

HOW TO BECOME A BETTER BLOGGER



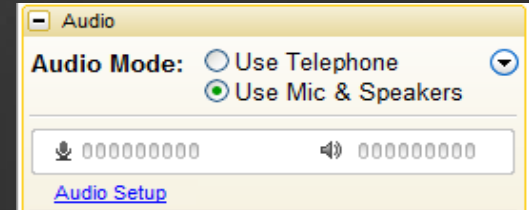
Question of the day at 1:55 pm ET.

The broadcast begins at 2:00 pm ET.

Use the Question Pane in GoToWebinar to Ask Questions!

1 Use the hashtag #InboundLearning on Twitter

2 Question of the day



@HubSpotAcademy

#InboundLearning



Upcoming BROADCASTs

5/5 – Social Media with Markiesha Ollison

5/19 – Landing Pages with Angela Hicks



HubSpot

Mark Kilens

@MarkKilens

Dee Dee de Kenessey

@deeedeekc



AGENDA

- 1 Blogging best practices
- 2 HubSpot Blog tool updates
- 3 What's new in blogging
- 4 Featured blogging projects
- 5 Examples of awesome blogs

1 BLOGGING BEST PRACTICES

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.**

2 HUBSPOT BLOG TOOL UPDATES



WHAT'S NEW:

You can now customize the social message that automatically posts when you publish a blog post.

Connect another account ▾

Manage sharing settings As an admin, you can decide which accounts are shared with your entire team.

Account	Reach ?	Auto-publish ?
 	<input type="checkbox"/> OFF	<input checked="" type="checkbox"/> ON

Posts a link to your blog on this account whenever you publish a post

How it works: When setting up your social accounts in HubSpot's Social Inbox, you have the option to turn on Auto-publish for every channel on Twitter, Facebook, LinkedIn and Google+.

← Blog Posts

Content Options **Publishing**

Publish Date & Time

Publish blog post now (and set the date displayed to the current date/time)

Publish blog post at the following date and time

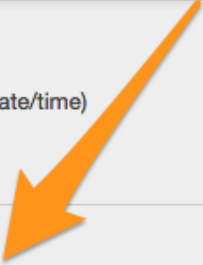
Social Media Auto-publishing

Social Media Message Text (The link will appear after this text) 94

If you leave this blank, your social message will use the blog post title.

Attach featured image to Twitter messages
(other networks will use the link preview)

This message will auto-publish to **1** social account ([view and edit accounts in Social Settings](#))



When creating your blog post in HubSpot's Blog tool, click on the "Publishing" tab on the right to set up your customized message.

Use Featured Image

Use Featured Image in Blog Posts and Social Media Networks

Use Featured Image

Featured Image

Set the primary image that social media networks will use to represent this page.



Please note: You must have an included a featured image in the post for it to show up as an option to include with Twitter messages for Social Media Auto-publishing.

3

WHAT'S NEW
IN BLOGGING


APRIL 21:

Google is updating their algorithm again, and it could have an impact on your business.

The update will use mobile-friendliness as a ranking signal. If your website isn't mobile-friendly, you potentially won't rank as high in search results when someone is searching Google using a mobile device.

80%

of internet users own a smartphone.



When someone is searching on a mobile device, Google will show sites that are **easy to read**, have **easy-to-tap navigations and links**, and **appropriately-sized images**.

**HOW DOES THIS AFFECT
YOUR BLOG?**

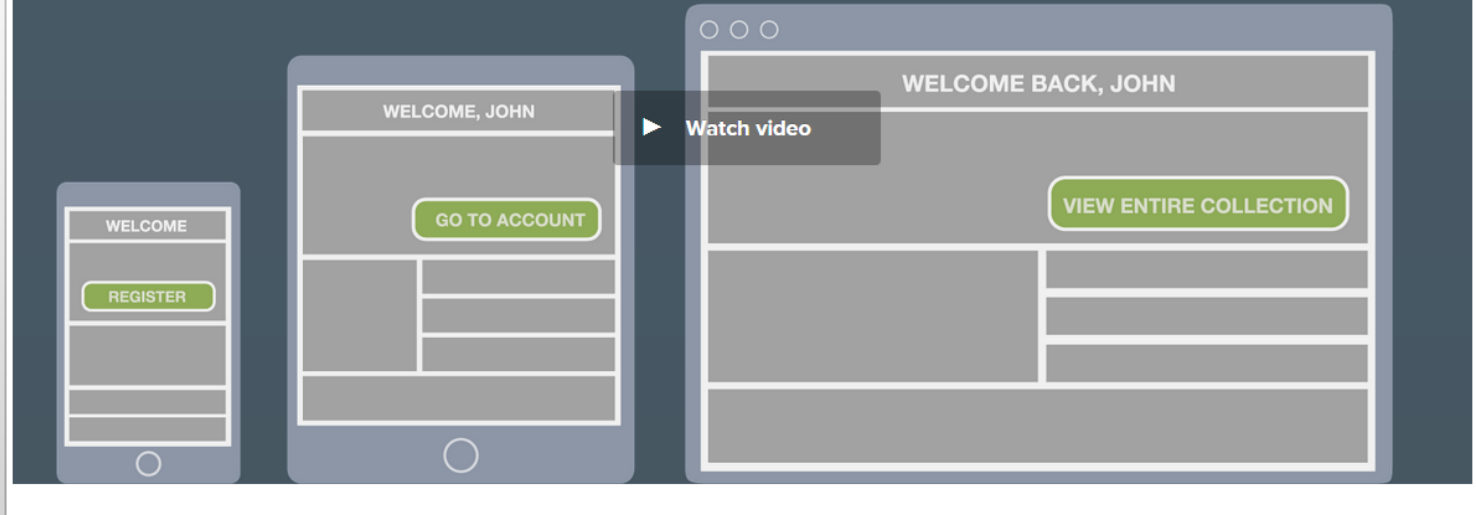


Ensure that your website uses **responsive design**.

Responsive websites are designed to automatically display correctly, regardless of the user's screen size.

The Content Optimization System

Deliver the most personalized web experience possible. No matter the device.



Blogs & websites built on HubSpot's COS **are responsive.**

3 TOOLS TO TEST MOBILE FRIENDLINESS

- 1 Google's Mobile-Friendly Test
- 2 W3C mobileOK Checker
- 3 HubSpot's Marketing Grader

4 FEATURED BLOGGING PROJECTS

CUSTOMER PROJECTS

BLOG TOPIC IDEAS

🕒 SUGGESTED TIME TO COMPLETE: 6 HOURS EACH MONTH

This project will help you brainstorm a list of topics to blog about.

Completing these steps will allow you to:

- Overcome your writer's block.
- Blog consistently and frequently.
- Get new traffic to your blog.



Step 1: Leverage internal knowledge.

[LEARN HOW](#)

Step 2: Excerpt from your most successful content offers.

[LEARN HOW](#)

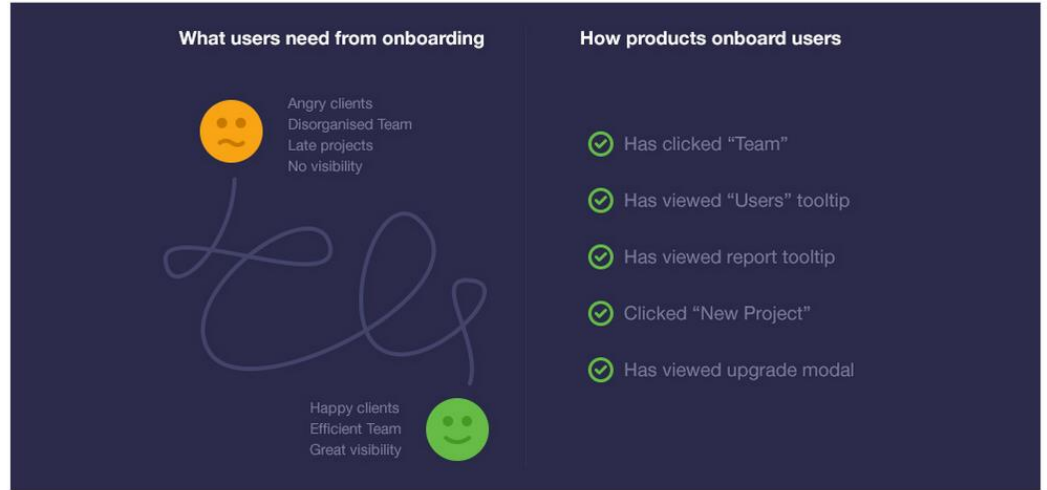
Step 3: Cover the news.

[LEARN HOW](#)

5 EXAMPLES OF AWESOME BLOGS

INTERCOM

KILLER USER ONBOARDING STARTS WITH A STORY



SHARE ON



7 Comments

AUTHOR



MODCLOTH

Fashion Report: *American Horror Story* Season 4

by Rachel Kalina on 09/09/2014 in Lifestyle

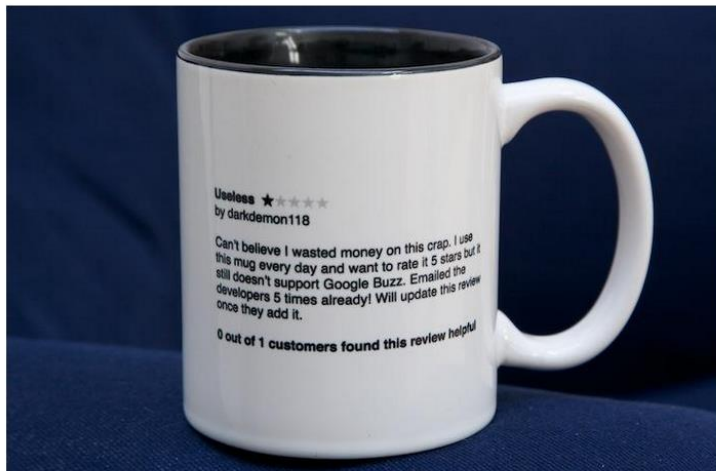


PRICEONOMICS

Are One-Star Reviews for Aholes?

Aug 20, 2014 · 11,502 views

[Share](#) [Like](#) 172 [Tweet](#) 147



A mug created by developer Marco Arment inspired by [one-star app reviews](#)

Recently, this author called a car from a ride-sharing service to get home from San Francisco Airport. It was 2AM, and after a long day of flight delays, it was a relief that a nearby car was available for pickup and the price was less than \$30 (compared to a taxi which is normally around \$50). The car picked us up within ten minutes, and we were on our way home. The car was brand new and comfortable, and the driver an enthusiastic, young 20-something who lived by the airport and picked up customers to make some extra money.

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Hipster Business Models



A new book from Priceonomics about how to make a living

[→ Learn More](#)



[Infographic] Data on What Makes an Effective Sales Process

THU, MAR 5, 2015

POSTED BY [LINDSEY GRAFE](#)



In nearly every field of work, it's becoming more and more important that we have access to data we need to proactively improve whatever it is we're doing. More importantly, professionals are being asked to develop analytical skills so they can interpret and act on the data they have access to. This is true across the board, but especially so for marketers and salespeople. With CRM software and marketing automation platforms, we have access to endless data streams. We can pull reports about almost anything and it can be pretty confusing to determine what metrics are actually valuable.

[Kissmetrics](#) is an amazing blog where they write about "analytics, marketing and testing" -- each of their posts provides some clarity on what data is important, how to capture it, and how to react once you have. Recently, though, they had an infographic that caught my eye. "The Data That Makes an Effective Sales Process" gives salespeople some insight on what data is important, but also delves into how marketers can better qualify leads for sales through smart lead nurturing. So, I wanted to share it with you here:

++ Click Image to Enlarge ++



Bridging the Gap

Peanut butter didn't *always* work well with jelly. Same goes for marketing and sales. Read on for data-driven insights aimed at creating 'smarketing' synergy.

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DOCALYPTICS

NEXT STEPS

1. Verify that your blog and website are mobile friendly
2. Brainstorm ten new blog topics
3. Do keyword research for each new blog topic to ensure you're getting found by the right people
4. Start a HubSpot Academy blogging project

RESOURCES

1. Blog Topic Ideas project
2. Responsive or Bust: Google's Focus on Mobile & How to Design for It
3. 3 Steps to Identify Blog Topics that are Relevant to Your Audience
4. How to Brainstorm and Write an Epic Blog Post in Four Simple Steps
5. Mobile testing tools: Google's Mobile-Friendly Test, W3C mobileOK Checker & HubSpot's Marketing Grader

THANK YOU.

Happy #HubSpotting

