ADVANCED BLOGGING
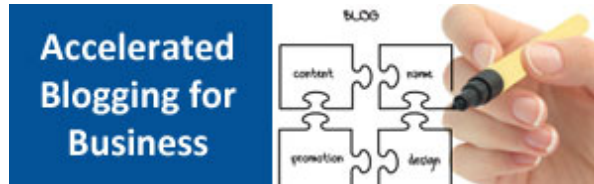
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COURSE LENGTH: 1.0 DAYS

Blogging is used by businesses to attract and engage readers, with a view to create new leads and potential customers as well as inform the market of its products and services. To manage a successful blog, businesses need to create a blogging strategy which should include the development of customised content, understanding and implementing search engine optimisation (SEO) techniques, monitoring your traffic and engaging with your audience.

The PD Training Accelerated Blogging for Business Training Course provides all the tools necessary to turn an average existing business blog into a highly successful marketing tool.

The significant and extensive course is available throughout Australia, including Brisbane, Sydney, Melbourne, Adelaide, Parramatta Canberra and Perth.

Contact us today for a group quote.

ADVANCED BLOGGING COURSE OUTLINE

FOREWORD

Blogging can help a business to both take advantage of the billions of people searching for content on the web as well as promoting themselves as an "Authority" or specialist in their field.

Blogging is also one of the fastest ways to get your site ranked in search engines!

OUTCOMES

- Learn What MUST be Included on a Blog
- Get a List of preferred WordPress Plug-Ins
- Get a List of Preferred WordPress Settings
- Implement the Most Important Elements of Content Creation
- Learn Proper Keyword Density
- Learn How to Leverage Your Content
- Understand the common mistakes (and know how to avoid making them)
- Learn Ways to Leverage Traffic to Your Blog
- Learn How to Set Up RSS Feeds and Why
- Learn How to Pre-schedule Blog Posts
- Understand the Basics of Back-Linking
- Learn How to Get New Visitors
- Implement Client/Lead Capture Techniques
- Implement Auto-Responders
- Understand the Adsense Network

MODULES

Lesson 1: Introduction

- Workshop Objectives

Lesson 2: Blogging Strategy

- News
- Features/Benefits
- Getting PR
- Social Interaction

Lesson 3: Setting up WordPress

- Settings and Plug-Ins
- Themes
- Widgets
- Required Pages

Lesson 4: Starting a Blog

- Writing Style
- Multiple Authors
- Posting Schedule
- Social Media Feeds

Lesson 5: Content Creation

- Content Length
- Types of Content
- Duplicate Content
- Spinning Content

Lesson 6: Lead Generation

- Client Capture Techniques
- Implement Auto-Responders
- Download Monitors
- Adsense Explained

Lesson 7: Monitoring Traffic

- Google Analytics/Webmaster Tools
- Conducting Competitive Analysis
- Google PR and Alexa Rankings
- Directory Listing

Lesson 8: Course Wrap Up

- Words from the Wise
- Lessons Learned

WEB LINKS

- View this course online
- In-house Training Instant Quote