



Introduction to Blogging

HubSpot Academy

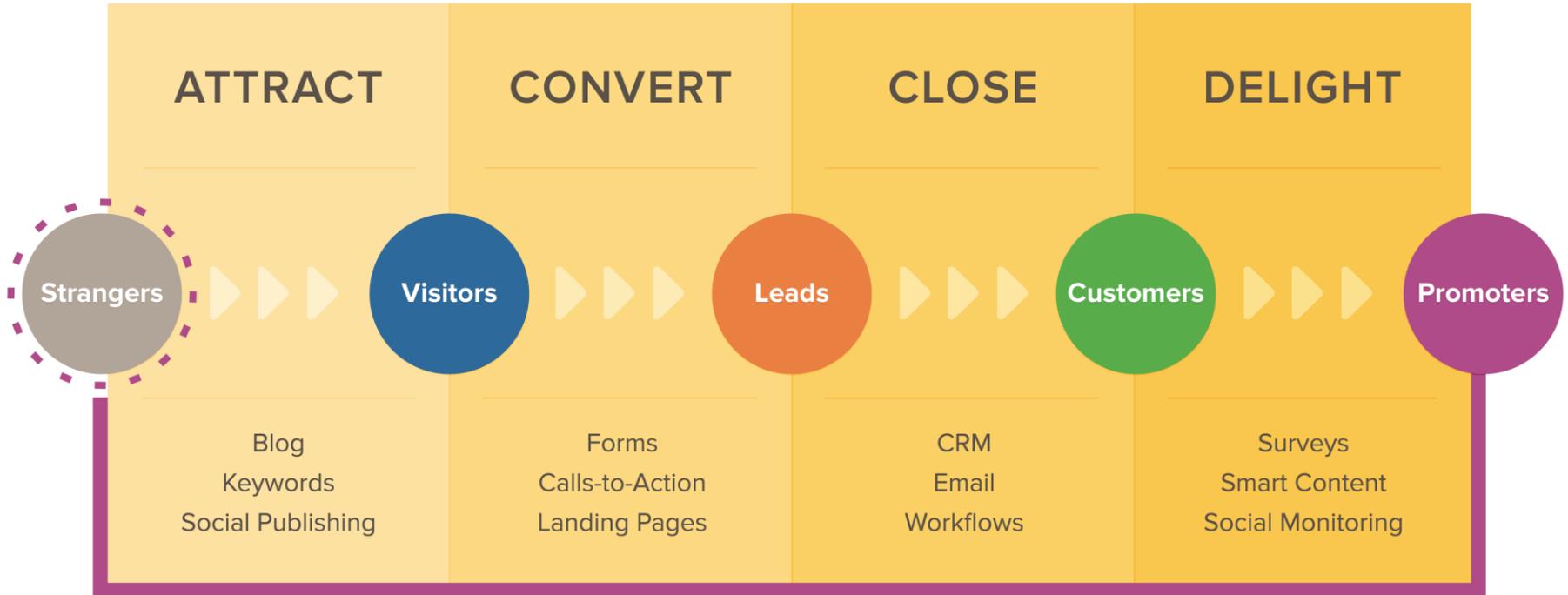
A large, bold, orange number '1' is positioned on the left side of the image, serving as a list item indicator.

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

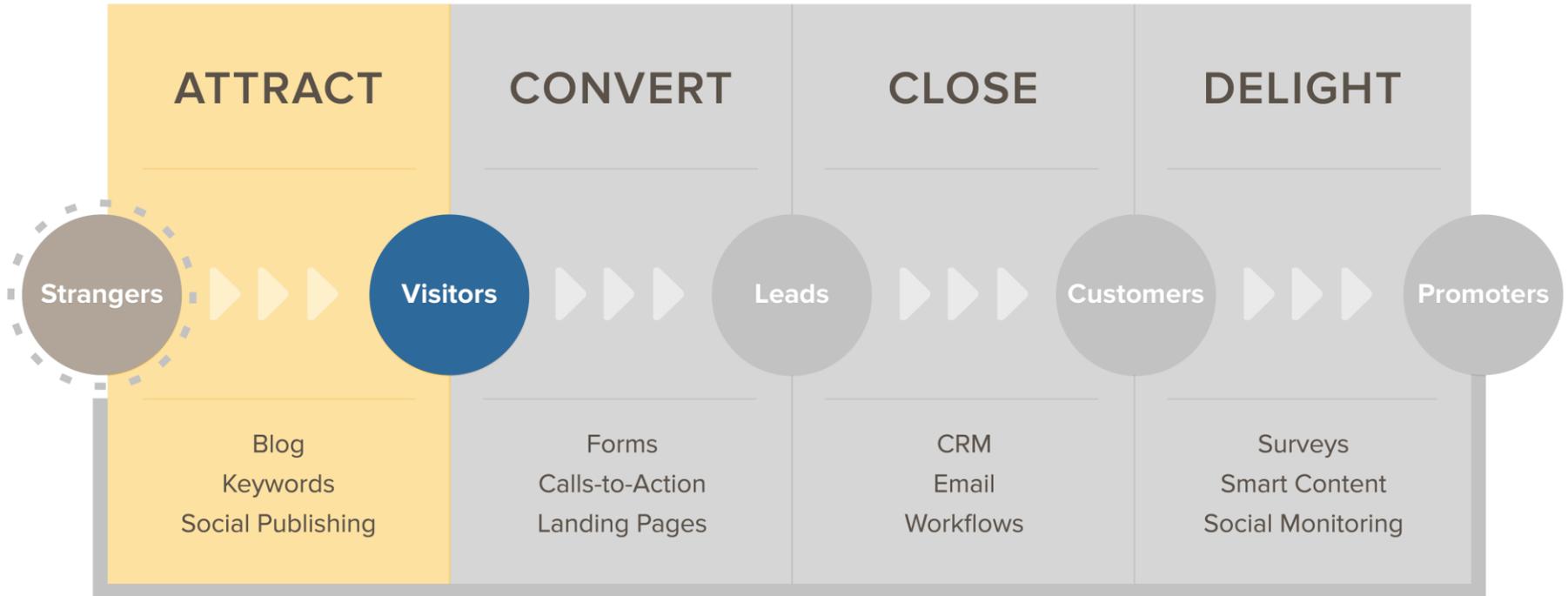
WHAT IS BLOGGING?

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

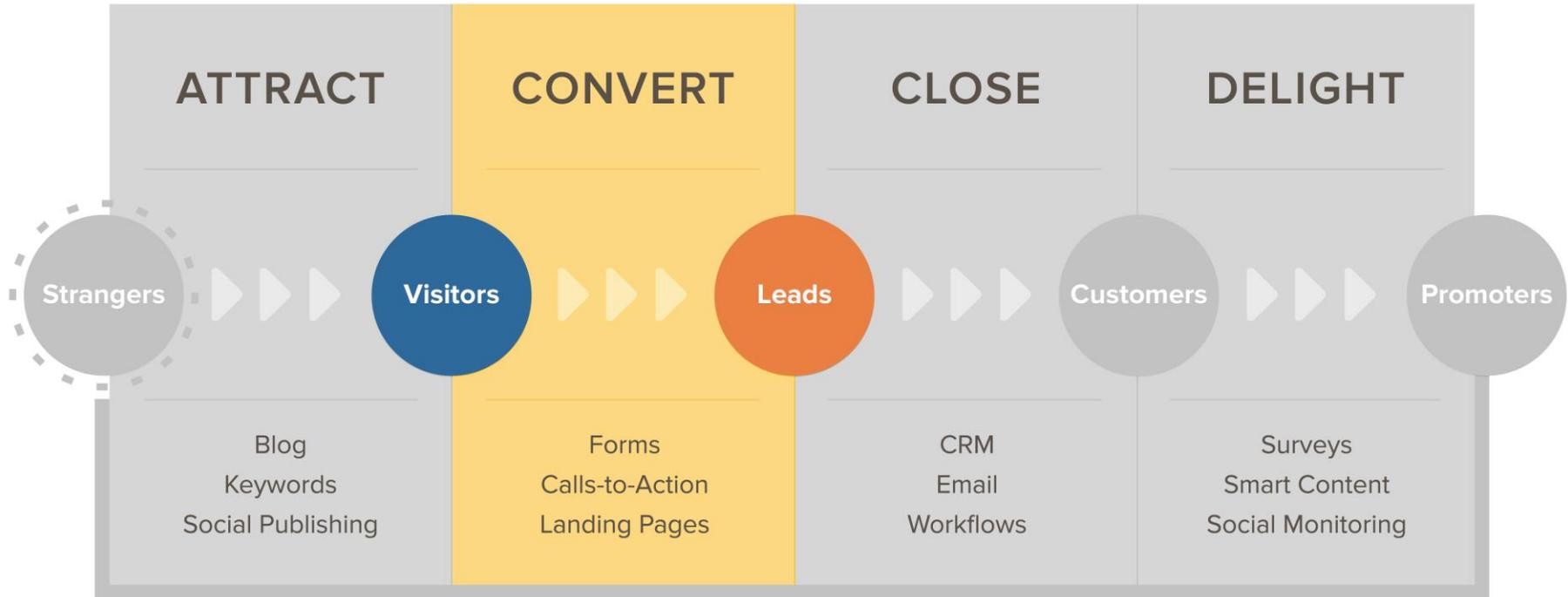
Inbound Methodology



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

**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](#) | @alissammeredith



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 ▾ 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

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

Envelope icon

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

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?

The screenshot shows a browser window displaying a HubSpot blog post. The browser's address bar contains the URL: `blog.hubspot.com/sales/how-to-calculate-the-value-of-sales-incentives`. The page title is "How to Calculate the Value of Sales Incentives". The post is dated March 30, 2015, at 9:30 AM, and is written by Adam Wiggins. The main image shows hands using a calculator. The body text discusses the connection between sales incentives and ROI, mentioning a "Magic Equation" and providing an example calculation. The post concludes with a section titled "Sort Out Your Incentives".

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.

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 screenshot shows a blog post on the SPINWEB website. The page header includes the SPINWEB logo, a search bar, and navigation links for 'about', 'solutions', 'work', 'blog', 'resources', and 'contact'. A grey banner below the header contains the text 'Engage Your Audience. That's What We're Here For.' The main content area features a 'Blog' section with a post titled '4 Ways to A/B Test Your Email Subject Line [Quick Tip]' by Allison Gibbs, dated Mar 30, 2015. The post includes social sharing buttons for Twitter, LinkedIn, Facebook, and Google+. Below the text is a hand-drawn diagram on a tablet screen illustrating an A/B test process. The diagram shows a central 'A/B TEST' circle with two paths: 'A (50%)' leading to 'YES' and 'NO' outcomes, and 'B (50%)' leading to 'YES' and 'NO' outcomes. At the bottom, it asks 'WHICH IS HIGHER?'. On the right sidebar, two call-to-action boxes are highlighted with orange borders. The top box is titled 'Subscribe to Our Blog' and contains an email input field and a 'Subscribe' button. The bottom box is a blue box with a white border, containing 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 with a right-pointing arrow.

SPINWEB about solutions work blog resources contact

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 4 | Share 4 | Like Share 4 | 8+1 3

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.

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.

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.

The screenshot shows a HubSpot blog page. The header includes the HubSpot logo and navigation links for SOFTWARE, ABOUT, CASE STUDIES, PARTNERS, PRICING, and BLOGS. A search bar and a 'SUBSCRIBE' button are in the top right. The main content area features a large hero image of a person's hands on a laptop with the text 'Where Marketers Go to Grow'. Below this is a 'Marketing' category dropdown menu. The main article is titled '15 Examples of Great Mobile Website Design' and is dated March 27, 2015. The author is Rachel Sprung. The article's introduction states that businesses are focusing on creating delightful mobile website experiences, and that 80% of internet users are using smartphones to search online. The article also mentions that Google plans to make changes to its algorithm starting on April 21, 2015, which will have a bigger impact than Panda or Penguin. The article concludes by stating that improving your mobile experience is a priority for better search ranking.

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.

Leverage your **website**.

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

The screenshot shows the HubsSpot Blogs website. The top navigation bar includes links for SOFTWARE, ABOUT, CASE STUDIES, PARTNERS, PRICING, and BLOGS. The main header features the text "Where Marketers Go to Grow" and a "SUBSCRIBE" button. A sidebar on the left is titled "Marketing" and lists several articles, with the top one being "15 Examples of Great Mobile Website Design". The main content area displays the article "15 Examples of Great Mobile Website Design" by Rachel Sprung, dated March 27, 2015. The article includes an illustration of a desk with a laptop, a tablet, a smartphone, a lamp, and a cactus. The text discusses the importance of mobile website design for search engines, noting that 80% of internet users use smartphones to search online. It also mentions that Google plans to update its algorithm to prioritize mobile-friendly sites starting in April 2015.

HubsSpot 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.

HubSpot @HubSpot · Mar 27
Designing your site for mobile? Check out 15 examples of great mobile design: hubs.ly/y0FjsZ0 by @RSprung



↳ 29 ☆ 27 ... [View more photos and videos](#)

HubSpot @HubSpot · Mar 27
What the Top 4 Social Networks Can Do For Your #Social #Commerce Revenue hubs.ly/y0Fg460 by @tracewall of @Bigcommerce

↳ 13 ☆ 19 ... [View summary](#)

March 27, 2015 // 8:00 AM

15 Examples of Great Mobile Website Design

Written by Rachel Sprung | @rsprung



SHARE
1,427
Tweet
331
Like
552
Share
✉

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.

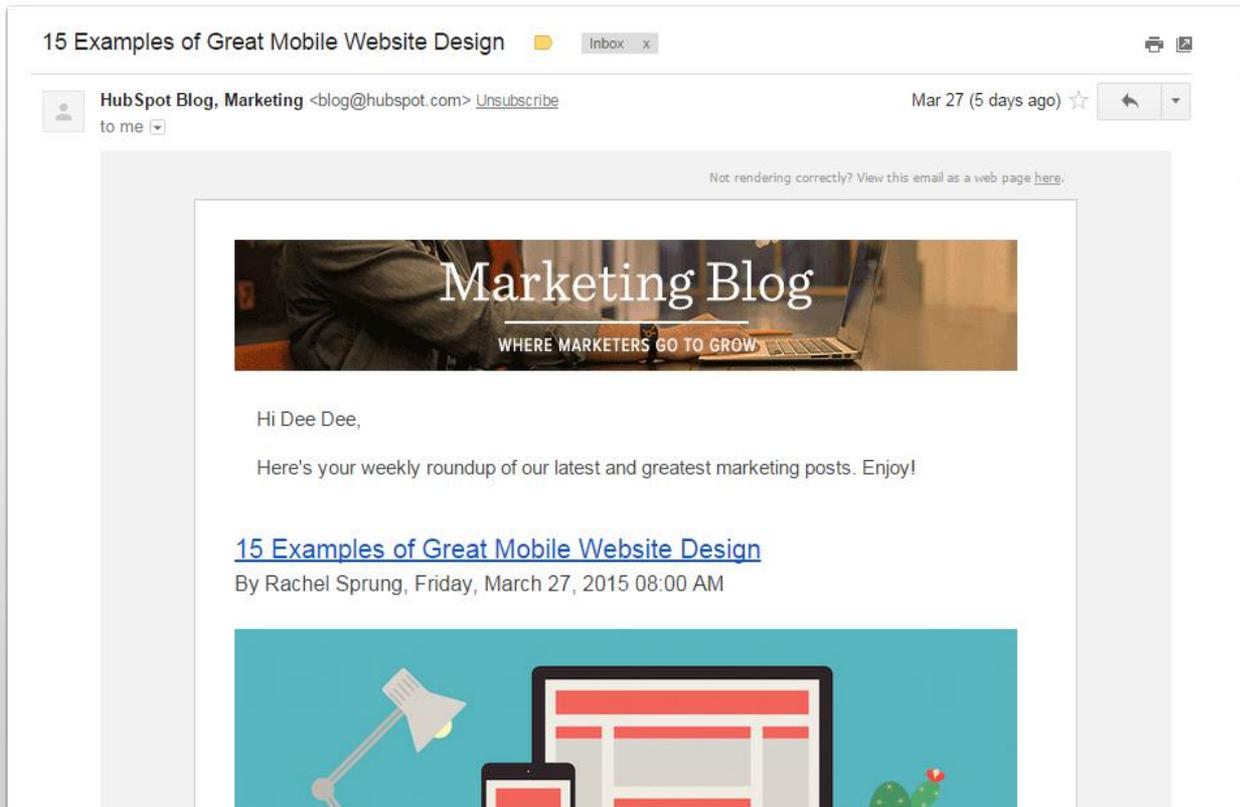
What's more, marketers are gearing up for a big change Google plans to make to their algorithm starting on April 21, 2015. Google wrote in their official blog that they will be "expanding our use of mobile-friendliness as a ranking signal," and their update should have a significant effect on marketers.

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.**

THANK YOU.

HubSpot
Academy 