgrade your dream to fit your reality	
Saturday, May 4, 2019	FB	Message	Business is booming for female entrepreneurship	https://www.dailytelegraph.com.au/news/nsw/business-is-booming-for-female-entrepreneurs/news-story/fo82558e377c6d2627843c6ega1ce81b

Impactful Blog Writing...

Engage Conversion...

Target the 12 year old reader

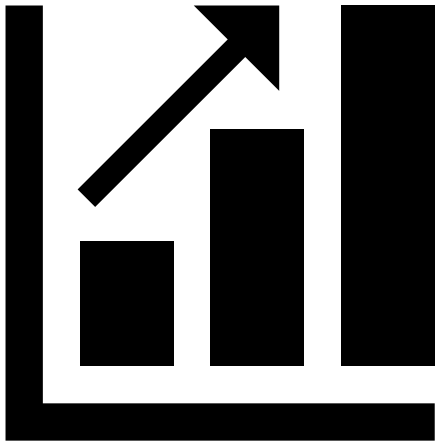
Keep the language simple

Your potential customer

This is someone keen to know
more information

Who am I
writing for?

Its about conversion



- Blog could be the difference between buying from you or your competitor
- Write to sell trust and knowledge
- Write with the Next Step in mind
- Be Contactable!

Timing is everything



- Schedule time to write
- Can either sit down and write an entire draft in one sitting (my preferred) or
- Chip away at it gradually over time
- Get as much done in one sitting as possible
- Writing becomes easier over time

The Power of Images



Consider images to aid with explanation



Helps break up the text



Make great visual punchlines to change the mood



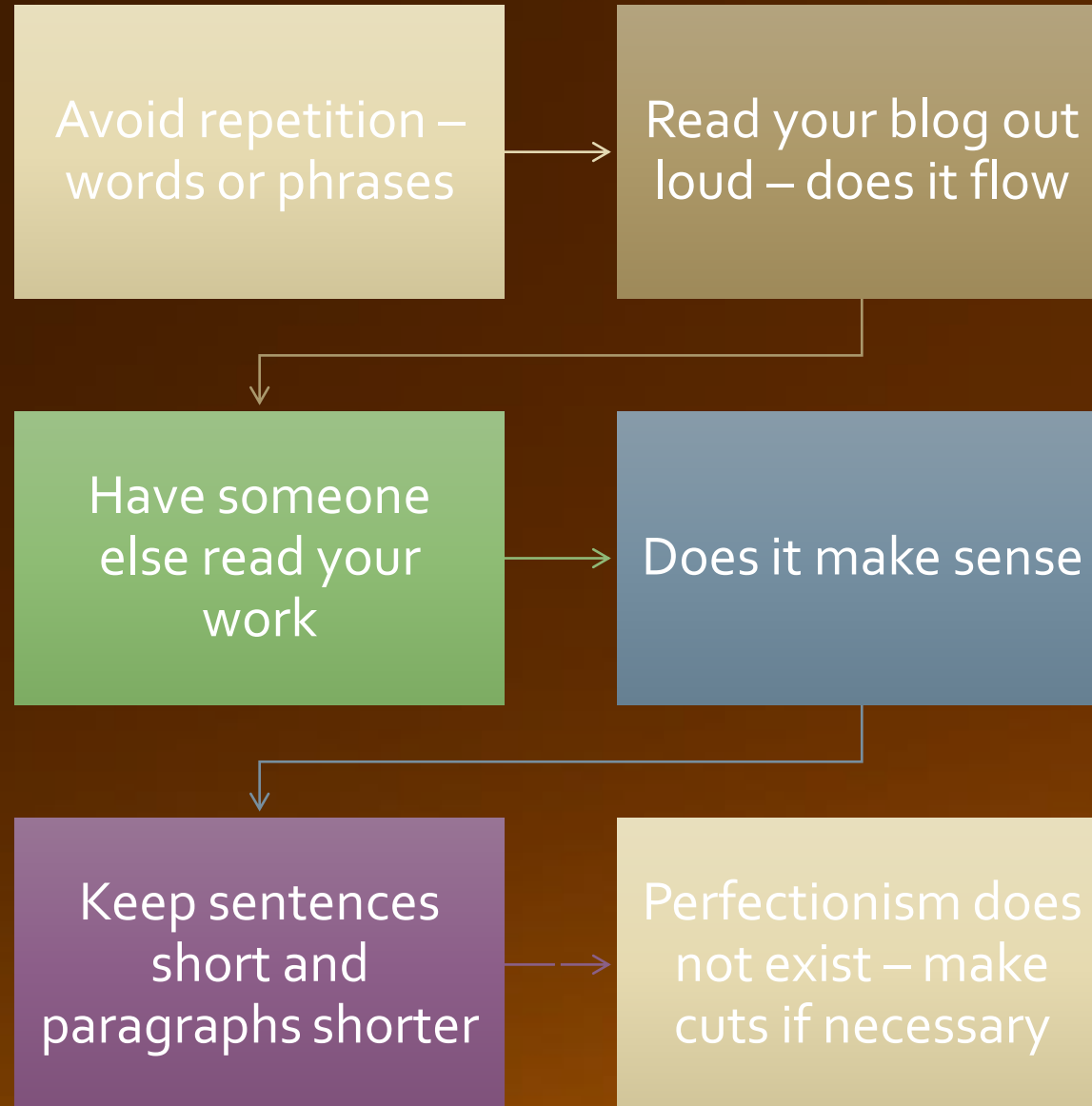
Must reflect your brand



Use high resolution images



Be wary of copyright

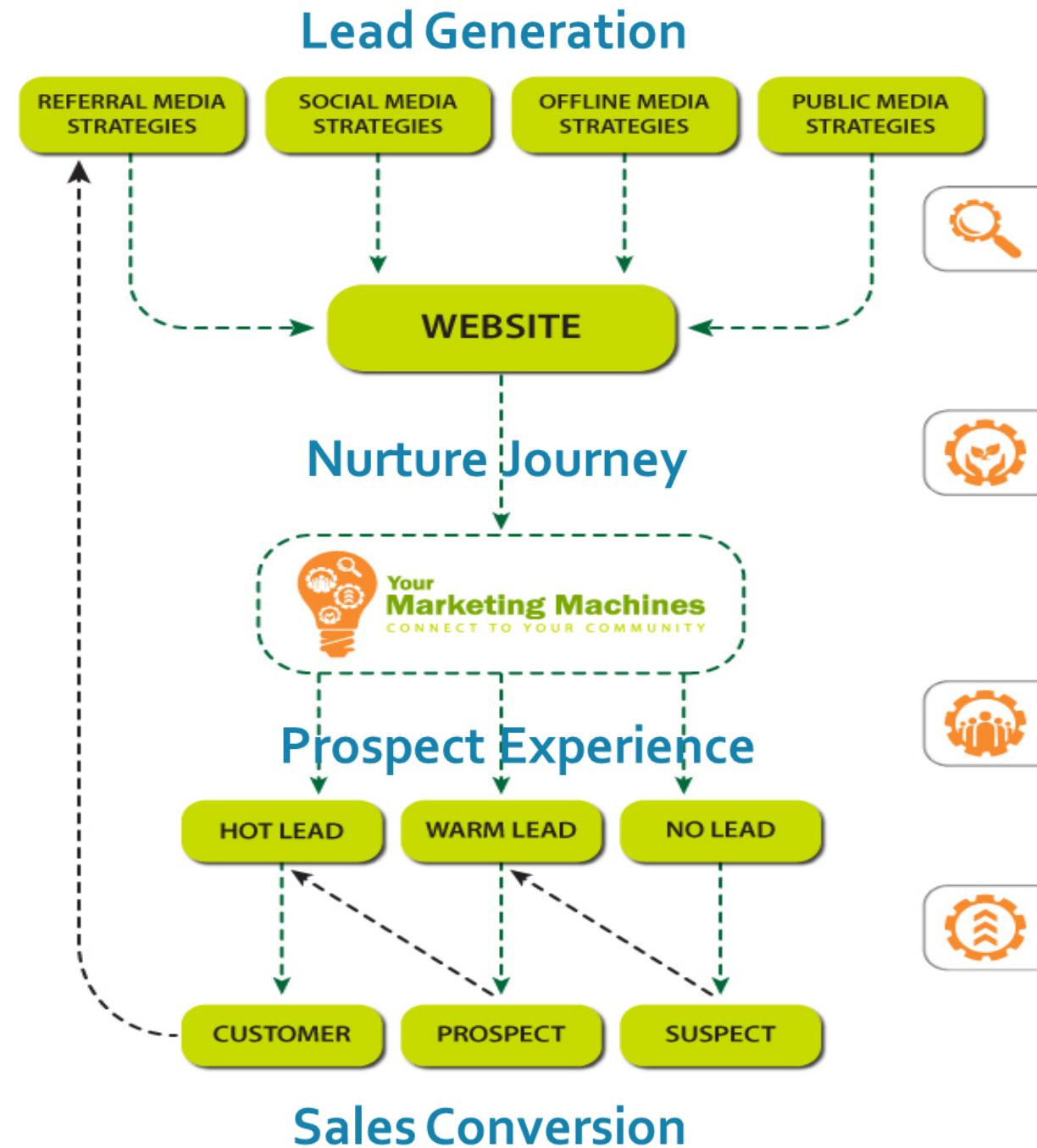


Rinse,
Review,
Repeat



Let's Begin...

The Marketing Blueprint



Next Steps...

1. Complete Digital Scorecard - <https://www.business.qld.gov.au/running-business/it/digital-scorecard>
2. Send your report to me – andrea@yourmarketingmachines.com.au
3. Book your 1 to 1 – <https://adams.bookafy.com/andrea-anderson>
4. Book for the next workshop – www.asbas.rdadbrisbane.org.au



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