



## Blogging Tips

1. Start with a working title that's very specific.
2. Identify your readers core persona and write in that voice.
3. Play with alliteration
4. Use strong language
5. Add visuals to your post
6. Focus On Who Not Why. Headlines Including the Word "Who" Generated a 22% Higher Click through Rates Than Headlines without It.
7. Numeric Lists Increase Reader Interest. Here Are Some Great Words to Get More Attention. Reasons, Ways, Tips, Tricks, Secrets, Ideas, Techniques, Strategies, Fax, Methods, Statistics.
8. Ideal Headline Length-8-12 Words and under 70 Characters
9. Ideal Blog Post Length -- 1600 Words or Seven Minutes to Read
10. Ideal Title Tag Length -- 70 Characters or Fewer
11. Ideal Description Link -- 155 Characters or Fewer
12. How Long Should Your Blog Post Be? As Long As It Needs to be to serve its purpose. To capture the most attention on average, blog posts should be between 1600 and 2250 words
13. Avoid trying to optimize titles for search and social. Optimize for your audience first. Focus On Key Words You Know Your Audience Is already searching for. Once you have a keyword in mind places close as possible to the beginning of the headline. Make sure your headlines are tweetable. 120 - 130 character range gets the highest click through rate.
14. Show that your article is worth reading
15. Capitalize on distrust - 5 Lies..., What your XXX isn't telling you about...
16. Be an educator. How to posts should be written in layman's terms for beginners.
17. Don't be afraid to be a little quirky in your title
18. Address your readers directly using "you" and your
19. Create controversy to draw all readers curiosity, such as, "stop using Facebook".
20. Use strong adjectives & verbs - smart, surprising, history, hacks, huge, shocking.
21. Ask questions and use punctuation
22. Be a problem solver
23. Add humor
24. Capitalize on Social Trends

Gary Wagnon 800biz Ninja Marketing  
www.800bizninja.marketing  
520-861-4821 sales@800biz.com



## Blog Content

1. Writing a Catchy Intro
  - a. Grab Readers Attn
  - b. Present the reason for the post existence. Tell the reader what you're going to tell them
  - c. How will this post solve the problem
2. Organizing the content
  - a. Write compelling content.
  - b. Get to know your target prospects
  - c. Talk to your audience in their voice
  - d. Empathize with your audience but never sympathize. Never use "we have a problem..." but rather "you have a problem..."
  - e. Create an exclusive club to make readers feel special or hand-picked
  - f. Draw analogies and metaphors
  - g. Avoid using weasel words - "as little as" (you will spend more), "fights" (doesn't win), "reduce" (you won't cure)
  - h. Create urgency - limited time, last chance, supplies are limited
  - i. Call to Action
  - j. Resource or authors box
  - k. Make it scannable - right in an F pattern
    - i. Use bullet points
    - ii. Use bold or color to accent main words
    - iii. Use headings and subheadings
    - iv. Use images to break the flow of the eye
    - v. Use block quotes
    - vi. Use space
    - vii. Don't introduce too many new ideas in one post



## Blog Content Ideas

1. Frequently Asked Questions
2. What Your Clients Ought To Know
3. What You Wish Your Clients Knew
4. What Fires Did You Put Out Today
5. What Do You Do Better Than Your Competition
6. Industry News
7. DIY Tips
8. What's Trending Today
9. Posted Connected With TV Show/Film Character
10. Lists
11. Interview With Industry Expert
12. "How To" Post
13. Comparative Post
14. Personal Observations
15. Humorous/Satirical Posts
16. Common Misconceptions
17. Case Studies
18. Three Wishes
19. Time-Saving Posts
20. How To Cheat At ...
21. New Ideas/Concepts
22. Spotlight Business Partners
23. Spotlight Customers
24. Blog Series
25. Review/Critique Post
26. Cheat Sheet
27. What Is Something New You've Learned/Discovered
28. Resource Links/Lists
29. Checklist Posts
30. Guest Posts

Gary Wagnon 800biz Ninja Marketing  
www.800bizninja.marketing  
520-861-4821 sales@800biz.com



## KEYWORD RESEARCH

1. Make a list of important, relevant topics regarding your business. Make these general topics you think are important to your business and your customers. Come up with 5 to 10 topic categories.
2. Fill in those categories with keywords. This is the brainstorming phase of your research.
3. Use your website analytics to identify keywords your website is already getting found for.
4. Use Google's suggested keyword list for ideas
5. Short versus long tail keywords
6. How are your competitors ranking for your keywords
7. Use Google AdWords keyword planner. You will need to create a Google ad words account and even enter a credit card but you don't have to run a campaign

## SHARING YOUR CONTENT

1. Use social media
2. Use bookmarking sites