



CLASS 04

# The Fundamentals of Blogging

---

Professor: Dee Dee de Kenessey

**Inbound Certification**

Brought to you by HubSpot Academy

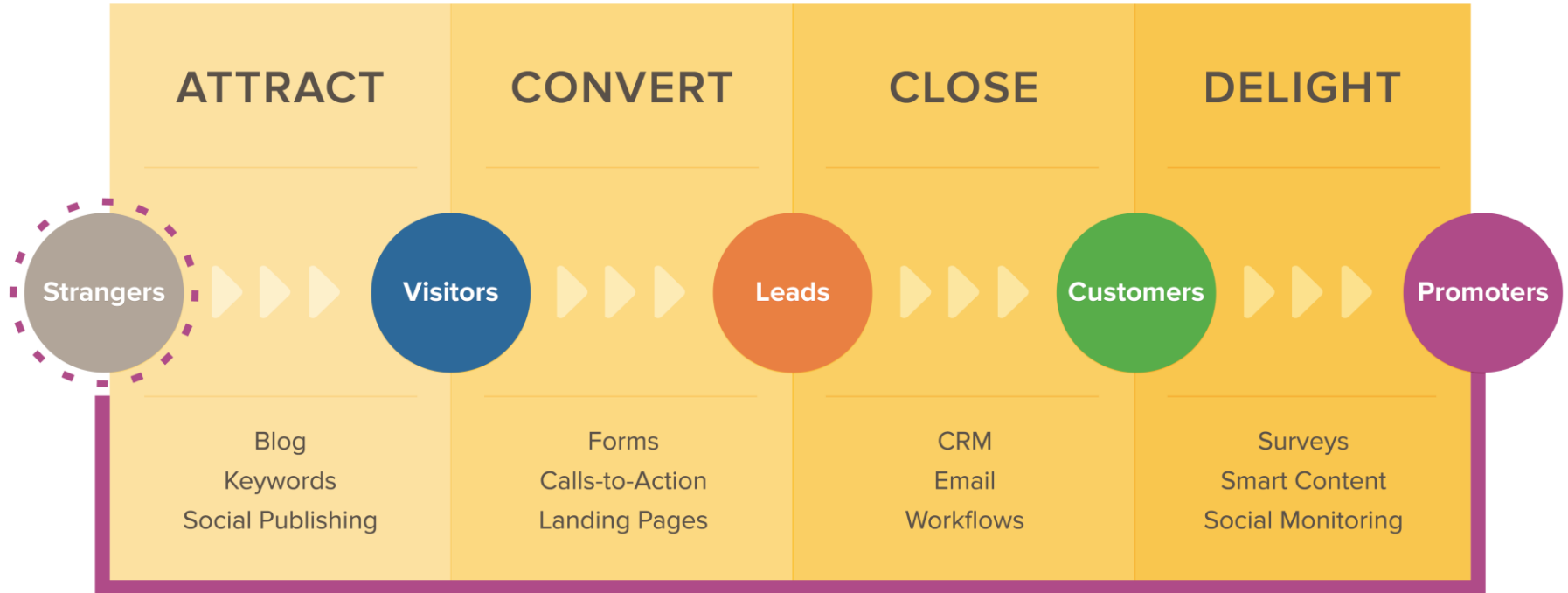
A large, bold, orange number '1' is positioned to the left of the main text, serving as a list item indicator. The background of the entire slide is a dark blue-grey color with a repeating pattern of small, light grey lightbulb icons.

**WHY DOES BLOGGING  
HELP YOUR INBOUND  
MARKETING?**

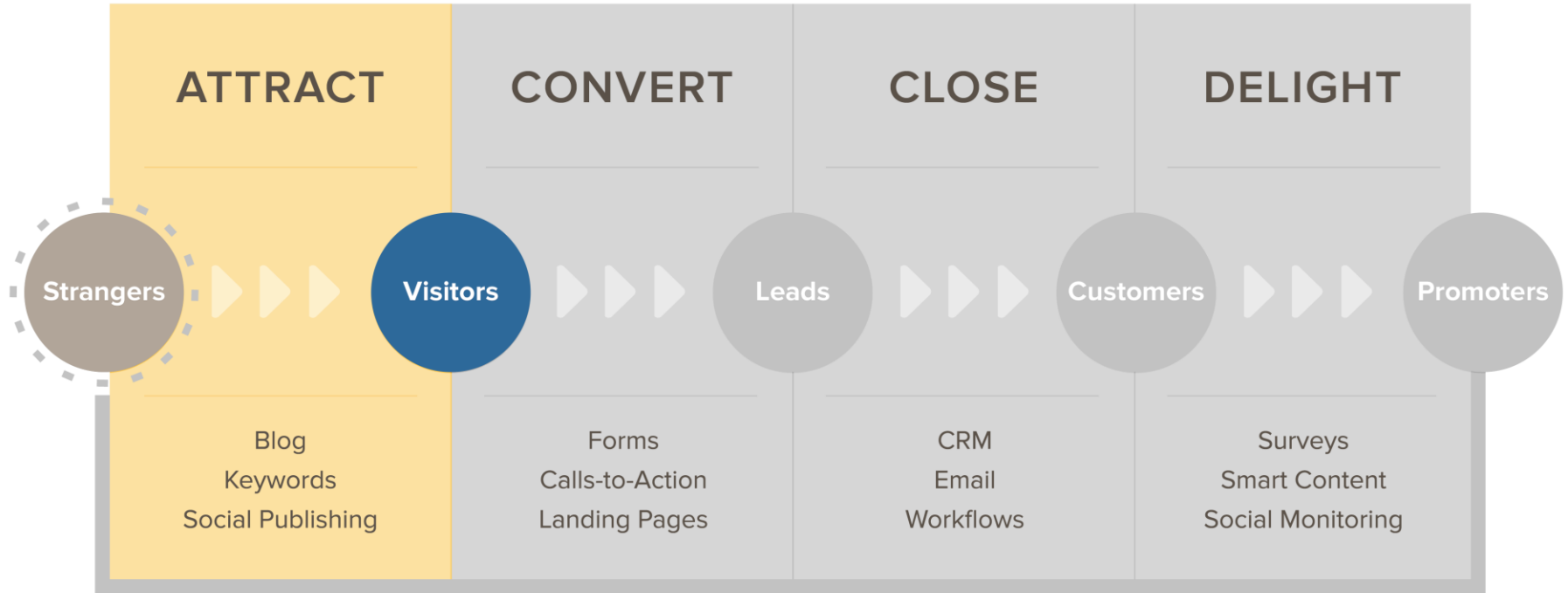
# WHAT IS BLOGGING?

Your blog is a place to regularly publish and promote new content related to your business and industry.

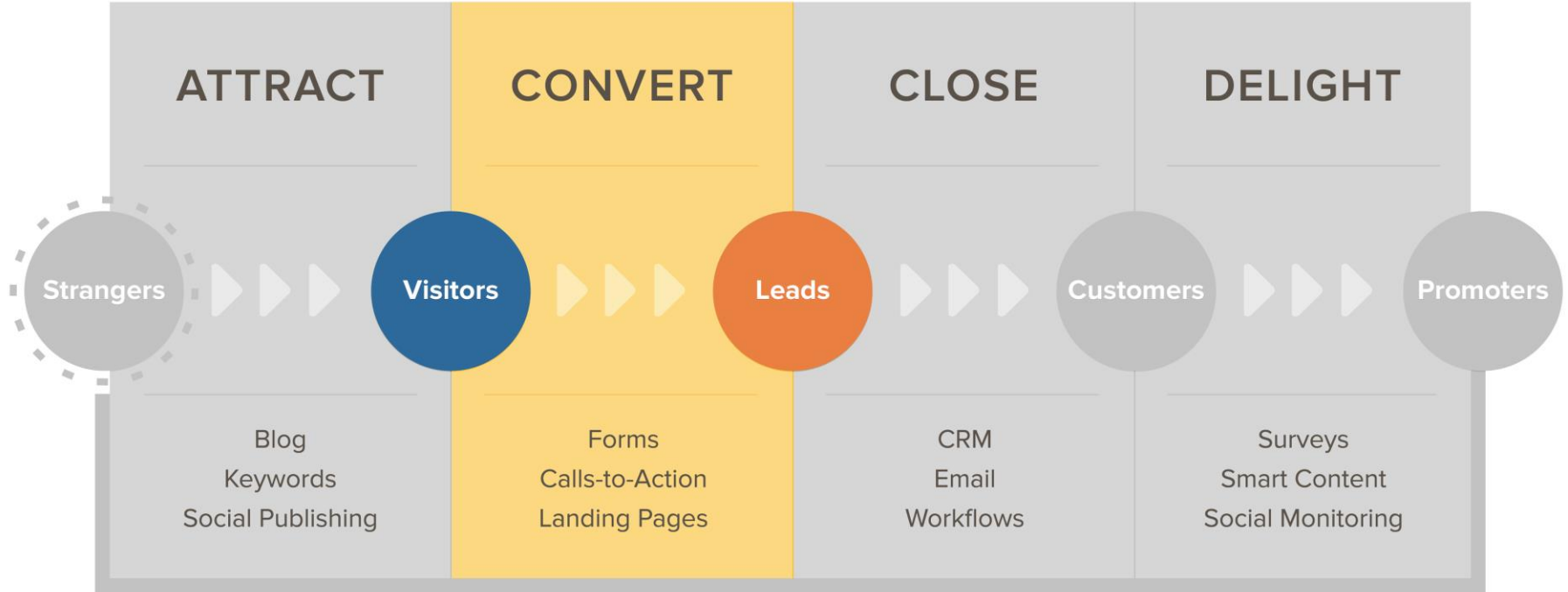
# Inbound Methodology



# Inbound Methodology



# Inbound Methodology



# Strategically promote **offers**.

If your visitor wants to learn more, provide them with that next step.

Many ecommerce platforms provide shopping carts that will calculate the appropriate sales tax for you. You may need to enter data to help the shopping cart function correctly, but once you do that, the job will be done. Research the ecommerce platforms you plan to use carefully to ensure you choose one that covers you.

Also, keep in mind that laws can change with astonishing regularity. What's true today may not be true tomorrow. Keep up to date on tax laws in your locations, and keep an eye out for any changes that may occur regarding online sales. While you may not be required to charge tax in certain places now, that could change before you know it.

HOW TO BUILD  
**A PROFITABLE ECOMMERCE  
BUSINESS**

Get the Free Ebook!



Do they want to learn more about the topic?

Do they want to subscribe?

**Join 5,000+ fellow ecommerce marketers!**

Subscribe to ecommerce articles.

SUBSCRIBE

The background is a dark blue-grey color with a repeating pattern of small, light grey lightbulb icons. The icons are arranged in a grid-like fashion, with some appearing slightly more prominent than others.

**STAND OUT AS AN EXPERT  
IN YOUR INDUSTRY.  
BUILD TRUST.**



# 2 HOW DO YOU CREATE A SUCCESSFUL BLOG?

# BLOGGING BEST PRACTICES

- ☒ Pick a topic and a title.
- ☒ Format and optimize the post.
- ☒ Promote offers on your blog to increase lead generation.
- ☒ Promote your blog posts.
- ☒ Analyze the performance of your blog posts.

# BLOGGING BEST PRACTICES

- ☒ Pick a topic and a title.
- ☒ Format and optimize the post.
- ☒ Promote offers on your blog to increase lead generation.
- ☒ Promote your blog posts.
- ☒ Analyze the performance of your blog posts.

March 26, 2015 // 11:00 AM

## 6 Reasons Why Marketers Should Bet on Podcasting

Written by [Alisa Meredith](#) | @alisammeredith



It started with a few tweets here and there asking me to start a podcast ("I don't have time to read all your blog posts!"), a couple of guest appearances on hangouts and other marketing podcasts, and next thing I know, for Inbound Marketing Week this year, I launched The Superheroes of Marketing podcast.

There is more to it than that, obviously. And the challenges were well, challenging... I'm not good with hardware. Wires and plugs all look the same to me. As an introvert, the performance part of the project is exhausting. Like everyone else, I'm busy. Really busy. Podcasting is extremely time consuming (more so than I expected).

But, here I am, planning, scheduling, recording and editing a weekly podcast with my co-host, Kelly Kranz. Am I crazy? Maybe. But here's why it works.

### Why People are Eating Up Podcasts

Last spring, I found I couldn't read all the blog posts I needed to in order to keep up with all the great content and updates I needed to stay up on. So I started listening to podcasts weekday mornings as I got ready for the day. For me, it was a matter of making the most of my time – and I'm hooked.

SHARE

794

 Tweet

163

 Like

142

 Share



# Write educational content.

Answer the questions or problems that people are searching for answers to.



**WRITE ABOUT YOUR  
INDUSTRY,  
NOT YOURSELF.**

# BRAINSTORM A LIST OF TOPICS

- What are the most frequently asked questions?
- What do your buyer personas need help with?
- What do you wish people knew about your industry?
- What are industry bloggers, social media and your competitors talking about?



When picking a topic, **do keyword research.**

Which keywords do your buyer personas use? Which are associated with your industry?  
Write about those topics to get found and start ranking higher in search results.

PICK **ONE TOPIC** TO FOCUS  
ON PER POST.



# BLOGGING BEST PRACTICES

- ☒ Pick a topic and a title.
- ☒ Format and optimize the post.
- ☒ Promote offers on your blog to increase lead generation.
- ☒ Promote your blog posts.
- ☒ Analyze the performance of your blog posts.

Start with a  
**working title.**

Start here to narrow your topic down  
and focus on one single angle.

**TOPIC**

“Choosing paint colors”

**WORKING TITLE**

“The Best Colors to  
Paint Your Kitchen”

March 24, 2015 // 11:00 AM

## How to Produce an Internet Radio Show

Written by [Michael Reynolds](#) | [@michaelreynolds](#)



SHARE

204

Tweet

45

Like

42

Share

There are lots of ways to generate and publish content for your inbound marketing efforts. From the tried and true written word that powers your [corporate blog](#) to infographics, webinars, video and ebooks, the number of channels available to you seem almost endless.

It can be frustrating at times to try to cut through the noise with this much content being published. While publishing relevant information can help you create a loyal community of constituents, do you ever wonder if you could reach more people by adapting your content to a different style?

If you're struggling to figure out "what's next," you might want to explore the idea of hosting your own live internet radio show.

Talk radio is big business. The top shows have [audiences in the millions](#) and generate a great deal of revenue from advertising and sponsorships, not to mention the ability generate more revenue through promoting their own products and services.

Include a  
**long-tail keyword**  
in the title.

It should be based on the topic  
you've chosen for the post.



March 31, 2015 // 8:00 AM

## Is Your Website Mobile-Friendly? 3 Tools to Help You Prepare for Google's Next Algorithm Update

Written by [Jeffrey Vocell](#) | @jvocell



SHARE

378

 Tweet

 76

 Like

Make the **value of the post clear.**

Set the right expectations – what is the reader going to get out of it?

# Shorten the title to **under 60 characters.**

Google only shows the first 50-60 characters of a title in search results.

**11 Ways to Make Your Content Appealing to International ...**

[blog.hubspot.com/marketing/international-content-creation](http://blog.hubspot.com/marketing/international-content-creation) ▾ HubSpot, Inc. ▾

Apr 14, 2015 - Learn tips for creating **content** that **appeals** to **your** entire **audience**, no matter where in the world they come from.

April 14, 2015 // 8:00 AM

## 11 Ways to Make Your Content Appealing to International Audiences

Written by [Nataly Kelly](#) | [@natalykelly](#)



SHARE

512

 Tweet

# WHICH TITLE FOLLOWS BEST PRACTICES?

- A. The Key to a Good Meeting
- B. How to Have a Team Meeting Where People Pay Attention and Don't Fall Asleep at the Table Instead
- C. Meeting Leadership Skills
- D. How to Stop Holding Boring Team Meetings

# WHICH TITLE FOLLOWS BEST PRACTICES?

- A. The Key to a Good Meeting
- B. How to Have a Team Meeting Where People Pay Attention and Don't Fall Asleep at the Table Instead
- C. Meeting Leadership Skills
- D. How to Stop Holding Boring Team Meetings

# WHICH TITLE FOLLOWS BEST PRACTICES?

- A. The Key to a Good Meeting
- B. How to Have a Team Meeting Where People Pay Attention and Don't Fall Asleep at the Table Instead
- C. Meeting Leadership Skills
- D. How to Stop Holding Boring Team Meetings



# WHICH TITLE FOLLOWS BEST PRACTICES?

- A. The Key to a Good Meeting
- B. How to Have a Team Meeting Where People Pay Attention and Don't Fall Asleep at the Table Instead
- C. Meeting Leadership Skills
- D. How to Stop Holding Boring Team Meetings

# BLOGGING BEST PRACTICES

- ☒ Pick a topic and a title.
- ☒ Format and optimize the post.
- ☒ Promote offers on your blog to increase lead generation.
- ☒ Promote your blog posts.
- ☒ Analyze the performance of your blog posts.

March 30, 2015 // 7:00 AM

# The Pros and Cons of Geo-Targeting in Paid Search

Written by [Michelle Brammer](#) | @ezangamichelle



SHARE

52

Tweet

8

Like

16

Share

It happens to the best of us.

I remember not too long ago being in a "New York State of Mind." Too bad the campaign I was optimizing was for New Jersey. Whoops! I caught it after only a day, but that didn't reverse the wasted ad spend. I learned my lesson: enter once, check twice.

It's no secret that geo-targeting has opened many doors for advertisers. Geo-targeting helps focus in on a specific market, resulting in more relevant messaging and a better return.

But sometimes too much of a good thing can be a curse. And in those instances, geo-targeting, well, it isn't so great.

Here's some pros and cons to your geo-targeting strategy that might help, or hinder, your campaign:

## The Advantages of Geo-Targeting

### 1) You Can Hide Ads from Your Competitors

If you're testing a new strategy or offer, you don't want your competitors to know, right? Hiding your ads from your competitors is possible with a combination of [geotargeting](#) and [IP exclusion](#). With IP exclusion, you prevent people in your competitors' corporate offices from seeing your ads. And with geo-targeting, you can still advertise in their so called backyard. It keeps your strategy safe without removing an entire market from your search strategy.

First, identify your [competitors IP addresses](#). Once identified, you can exclude them from your AdWords Campaigns. To exclude these IP addresses:

1. Click on the campaign tab
2. Click settings
3. Click advanced settings
4. Click IP exclusions

# Use whitespace.

It allows the visitor to focus on the content, not the clutter.

March 30, 2015 // 7:00 AM

# The Pros and Cons of Geo-Targeting in Paid Search

Written by [Michelle Brammer](#) | @ezangamichelle



SHARE

52

Tweet

8

Like

16

Share

✉

It happens to the best of us.

I remember not too long ago being in a "New York State of Mind." Too bad the campaign I was optimizing was for New Jersey. Whoops! I caught it after only a day, but that didn't reverse the wasted ad spend. I learned my lesson: enter once, check twice.

It's no secret that geo-targeting has opened many doors for advertisers. Geo-targeting helps focus in on a specific market, resulting in more relevant messaging and a better return.

But sometimes too much of a good thing can be a curse. And in those instances, geo-targeting, well, it isn't so great.

Here's some pros and cons to your geo-targeting strategy that might help, or hinder, your campaign:

## The Advantages of Geo-Targeting

### 1) You Can Hide Ads from Your Competitors

If you're testing a new strategy or offer, you don't want your competitors to know, right? Hiding your ads from your competitors is possible with a combination of [geotargeting](#) and [IP exclusion](#). With IP exclusion, you prevent people in your competitors' corporate offices from seeing your ads. And with geo-targeting, you can still advertise in their so called backyard. It keeps your strategy safe without removing an entire market from your search strategy.

First, identify your [competitors IP addresses](#). Once identified, you can exclude them from your AdWords Campaigns. To exclude these IP addresses:

1. Click on the campaign tab
2. Click settings
3. Click advanced settings
4. Click IP exclusions

Use **section headers**,  
**bullets or numbered lists**  
to break up information.

### 3 Ways to Improve the User Experience of Your Site

Thinking your site could use a similar overhaul?

If you'd like to make changes based on user experience, there's just one main concept you need to keep in mind: **Always focus on the wants and needs of your user.** Don't let your CEO, CMO, or Junior Visual Designer dictate the design or messaging. Turn to your users and ask them what they want. Here are a few simple ways to do just that:

#### 1) Gather some qualitative feedback.

Start by user testing your site. You could use a simple and free service like [Peek](#). Interview your customers and ask them what they like about your product, messaging, or online presence. Get to know the human on the other side of the computer by [developing empathy](#) within your team.

**Bold** important information.

Help readers quickly understand the key takeaways from the post.

# Include images to **break text up visually**.

Place an image at the top of each post to entice your visitors to read more.

## A Helpful Guide of Public Speaking Tips [Infographic]

Written by [Lindsay Kolowich](#) | @lkolo25



SHARE

413

Tweet

97

Like

82

Share



If the thought of speaking in front of a crowd makes you uneasy, you're not alone. [According to a study](#) by Chapman University, public speaking is the number one fear in America -- followed

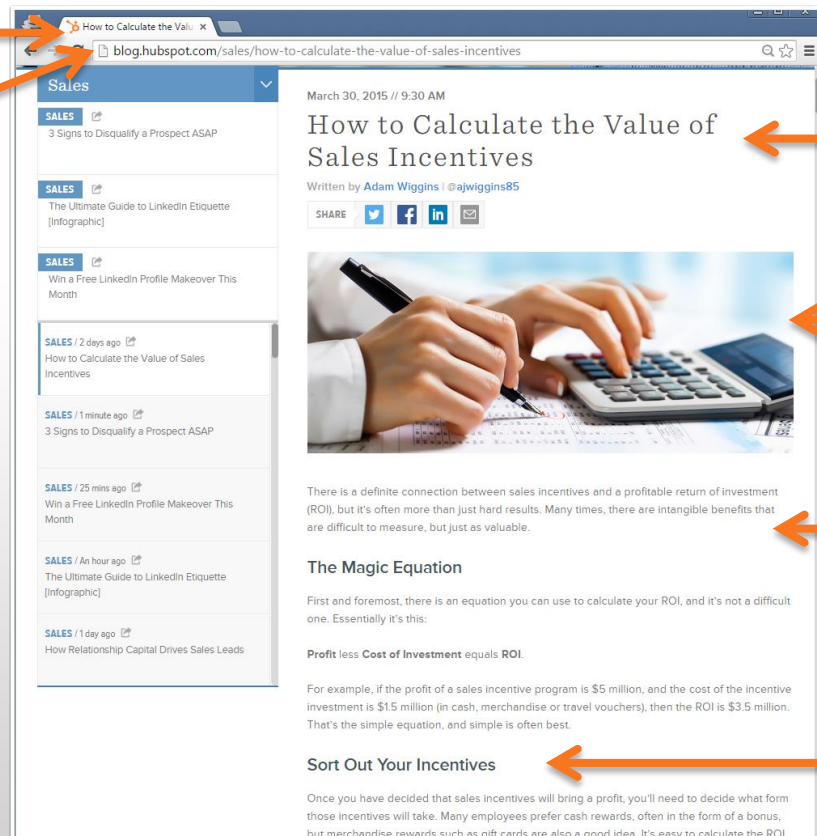
# BLOGGING BEST PRACTICES

- ☒ Pick a topic and a title.
- ☒ Format and optimize the post.
- ☒ Promote offers on your blog to increase lead generation.
- ☒ Promote your blog posts.
- ☒ Analyze the performance of your blog posts.

# Optimize the post around **the long-tail keyword**.

Is it in the page title?

Is it in the URL?



Is it in the post title?

Is it in the image alt-text?

Is it used naturally in the body?

Is it in the headers?



Of course, it goes without saying that you should never shout in a meeting with a client -- but you already knew that.

## 2) Drink lots of water.

Human beings are made up of more than 60% water, and there's not a single bodily organ that can function without it. Even bones are [more than a fifth water](#).

Besides the fact that drinking more water is generally good for you, it'll also keep your voice in peak condition. Your vocal cords and larynx exist in a warm, moist environment. Maintaining that environment is important to keep your voice system at an optimal level of performance, so make sure you're staying hydrated.

## 3) Avoid reflux.

Have you ever woken up in the morning with a hoarse voice even when you don't have a cold? You may have mild reflux.

Gastric reflux can give you heartburn or chest pain, but [laryngopharyngeal reflux](#), which occurs when stomach acid travels up to your larynx and throat, might not trigger any dramatic symptoms in your body beyond a hoarse or sore throat. Your larynx isn't naturally protected against exposure to acid, so reflux can easily affect your voice. High-fat or high-carbohydrate diets and excessive drinking or smoking can all contribute to reflux.

To prevent reflux, avoid food or drink for three hours before you go to sleep. Foods that stimulate stomach acid production -- think fried, spicy, acidic foods, caffeine, and alcohol -- should be eaten sparingly. Antacids can also help.


## Use it Right

Now that your voice is in peak physical condition, how can you put it to use? Whether you're

Include relevant  
internal and external  
links within the  
content.

# BLOGGING BEST PRACTICES

- ☒ Pick a topic and a title.
- ☒ Format and optimize the post.
- ☒ Promote offers on your blog to increase lead generation.
- ☒ Promote your blog posts.
- ☒ Analyze the performance of your blog posts.

The background is a dark blue-grey color with a repeating pattern of small, light grey lightbulb icons. The text is centered and reads:

**USE YOUR BLOG TO  
STRATEGICALLY  
PROMOTE YOUR  
CURRENT OFFERS.**

# Feature calls-to-action **on the blog sidebar.**

These will appear on every post, so they should target a large segment of your visitors.

The image shows a screenshot of a blog page from SPINWEB. The sidebar on the right contains two call-to-action boxes highlighted with orange borders. The top box is titled "Subscribe to Our Blog" and includes an email input field and a "Subscribe" button. The bottom box is a blue sticky note with the text "Frustrated that your website is not helping you reach your marketing goals? Get a comprehensive plan for success." and a "Work With Us" button. The main content area shows a blog post titled "4 Ways to A/B Test Your Email Subject Line [Quick Tip]" with social sharing links and a hand-drawn diagram of an A/B test process.

**SPINWEB**

Engage Your Audience. That's What We're Here For.

## Blog

### 4 Ways to A/B Test Your Email Subject Line [Quick Tip]

Posted by Allison Gibbs

[Tweet](#) [Share](#) [Like](#) [Share](#) [+1](#)

Mar 30, 2015 9:30:00 AM

A/B testing always seems to be one of those email marketing tactics that gets away from us. It takes a little more work to do, but in the end it can reap huge rewards. If A/B testing isn't something that you've experimented with, it's time that you do so.

The diagram illustrates an A/B test process. At the top, four stick figures represent the audience. Arrows point from them to two groups: "A (50%)" and "B (50%)". Below each group, arrows point to "YES" and "NO" outcomes. The central text "A/B TEST" is surrounded by these outcomes. At the bottom, the text "WHICH IS HIGHER?" is written.

### Subscribe to Our Blog

Email \*

[Subscribe](#)

Frustrated that your website is not helping you reach your marketing goals? Get a comprehensive plan for success.

[Work With Us](#)

[Follow Us](#)

# Include a call-to-action **at the end of each post.**


This offer should be relevant to the content that a visitor has just read.

#### 4. Remove company name and newsletter from the subject line

[see all](#)

Standard Subject Line: SpinWeb Newsletter - New social media tips and tricks  
Variation for A/B Testing: New social media tips and tricks

Got the Idea? Remember that A/B testing isn't just a one time thing. Keep it going to see how you can make a bigger impact on your overall marketing with email. Now It's your turn...It's time to get testing!



Topics: [a/b testing](#)

### Subscribe to SpinWeb's Marketing Blog

Join thousands of other CEOs and Marketing & Sales Professionals who use our blog to strengthen their online presence. Enter your email address below to subscribe.

# BLOGGING BEST PRACTICES

- ☒ Pick a topic and a title.
- ☒ Format and optimize the post.
- ☒ Promote offers on your blog to increase lead generation.
- ☒ Promote your blog posts.
- ☒ Analyze the performance of your blog posts.

Link internally to  
your blog posts.

HubSpot Blogs

SOFTWAREABOUTCASE STUDIESPARTNERSPRICINGBLOGS

Where Marketers Go to Grow

SUBSCRIBE

Marketing

MARKETING

15 Examples of Great Mobile Website Design

SALES

3 Signs to Disqualify a Prospect ASAP

AGENCY

Should Your Agency Get Into the Sales Enablement Game?

MARKETING / 5 days ago

15 Examples of Great Mobile Website Design

MARKETING / 2 hrs ago

HubSpot Goes #DeskFree, Pioneering the Next Frontier of Workspace Collaboration

MARKETING / 4 hrs ago

9 Google Drive Tips You'll Wish You Knew All Along

MARKETING / 18 hrs ago

This Guy Got Drunk and Critiqued Our Website. Here's What He Had to Say.

MARKETING / 1 day ago

A Helpful Guide of Public Speaking Tips [Infographic]

March 27, 2015 // 8:00 AM

15 Examples of Great Mobile Website Design

Written by Rachel Sprung | @rsprung



Now more than ever, businesses are focusing on creating delightful mobile website experiences. After all, **80% of Internet users are using smartphones to search online.**

What's more, marketers are gearing up for a big change Google plans to make to their algorithm starting on April 21, 2015. Google wrote in their official blog that they will be "expanding our use of mobile-friendliness as a ranking signal," and their update should have a significant effect on marketers.

When Google makes this change, **it will have a bigger impact than Panda or Penguin.** To put that in context, their Panda update impacted only about 12% of queries, and Penguin affected about 4% of mobile and desktop queries.

In other words, if you haven't been focusing on **improving your mobile experience**, you'd better prioritize it now, or your search ranking might suffer. According to a Search Engine Land article about the update, there will be "no degrees of mobile friendliness" -- your site will either be judged as mobile-friendly ... or not.

# Leverage your **website**.

Promote recent or popular posts on your blog sidebar, and add a blog link to your main website navigation.

The screenshot displays the HubSpot Blogs website. At the top, the navigation bar includes links for SOFTWARE, ABOUT, CASE STUDIES, PARTNERS, PRICING, and BLOGS (which is highlighted with an orange box). Below the navigation bar is a hero image of a person's hands typing on a laptop, with the text "Where Marketers Go to Grow" overlaid. A "SUBSCRIBE" button is in the top right corner. On the left, a sidebar is highlighted with an orange border, featuring a "Marketing" dropdown menu. Under this menu, several blog posts are listed, including "15 Examples of Great Mobile Website Design" (dated March 27, 2015). The main content area features the same article, "15 Examples of Great Mobile Website Design," written by Rachel Sprung. The article includes a colorful illustration of a desk setup with a laptop, a tablet, a smartphone, a desk lamp, a mug, and a cactus. The text of the article discusses the importance of mobile website design, noting that 80% of internet users use smartphones to search online and that Google's algorithm update will prioritize mobile-friendly sites.

HubSpot Blogs

SOFTWARE ABOUT CASE STUDIES PARTNERS PRICING **BLOGS**

Where Marketers Go to Grow

**Marketing**

**MARKETING** 15 Examples of Great Mobile Website Design

**SALES** 3 Signs to Disqualify a Prospect ASAP

**AGENCY** Should Your Agency Get Into the Sales Enablement Game?

**MARKETING** / 5 days ago 15 Examples of Great Mobile Website Design

**MARKETING** / 2 hrs ago HubSpot Goes #DeskFree, Pioneering the Next Frontier of Workspace Collaboration

**MARKETING** / 4 hrs ago 9 Google Drive Tips You'll Wish You Knew All Along

**MARKETING** / 18 hrs ago This Guy Got Drunk and Critiqued Our Website. Here's What He Had to Say.

**MARKETING** / 1 day ago A Helpful Guide of Public Speaking Tips [Infographic]

March 27, 2015 // 8:00 AM

## 15 Examples of Great Mobile Website Design

Written by [Rachel Sprung](#) | @rsprung

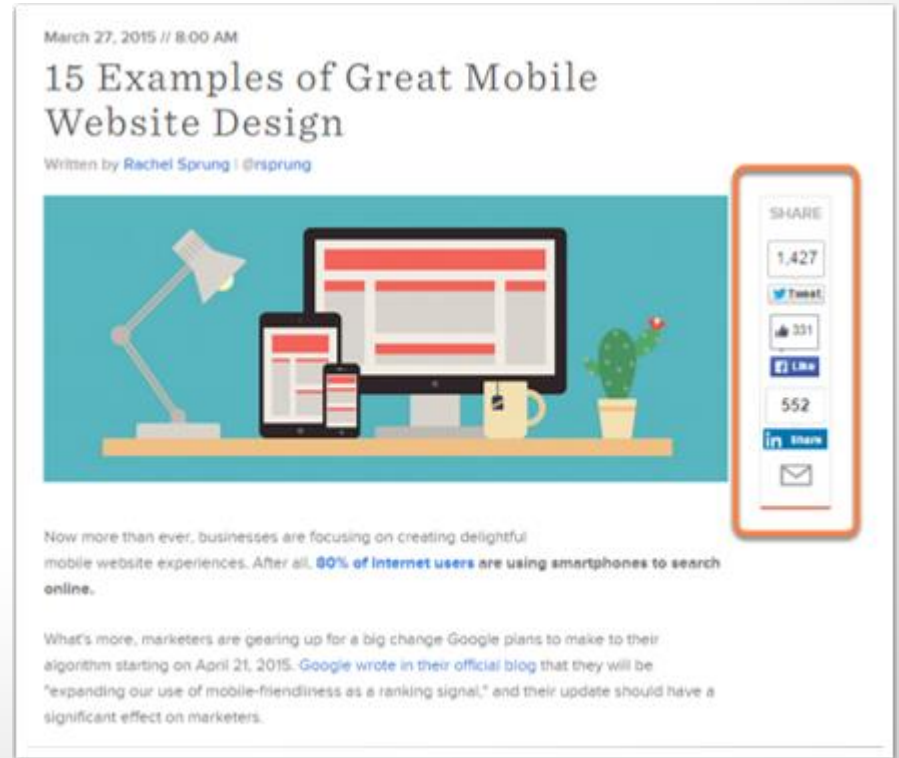
Now more than ever, businesses are focusing on creating delightful mobile website experiences. After all, **80% of internet users** are using smartphones to search online.

What's more, marketers are gearing up for a big change Google plans to make to their algorithm starting on April 21, 2015. Google wrote in their official blog that they will be "expanding our use of mobile-friendliness as a ranking signal," and their update should have a significant effect on marketers.

When Google makes this change, **it will have a bigger impact than Panda or Penguin**. To put that in context, their Panda update impacted only about 12% of queries, and Penguin affected about 4% of mobile and desktop queries.

In other words, if you haven't been focusing on **improving your mobile experience**, you'd better prioritize it now, or your search ranking might suffer. According to a [Search Engine Land](#) article about the update, there will be "no degrees of mobile friendliness" — your site will either be judged as mobile-friendly ... or not.



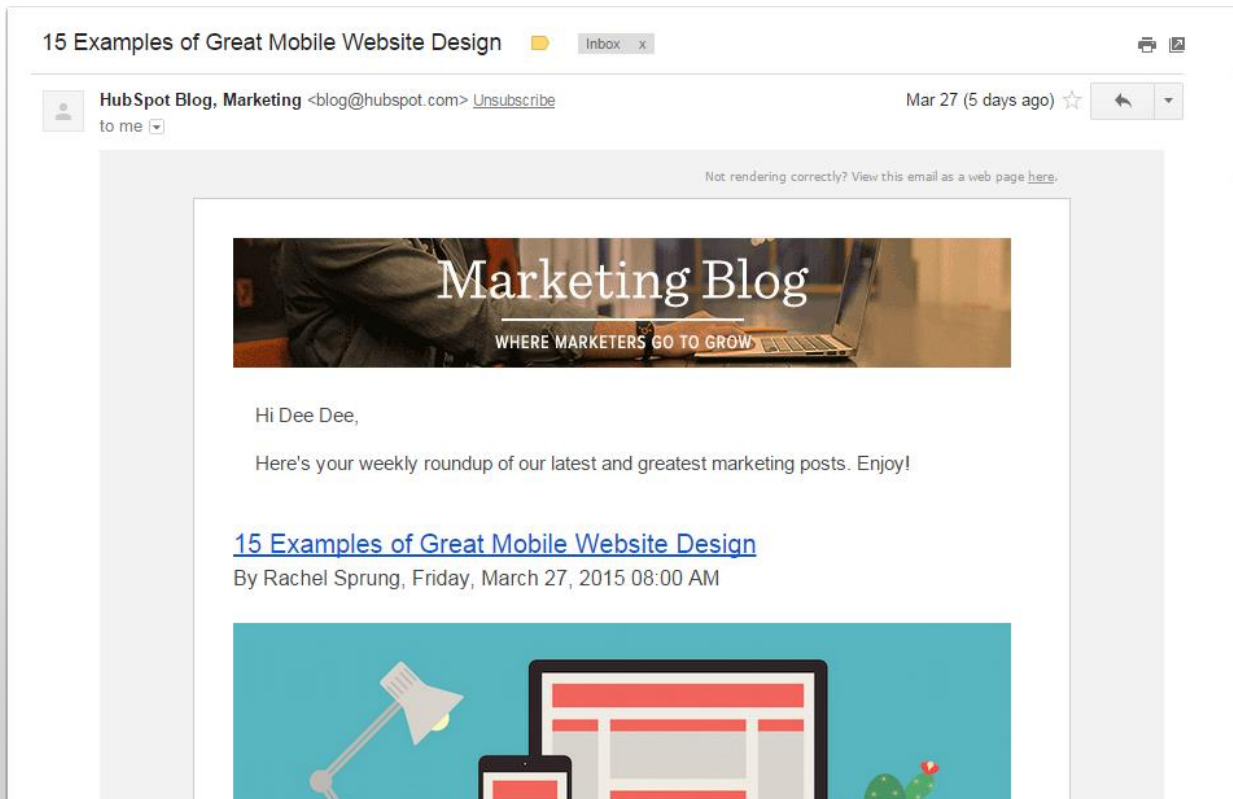


Share posts on **social media**.

Promote them when you publish and include social sharing buttons at the top of the posts.

# Promote posts via **email**.

Send your buyer personas relevant content, include posts in newsletters, and create a blog digest email for your subscribers.



# BLOGGING BEST PRACTICES

- ☒ Pick a topic and a title.
- ☒ Format and optimize the post.
- ☒ Promote offers on your blog to increase lead generation.
- ☒ Promote your blog posts.
- ☒ Analyze the performance of your blog posts.

# BLOG METRICS TO ANALYZE



Look at the number of views for each blog post.



Filter your most popular articles by topic, author or channel of promotion.



Look at the number of clicks on the call-to-action at the end of an individual post.

# BLOG METRICS TO ANALYZE



Look at the number of views for each blog post.



Filter your most popular articles by topic, author or channel of promotion.



Look at the number of clicks on the call-to-action at the end of an individual post.

# BLOG METRICS TO ANALYZE



Look at the number of views for each blog post.



Filter your most popular articles by topic, author or channel of promotion.



Look at the number of clicks on the call-to-action at the end of an individual post.



**WRITE CONSISTENTLY AND  
FREQUENTLY.**



# 3 WHAT DOES A SUCCESSFUL BLOG POST LOOK LIKE?



# Did they pick a good topic?

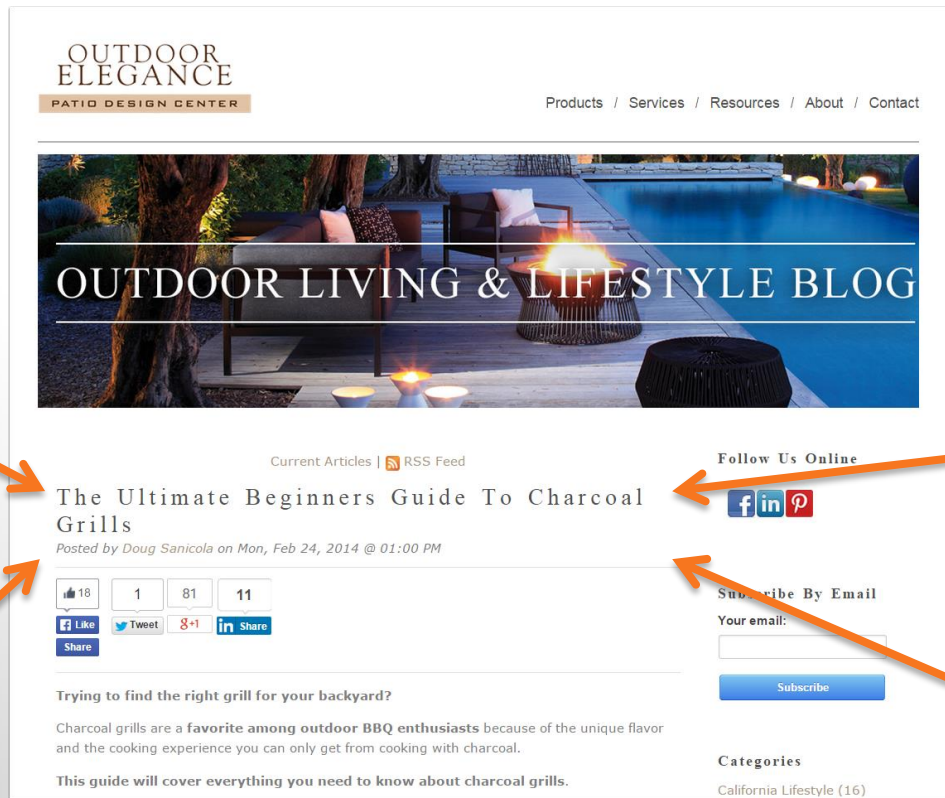


Educational  
subject

Topic their buyer  
personas want to  
hear about

Writing about  
their industry,  
not themselves

# Did they pick **a compelling title?**



Value of the post is clear

Long-tail keyword

The title pops!

Under 60 characters

# Which **formatting best practices** do you see?

Bolding

## The Ultimate Beginners Guide To Charcoal Grills

Posted by Doug Sanicola on Mon, Feb 24, 2014 @ 01:00 PM



Subscribe By Email

Your email:

Subscribe

### Categories

California Lifestyle (16)  
Cooking Outside (10)  
Fire Pits (8)  
Grilling & BBQ (10)  
Outdoor Design Tips (13)  
Outdoor Entertaining (16)  
Outdoor Heating (4)  
Outdoor Kitchens (12)  
Outdoor Living (17)  
Outdoor Spaces (20)  
Patio Furniture (14)

### Latest Posts

12 Patio Design Ideas  
50 Luxury Patio Furniture Collections  
50 Outdoor Kitchens Designs  
Fireplace Designs & Fireside Luxury by R.H. Peterson  
21 Outdoor Fire Pits  
High-Tech Grilling With

### Trying to find the right grill for your backyard?

Charcoal grills are a **favorite among outdoor BBQ enthusiasts** because of the unique flavor and the cooking experience you can only get from cooking with charcoal.

**This guide will cover everything you need to know about charcoal grills.**

We will breakdown everything from how charcoal grills work, to the different fuel choices and some questions you should ask yourself to help you find your perfect fit.

**Take a look and see what has made charcoal grilling a staple in American grilling.**



## How Does A Charcoal Grill Work?

Cooking with a charcoal grill takes time and attention to detail.

Charcoal is loaded in the chamber just under the grill grate and is the fuel source. When burned, the charcoal will transform into embers radiating heat up toward the top vent.

**Temperature is controlled by adjusting the top or bottom vents allowing more oxygen in or out. More results in a higher temperature and less oxygen to cook it down.**

Whitespace

Image

Section header

# Is the post **optimized for search engines**?

Page title

URL

Image alt-text

Body



# Are they promoting their offers?

Subscription form

Could use the sidebar to promote an offer

surface space. Some people make their own extra large barrel grills specially made for smoking large amounts of meat.

## What Did You Learn

- Why charcoal grills have been a staple for backyard grilling in America for a hundred years.
- Overall **flavor, heat control and quality** is what sets charcoal grills apart from competing grills and gives you a great BBQ experience.
- What features are important when building your charcoal BBQ space.
- Tons of **creative tools** that can make grilling with charcoal more **convenient and fun**.

Download your free copy of The BBQ Grill Buying Guide! Learn even more about top outdoor grills!



Tags: Outdoor Spaces, Outdoor Kitchens, Cooking Outside, Grilling & BBQ

## The Ultimate Beginners Guide To Charcoal Grills

Posted by Doug Sanicola on Mon, Feb 24, 2014 @ 01:00 PM



### Trying to find the right grill for your backyard?

Charcoal grills are a **favorite among outdoor BBQ enthusiasts** because of the unique flavor and the cooking experience you can only get from cooking with charcoal.

**This guide will cover everything you need to know about charcoal grills.**

We will breakdown everything from how charcoal grills work, to the different fuel choices and some questions you should ask yourself to help you find your perfect fit.

**Take a look and see what has made charcoal grilling a staple in American grilling.**



### How Does A Charcoal Grill Work?

Cooking with a charcoal grill takes time and attention to detail.

Charcoal is loaded in the chamber just under the grill grate and is the fuel source. When burned, the charcoal will transform into embers radiating heat up toward the top vent.

**Temperature is controlled by adjusting the top or bottom vents allowing more oxygen in or less. More results in a higher temperature and less oxygen to cool it down.**



### Subscribe By Email

Your email:

Subscribe

### Categories

California Lifestyle (16)  
Cooking Outside (10)  
Fire Pits (8)  
Grilling & BBQ (10)  
Outdoor Design Tips (13)  
Outdoor Entertaining (16)  
Outdoor Heating (4)  
Outdoor Kitchens (12)  
Outdoor Living (17)  
Outdoor Spaces (20)  
Patio Furniture (14)

### Latest Posts

12 Patio Design Ideas  
50 Luxury Patio Furniture Collections  
50 Outdoor Kitchens Designs  
Fireplace Designs & Fireside Luxury by R.H. Peterson  
21 Outdoor Fire Pits  
High-Tech Grilling With The Big Green Egg

Content offer relevant to the topic at the bottom of the post

# Are they promoting their post?

Social sharing buttons



## The Ultimate Beginners Guide To Charcoal Grills

Posted by Doug Sanicola on Mon, Feb 24, 2014 @ 01:00 PM



### Trying to find the right grill for your backyard?

Charcoal grills are a favorite among outdoor BBQ enthusiasts because of the unique flavor and the cooking experience you can only get from cooking with charcoal.

**This guide will cover everything you need to know about charcoal grills.**

We will breakdown everything from how charcoal grills work, to the different fuel choices and some questions you should ask yourself to help you find your perfect fit.

**Take a look and see what has made charcoal grilling a staple in American grilling.**



## How Does A Charcoal Grill Work?

Cooking with a charcoal grill takes time and attention to detail.

Charcoal is loaded in the chamber just under the grill grate and is the fuel source. When burned, the charcoal will transform into embers radiating heat up toward the top vent.

**Temperature is controlled by adjusting the top or bottom vents allowing more oxygen in or out. More results in a higher temperature and less oxygen to cool it down.**



Social following buttons

### Subscribe By Email

Your email:

Subscribe

### Categories

- California Lifestyle (16)
- Cooking Outside (10)
- Fire Pits (8)
- Grilling & BBQ (10)
- Outdoor Design Tips (13)
- Outdoor Entertaining (16)
- Outdoor Heating (4)
- Outdoor Kitchens (12)
- Outdoor Living (17)
- Outdoor Spaces (20)
- Patio Furniture (14)

### Latest Posts

- 12 Patio Design Ideas
- 50 Luxury Patio Furniture Collections
- 50 Outdoor Kitchens Designs
- Fireplace Designs & Fireside Luxury by R.H. Peterson
- 21 Outdoor Fire Pits
- High-Tech Grilling With



Links to latest posts

THANK YOU.

