

# Blogs Are Back, the Written Podcast: Lesson Notes

## 1 Why Create a Blog for Your Business?

Maintaining a business blog provides benefit to any content strategy.

Marketers who prioritize blogging are

# 13x

more likely to see positive ROI.



55% of marketers say blog content creation is their top inbound marketing priority.

# 9 out of 10

marketers produce blog posts to help achieve their overall marketing goals.

Creating useful content is an extremely important part of creating awareness of your business, products, and services. A blog allows you to go further in-depth on specific topics than what you post on your website and it puts a human face on your business.

### Blogs Support Your Search Engine Optimization

- Add new content about your products, services, and business for search engines to find.
- Provide content to share on your social media platforms.
- Encourage inbound links.
- Drive traffic to your website.

## 2 Is Blogging Right for My Business?

Instead of thinking of blogging as one more thing, think of it as a break to write about something you are passionate about - your industry, your business, and your products/services.

If you cannot commit time and people to a blog, you should not start one. Remember though: the more you write, the better and faster you will get.

You should also not start a blog if you know you or anyone else appropriate at your company will hate doing it. It will become a chore and the quality will suffer.

### Questions to Ask Before You Start Blogging:

#### DO YOU HAVE THE TIME?

- You or someone on your team should dedicate around 1 hour/week to writing the blog posts.

#### CAN YOU STICK TO A SCHEDULE TO UPDATE THE BLOG?

- Blogs need to be posted on your website and linked to your social media platforms.
- Consistency is key to a starting a good blogging network.

#### CAN YOU CREATE A BLOG ON YOUR SITE?

- Most websites have a blogging function, but you should double check before starting.

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## 3 Getting Started

Blogging requires you to dedicate time to write about your industry, business, and products/services.

### CHECKLIST:

- ✔ Identify your targeted audience.
- ✔ Create a list of blog topics
- ✔ Create a posting schedule.



### Identify Your Targeted Audience

#### CREATE A PERSONA OF YOUR AVERAGE READER:

- Age
- Gender
- Location

### Create a List of Blog Topics

#### BUSINESS FOCUS:

- Demonstrate your expertise in your business, your field, or your industry.
- Review products, new technologies you are trying out, books related to your business, etc.

#### FUTURE FOCUS:

- Write about timely topics in your industry or community.
- Write about an upcoming event or an event you attended.
- Make a prediction about some of the aspects of your industry.

#### EMPLOYEE FOCUS:

- Showcase things your business or staff is doing for the local community.
- Showcase your staff.

#### PRODUCT/SERVICE FOCUS:

- Write how-to guides.
- Showcase your products or services.
- Make top 5 or 10 lists.

### Create a Posting Schedule

Publishing consistently can help grow your business. Those who work with a good blogging schedule and publish consistent posts get **30% more traffic** for each piece they publish.

#### BENEFITS TO DEVELOPING A SCHEDULE:

- You can keep a consistent schedule.
- Let's you plan topics to write ahead of time.
- Helps you organize your content properly.

#### HOW TO CREATE:

- Decide how often you should post: the suggested amount for success is 2x a month.
- Write out a list of a variety of topics.
- Write out on a calendar when you want to post each topic.
  - Make sure to space out similar topics.
  - Look to see if certain topics work better within specific seasons.

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## 3 Writing Blog Posts

### 6 Common Blogging Practices

#### GREAT HEADLINE:

- Make it eye-catch to pull readers in.
- Ask a question that can be answered through your blog.

#### AMOUNT OF WORDS:

- Aim for 500 - 1,500 words in the blog. That's about 1 - 3 pages of text.
- Studies have shown that longer blog posts attract more links, likes, and shares.

#### SUBHEADINGS:

- People tend to skim prior to reading an article; subheadings break up the text for skimming and reading.
- Bullet points and numbered lists also help with visually breaking up the overall text.

#### KEYWORDS & PHRASES:

- Use keywords and phrases that you have already identified for your business for SEO.

#### BOLD IMAGERY:

- Photos, graphics, and videos really help with context and breaking up long pieces of text.
- Images also help personalize a post to make it more accessible to readers.

#### CALL-TO-ACTION:

- This is something that calls your customer to an action:
  - Drive your customer to a conversations - contact us or buy now.
  - Ask for feedback or reviews - what do you think? or let us know your thoughts.

**HEADLINE** → **Understanding Diesel Exhaust After-treatment Solutions**

**SUBHEADING** → **What is Selective Catalytic Reduction (SCR)?**

**IMAGERY** → 

**BULLET POINTS** → **JLG Diesel Engine Options**

- JLG offers engine options for its JLG and SkyTrak lines of telehandlers to meet varying application requirements.
- SkyTrak 6036 and SkyTrak 6042
  - 74 hp engine is standard
  - The 74 hp engine meets the majority of end user applications
- SkyTrak 8042, SkyTrak 10042 and SkyTrak 10054
  - 110 hp engine is standard
  - The 110 hp engine is designed to meet all end user terrainability and performance needs in a wide variety of applications
  - Those operating on firm, level surfaces at lower elevations will likely find the optional 74 hp engine adequate for their needs
- JLG 742
  - 74 hp engine is standard
  - The 74 hp engine meets the majority of end user applications
  - Those operating in challenging, rough terrain or at higher elevations will likely prefer the optional 110 hp engine
- JLG 943
  - 110 hp engine is standard
  - The 110 hp engine is suitable for the majority of end user applications
  - Those operating on firm, level surfaces at lower elevations will likely find the optional 74 hp engine adequate for their needs

**CALL-TO-ACTION** → **Whatever your application, you can trust that JLG will provide equipment solutions that meet changing Tier 4 regulations and emissions standards while also providing you with the options you need to get the job done.**

→ **RELATED CONTENT**

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## 4 Writing Great Blog Content

### Writing Tips

#### TRIM THE FAT:

- The more unnecessary words you trim from your writing, the easier it is to understand.
- Convey information in the simplest way possible in order to not confuse readers.
- Readers want to quickly understand the solutions to their own problems, and simple sentences can fulfill that need.

#### AVOID REDUNDANCY:

- Using the same word or same idea in consecutive sentences is redundant.
- To create a better experience, vary your words and cut repetitive information.

#### VARYING LENGTH:

- Your writing becomes repetitive and boring when your sentences have the same structure or length.

#### EDITING YOUR WORK:

- Before you publish your post, walk away from it. This helps bring a fresh eye to your writing.
- Another option is to have somebody else look over your writing.

#### WRITING RESOURCES:

- Use online resources to help improve your posts:
  - Grammarly
  - Hemingway Editor
  - QuillBot

## 5 Blogging is Not Just About Posting an Article

### In addition to writing blog posts, you should also:

- Engage with readers in the comments section of your blog.
- Read related blogs for commenting on articles and engaging with other authors as appropriate.
- Share your blog posts on social media.



### Recommended Initiate Resources

- An Introduction to Using Blogs
- How to Get Started Blogging
- What to Blog About
- Blog Calendar Template