



WOLFE INTERACTIVE

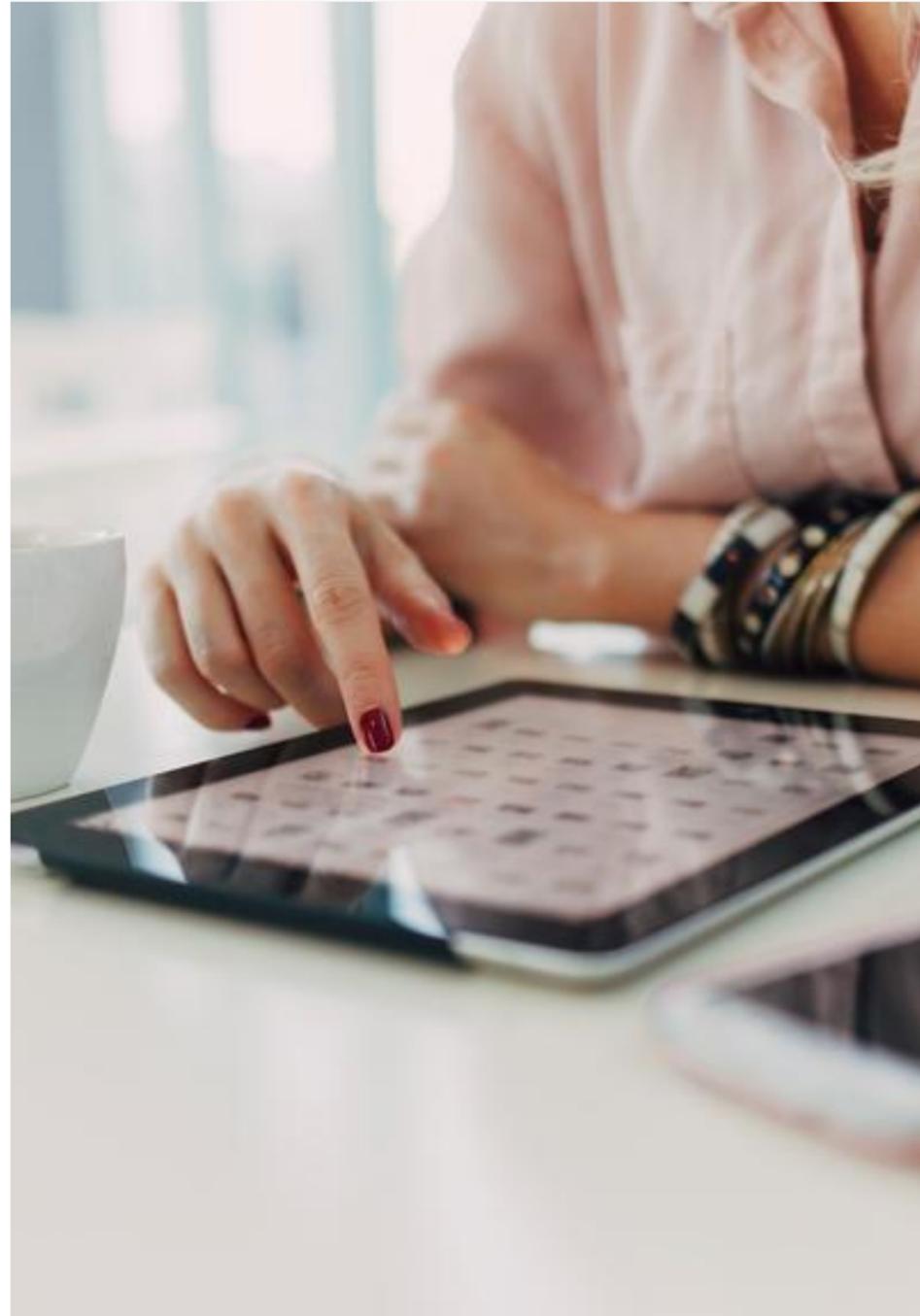
BLOGGING FOR YOUR BUSINESS

NEW TO BLOGGING?

WE'VE GOT YOU COVERED

Blogging is a great way to boost your website's search engine positioning but knowing what to write or how to write useful blog posts can be challenging. Does it matter *what* we write or is simply writing 300 words good enough? The answer is it definitely matters! High quality content that is helpful holds value and will attract readers. Writing fluff with a few key words will get a couple clicks but quality content will make readers stay on your site (and keep coming back!). It is okay to include shorter posts as well, but really useful blog posts will establish your company's credibility and trust. If your blog is pure filler with no substance, people may check out a post or two but they will not subscribe.





WHAT DO I POST?

4 TYPES OF BLOG POSTS
YOU SHOULD BE POSTING





SOLVE PROBLEMS

SOLVING SIMPLE PROBLEMS MAKE EXTREMELY VALUABLE BLOG POSTS

Think about the types of questions you Google on a daily basis or the types of questions your clients ask time and time again. Chances are, they are pretty simple questions with equally simple answers. If you can provide answers to clients, readers, or potential customers, you will begin to establish yourself as a solid point of reference and readers will subscribe.

TYPES OF BLOG POSTS THAT SOLVE PROBLEMS

EXAMPLES OF WHAT TO POST



ANSWER FAQ'S

Do your customers call and seem to ask the same questions over and over again? Write a blog post answering one or a few of these FAQ's!



EASY HOW TOS

Think about the types of questions you Google. Chances are they are pretty simple questions! Write posts that cater to popular searches.



SIMPLE SOLUTIONS

Writing useful content does not mean you have to provide the cure for cancer, you just needs to help your readers in simply ways.



SHARE A FEW TIPS

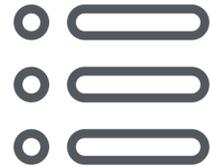
People love quick tips. Internet readers generally have short attention spans and don't want to read a novel when trying to find information on how to increase SEO or how to market their business. By giving readers a few quick tips, you will increase the chance of them actually reading what you have to say.

Some of the best ways to present tips are in **lists** or **short paragraphs of seven sentences or less**. Give those paragraphs clear headings to allow readers to easily scan the page and find information quickly.

To increase click throughs to your post, include an odd number in the title. **7 Easy Ways to Market Your Business** will attract way more readers than **Great Ideas to Market Your Business**.

HOW TO MAKE YOUR POSTS EASY TO READ

THESE SMALL DETAILS CAN MAKE A BIG DIFFERENCE



INCLUDE LISTS

Lists are great because they allow readers to easily scan the page and find the key information they are looking for.



BREAK UP TEXT

Paragraphs should be 7 sentences or less and can be broken up using color blocks, whitespace, or other interesting layouts.



USE VISUAL ELEMENTS

Include photos or icons to add visual elements to the page. Info graphics are also great!



REPORT THE NEWS

THE NEXT TIME YOU GO TO A CONFERENCE OR ATTEND AN EVENT, GO AS A REPORTER

Stepping into the role of the reporter is an easy way to create new relevant content for your blog. Many of us attend events or conferences, listen to podcasts, read other blogs, and generally pay attention to what's going on in the world. We take in all this great information but it's easy to forget that we can turn those ideas into blog posts! The next time you go to a conference or attend an event, go as a reporter.

Share the top 5 products from that trade show you attended or 10 things you learned from a great keynote speech. Writing about companies, products, or speakers is so good for your blog because it is relevant to what's going on in today's world. Maybe someone who couldn't attend that conference or missed that great speech will want to read about it. If you can provide that information it will not only make your blog relevant but also incredibly useful. Event hashtags are a great way to get info out there and will definitely increase the number of new readers.



BUILD CONNECTIONS

A GOOD REPUTATION AND RELATIONSHIPS ARE JUST AS VALUABLE AS A LARGE SUBSCRIBER LIST

If you write a great blog post about a company, product, or speaker be sure to reach out to them and share the article! Seeing that someone wrote about them will make them feel like they are getting their 15 minutes of fame. Whether 15,000 people read the post or not does not matter. Even if they are the only person to read your post it will boost their confidence and begin to build important relationships.

DON'T BE AFRAID TO CRITIQUE

PRAISING EVERYTHING YOU WRITE ABOUT WILL KILL YOUR CREDIBILITY

When blogging or networking as a business owner, you want everyone to think your business is top notch. The goal is to keep customers happy, create positive buzz, and gather those five star testimonials. Because of this, it's easy to get stuck in a love fest when blogging or giving advice because we never want to come off as negative.

Your customers and readers want to know what's good and what sucks so by providing honest information you begin to build that sense of trust. By being honest, readers won't worry if you are just endorsing a brand or product because someone paid you to do it. Your opinion will be valued and really taken seriously.



SETTING UP YOUR BLOG

GETTING STARTED GUIDE

CREATE A NEW POST

We'll teach you step by step how to create a new blog post and set up a blog page on your website.

SET UP CATEGORIES

Categorize out your posts to keep things organized.

QUEUE UP POSTS

Schedule posts to plan ahead and stay on track.



BLOG POST BASICS

ANATOMY OF A BLOG POST

SECTIONS TO COMPLETE

Post title

Permalink

Featured image

Content

Categories

Tags

Excerpt / Read more

OPTIMIZE YOUR POST

Set the focus keyword

SEO title

Meta description

Follow the guidelines set out in Yoast SEO

SET UP YOUR IMAGES

Resize images for web

Give images relevant titles

Include alt tags & meta descriptions

Set link to none

Add New Post

You'll need to set up the MailChimp signup widget plugin options before using it. You can make your changes [here](#).

Your Title Goes Here

Permalink: <http://wolfeinteractive.com/2016/07/21/page-slug-goes-here/> [Edit](#)

[Add Media](#)

Visual Text

Paragraph

Start writing! This is where the main body of content goes.



Add photos to the post using the Add Media Button.

p
Word count: 21

Draft saved at 4:15:02 pm.

Yoast SEO

[Help center](#)

Readability Keyword: Business Blogging

Snippet editor Snippet preview

Your SEO Title Goes Here
wolfeinteractive.com/page-slug-goes-here/
Add a meta description here!

[Edit snippet](#)

SEO title
Your SEO Title Goes Here

Slug
page-slug-goes-here

Meta description
Add a meta description here!

[Close snippet editor](#)

Focus keyword Business Blogging

- Analysis
- The text contains 21 words, which is far too low. Increase the word count.
 - The focus keyword 'Business Blogging' does not appear in the SEO title.
 - The focus keyword doesn't appear in the first paragraph of the copy. Make sure the topic is clear immediately.
 - A meta description has been specified, but it does not contain the focus keyword.
 - The images on this page do not have alt attributes containing your focus keyword.
 - The slug for this page contains a [stop word](#), consider removing it.
 - The meta description is under 120 characters, however up to 156 characters are available.
 - The page title contains 24 characters, which is less than the recommended minimum of 35 characters. Use the space to add keyword variations or create compelling call-to-action copy.
 - The focus keyword does not appear in the URL for this page. If you decide to rename the URL be sure to check the old URL 301 redirects to the new one!
 - No links appear in this page, consider adding some as appropriate.
 - You've never used this focus keyword before, very good.

Screen Options Help

Publish

[Save Draft](#)

[Preview](#)

Status: Draft [Edit](#)

Visibility: Public [Edit](#)

[Publish immediately](#) [Edit](#)

Readability: OK

SEO: Needs improvement

[Move to Trash](#)

[Publish](#)

Format

Standard

Gallery

Link

Quote

Video

Audio

Categories

All Categories Most Used

Before and After

Business

Design

Marketing

Search Engine Optimization

Social Media

Uncategorized

[+ Add New Category](#)

Tags

[Add](#)

Separate tags with commas

Blogging Business

Wolfe Interactive

[Choose from the most used tags](#)

Featured Image



[Click the image to edit or update](#)

[Remove featured image](#)

HOW OFTEN SHOULD I POST?

THERE IS NO “ONE SIZE FITS ALL” APPROACH

1-2

TIMES PER MONTH



If you are blogging to boost your business website's SEO, you probably only need to post 1-2 times per month.

If your website is mainly a blog, it is a good idea to post more frequently. Set up a posting schedule (new post every Wednesday) and stick to it.

4-6

TIMES PER MONTH



BE CONSISTENT

SET YOUR OWN SCHEDULE



Figure out how many posts you can commit to per month and try to be consistent about posting. There is no “one size fits all” approach.



STOCK PHOTOGRAPHY

WHERE TO FIND STOCK IMAGES

Every blog posts you publish needs to include a featured image and a photo or two or some sort of visual element. If you don't have the resources or time to take high quality photos for your blog you can use stock photography! Many sites offer subscription services if you will be purchasing photos on a regular basis.

[stocksy.com](https://www.stocksy.com)

[istockphoto.com](https://www.istockphoto.com)

[creativemarket.com](https://www.creativemarket.com)



SEARCH ENGINE OPTIMIZATION

HOW BLOGGING CAN BOOST YOUR ONLINE PRESENCE

GET ON THE GOOGLE FRONT PAGE

It's always a good idea to keep your website current and relevant, especially if you want to boost your SEO. Google notices when you update your site and add new content regularly and ranks those sites higher than stagnant ones. Posting regularly will help you get on the front page.

NOTHING IS GUARANTEED

When it comes to SEO, nothing is guaranteed. It is a constant process of trial and error, staying current on the latest Google algorithm, monitoring your progress, and reassessing. It is important to work on your SEO every month if you want a top spot on search engines.

YOAST SEO

ONE OF THE BEST WORDPRESS PLUGINS
FOR SEO

Yoast SEO is a great WordPress plugin that will help you optimize your website. Yoast SEO provides tools that direct you on how to correct your SEO mistakes. It is a very helpful tool for do it yourself search engine optimization. For best results, get your page or post in the “green zone”.

YOU CAN OPTIMIZE

Pages

Posts

Images

Categories

Portfolio Items

Users



GOOGLE ANALYTICS

TRACK YOUR SITES PERFORMANCE
USING GOOGLE ANALYTICS

Every blog and website should be tracked using Google Analytics. Monitor things like website traffic, user demographics and location, bounce rate, user behavior, time spent on site, and more.

Once you set up a Google Analytics account, add a tracking code to your site using the Google Analytics plugin. You will start to see statistics on your Google Analytics dashboard within 24 hours.

As you publish new blog posts and optimize your site, you can use Google Analytics to track your progress and blog post success. Use this as a tool to figure out what works and how you can improve.



BLOG POST CHECKLIST

WHAT TO DO BEFORE & AFTER YOU POST

B
E
F
O
R
E

SEO friendly title

Title reappears in the post

Keywords in the post

Use subheadings

Check spelling and grammar

Links to other blog posts / outbound links

Call to action at end of post

Text is formatted for easy reading

Featured image is set and images have alt tags

SEO optimized with Yoast SEO

Preview post to make sure everything looks okay

Double check readability, spelling and grammar

Share post on social media accounts

Respond to all comments on post and social media

Share your link on relevant forums and websites

Share post in your next newsletter / email campaign

Monitor traffic and engagement using Google Analytics

A
F
T
E
R

OUR COMMON SERVICES

LET US HELP YOU GROW YOUR BUSINESS TODAY!



WEB DESIGN

We employ the latest designs and technologies to create professional-looking websites large and small.



BLOG SET UP

If you don't want to hassle with setting up your blog or simply need some help getting started, we can help!



SEO SERVICES

Our goal is to provide you with increased exposure on search engines and drive targeted online traffic to your site.



ONE-ON-ONE TRAINING

We offer personalized training sessions and can teach you how to manage and update your website yourself.



SOCIAL MEDIA MARKETING

Social media marketing is a great way to keep your business relevant and grow your online following to reach new customers.



FULL SERVICE AGENCY

Need help on a project? Call us today to schedule a free, no obligation consultation at our Murrieta office.

HELLO

WE ARE

WOLFE INTERACTIVE



WE KNOW BUSINESS

NEED HELP GETTING STARTED?

CONTACT US

(951) 643-4559

info@wolfeinteractive.com

wolfeinteractive.com

OFFICE HOURS

Monday – Friday 9am – 5pm

LOCATION

29970 Technology Drive, Suite 114
Murrieta, CA 92591