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Best Actionable Blogging Resources

Compiled to Accompany *KM Strategic Content Marketing* Presentation for Blue Ash Business Association 1/9/14.

Things to Avoid in Business Blogging: *A quick one page reminder from About.com*

<http://weblogs.about.com/od/businessblogging/p/BusBlogDonts.htm>

10 Best Practices for Corporate Blogging: *A 2-pg. list of tips from CampaignerCRM*

<http://www.campaignercrm.com/en/community/blog/crm/post/10-best-practices-for-corporate-blogging/>

Infographic – The Secrets of a Killer Blog Post: *A handy infographic from Convince and Convert*

<http://www.convinceandconvert.com/content-marketing-2/infographic-the-secrets-of-a-killer-blog-post/>

How to Create a Promotable Blog Post That Gets Lots of Traffic: *Expert tips from B2B Inbound*

Marketing Blog <http://www.b2binbound.com/blog/bid/87227/How-to-Create-a-Promotable-Blog-Post-That-Gets-Lots-of-Traffic>

Never Run Out of Blog Topic Ideas: Here are 36: *Useful post from the Small Business Administration*

<http://www.sba.gov/community/blogs/never-run-out-blog-topic-ideas-here-are-36>

Which Format is Right for Your Next Blog Post?: *Excellent overview of different blog types from Hubspot*

<http://blog.hubspot.com/marketing/how-to-choose-blogging-post-format-ht?utm>

The Ultimate Editing Checklist: *Don't overlook this great checklist from Hubspot*

<http://blog.hubspot.com/marketing/ultimate-editing-checklist?utm>

100 Tips & Tricks Professional Bloggers Use to Make Their Job Easier: *Great resource from Hubspot*

<http://blog.hubspot.com/marketing/100-tips-tricks-professional-bloggers-use-list>

The Ultimate Guide to Blogging: *Comprehensive downloadable pdf from the Content Marketing Institute*

http://www.contentmarketinginstitute.com/wp-content/uploads/2012/04/CMI_Ultimate-Blogging-final.pdf

The Complete Guide to Google Authorship: *Overview of Google Authorship to maximize online visibility,*

from the Huffington Post http://www.huffingtonpost.com/jayson-demers/the-complete-guide_b_2831249.html

7 Splendid Techniques to Encourage Comments on Your Blog: *Quick & useful list of tips from*

HongKiat.com <http://www.hongkiat.com/blog/encourage-blog-comments-tips/>



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FTC Guideline Disclosure for Bloggers & Brands: *Palatable overview of federal disclosure guidelines for brand relationships (endorsements, sponsorships & payments) with blog writers and disclaimers from SocialMediaExplorer.* <http://www.socialmediaexplorer.com/social-media-marketing/disclosures-for-bloggers-and-brands/>

Should You Delete That? A Guide to Moderating Blog Comments: *How to handle various types of comments, and a link to download Hubspot's "15 Business Blogging Mistakes" from Hubspot* <http://blog.hubspot.com/marketing/delete-comments-blog-list?utm>

120 Marketing Tactics for Blogs: *Intro on key points, followed by an infographic from SocialMediaToday.* <http://socialmediatoday.com/pamdyer/1797931/120-marketing-tactics-blogs#!>