EMPOWER YOUR BLOG

Making the Most Out of Your Blogging Efforts

Long Island HUG

THE FUNDAMENTALS OF BLOGGING

- Part of the Inbound Certification Course
- 79% of marketers reported inbound ROI from blogging
- 43% of companies have acquired a customer through their blog
- A blog changes the tone of the communication with prospective customers from sales to education & information
- Inbound links amplify your potential
- A simple checklist of "must-haves" can help ensure each post is optimized to the max and get you on the right foot

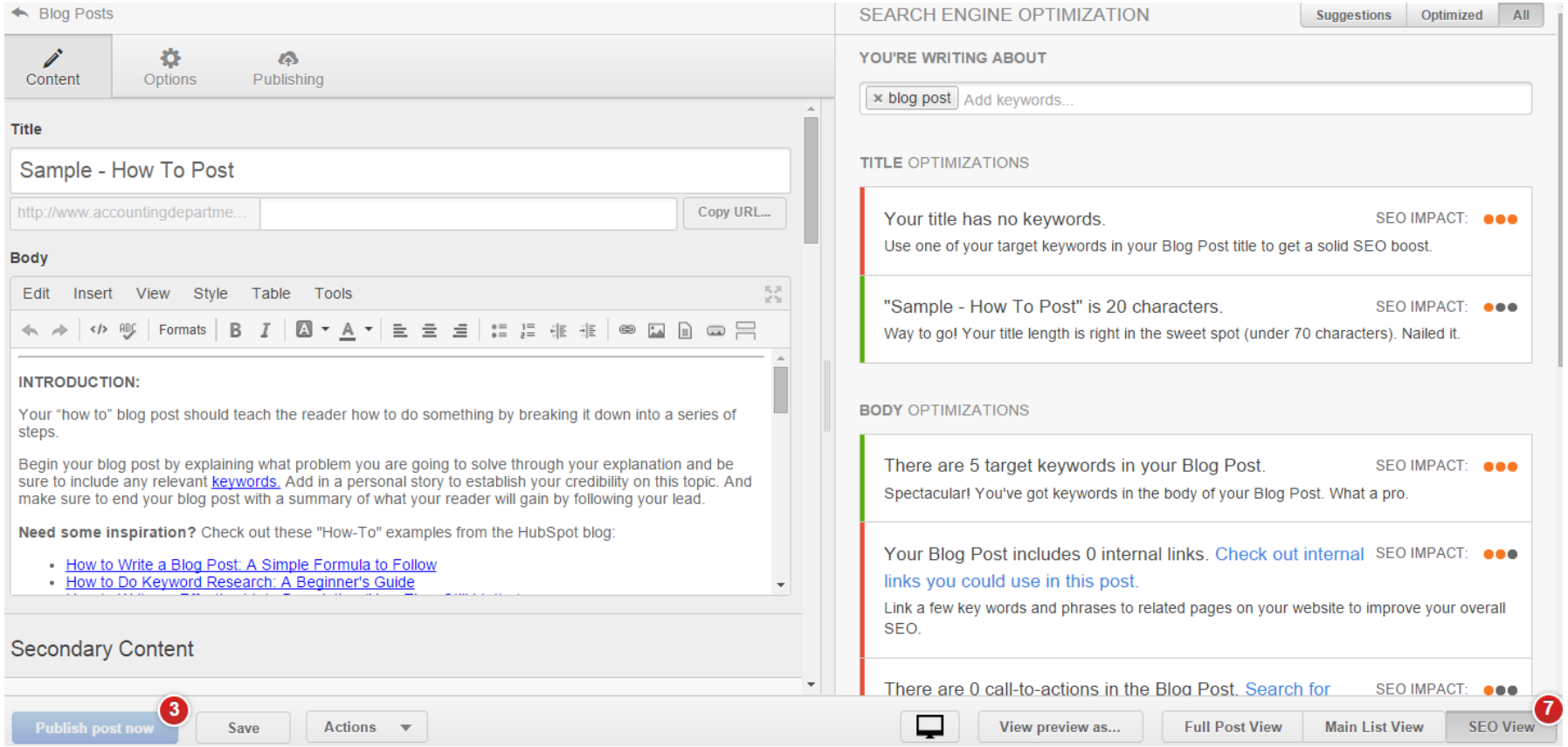
THE CHECKLIST

- A specific buyer persona (keep your audience in mind)
- A specific topic per post (break large ideas into smaller pieces and think of the questions you are addressing and answering in each one)
- Consistency & Frequency (keep your tone the same across posts, establish a schedule and don't lose momentum)
- Use proper HTML formatting to help search engines figure out your blog too. (Use <h2> and <h3> tags to delineate subtopics and important key phrases. Use <ul>, <ol> and <li> tags to create lists. Name images properly and use keywords in all of these.)
- Internal Links (Include links to other site pages (at least 3 per blog post), using anchor text that reflects the topic of the link.)
- Always have a next step (Include a CTA at the end of every post to help direct readers to the next step, idea, conversion, etc.)

HTML FORMATTING

- Use Hubspot's SEO tool to double check all of these are in each post
  - Keywords in Title
  - Meta description includes keywords and is not more than 140 characters (remember, this is usually the part that populates auto-text in social posts, so write something snazzy!)
  - Image file name (image3.jpg means nothing to anyone. 10-tips-for-lead-generation.jpg sure does) and alt tags
  - Internal links where relevant and anchor text that reflects the link destination and keywords
  - Don't forget, many of your readers will be viewing on a smartphone or tablet!

THE SEO VIEW


Blog Posts
Content
Options
Publishing
Title
Sample - How To Post
http://www.accountingdepartme...
Copy URL...
Body
Edit Insert View Style Table Tools
Formats
INTRODUCTION:
Your "how to" blog post should teach the reader how to do something by breaking it down into a series of steps.
Begin your blog post by explaining what problem you are going to solve through your explanation and be sure to include any relevant keywords. Add in a personal story to establish your credibility on this topic. And make sure to end your blog post with a summary of what your reader will gain by following your lead.
Need some inspiration? Check out these "How-To" examples from the HubSpot blog:
How to Write a Blog Post: A Simple Formula to Follow
How to Do Keyword Research: A Beginner's Guide
Secondary Content
Publish post now
3
Save
Actions
SEARCH ENGINE OPTIMIZATION
Suggestions
Optimized
All
YOU'RE WRITING ABOUT
× blog post
Add keywords...
TITLE OPTIMIZATIONS
Your title has no keywords.
SEO IMPACT:
Use one of your target keywords in your Blog Post title to get a solid SEO boost.
"Sample - How To Post" is 20 characters.
SEO IMPACT:
Way to go! Your title length is right in the sweet spot (under 70 characters). Nailed it.
BODY OPTIMIZATIONS
There are 5 target keywords in your Blog Post.
SEO IMPACT:
Spectacular! You've got keywords in the body of your Blog Post. What a pro.
Your Blog Post includes 0 internal links. Check out internal links you could use in this post.
SEO IMPACT:
Link a few key words and phrases to related pages on your website to improve your overall SEO.
There are 0 call-to-actions in the Blog Post. Search for
SEO IMPACT:
View preview as...
Full Post View
Main List View
SEO View
7

THAT'S GREAT—BUT WHAT AM I WRITING ABOUT?

- It's easy to say "blog 3x a week"—but not always so easy to do it.
  - In the beginning, it might feel arbitrary
  - It might feel too difficult to come up with ideas
  - It might feel like you are speaking to… no one.
  - My mother is my only reader—and she doesn't like my stuff.

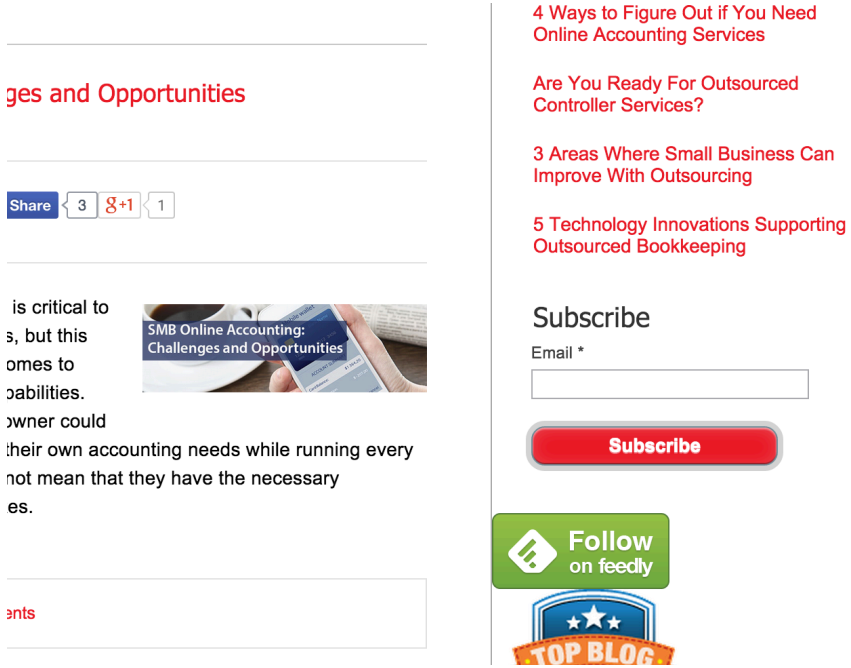
- Get Inspired
  - Competitor Research
  - Keyword Research
  - Industry Topics
  - Repurposing Old Posts
  - Hubspot Idea Generator / Blog Blueprint
  - Plan Ahead and Break into Tasks and Chunks of Work

BUT I CAN'T WRITE—AND NEITHER CAN ANYONE IN MY COMPANY

- Options for creating blog content:
  - Internal, one dedicated person or team
  - Internal, leveraging the input of many departments
  - External, hiring a freelancer
  - External, using a content service (TextBroker, Writer Access, Scripted.com, etc)
  - A little bit of column A, B and C…
- Options for creating images:
  - Finding Images to Use:
    - Get an image bank account
    - Use common use image (http://creativecommons.org/)
  - Editing for Posts:
    - Use a simple image editor to resize, add text, etc.
    - Hire a freelancer / graphic designer

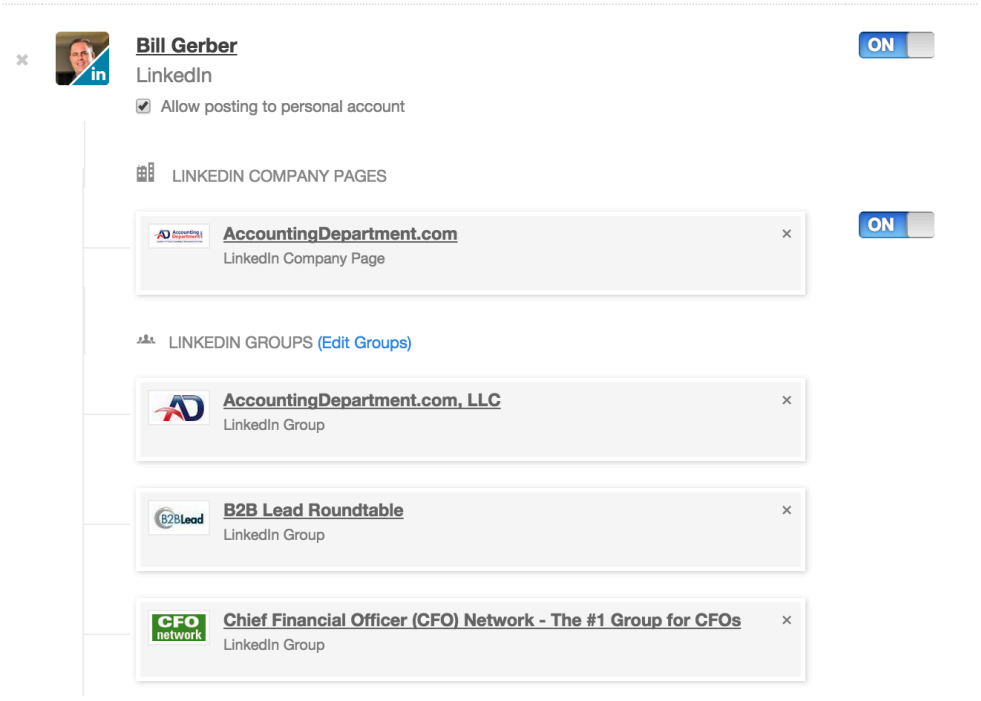
OK, I HAVE A GREAT POST. NOW WHAT?

- Creating a great blog post is barely half the work. What you do with the blog post is what really counts.
- Proper HTML, on site formatting tells search engines what it is and when it might be appropriate to offer it to someone as a search result. But that is still only part of the work.
- Adding CTAs and down funnel opportunities helps draw your readers along a journey. But how do we get people to see them?
- Creating as many opportunities for exposure is YOUR job—with Hubspot's help of course
  - To start—make sure as many pages as relevant include a recent blog post listing in the template… and a form to subscribe to your blog!

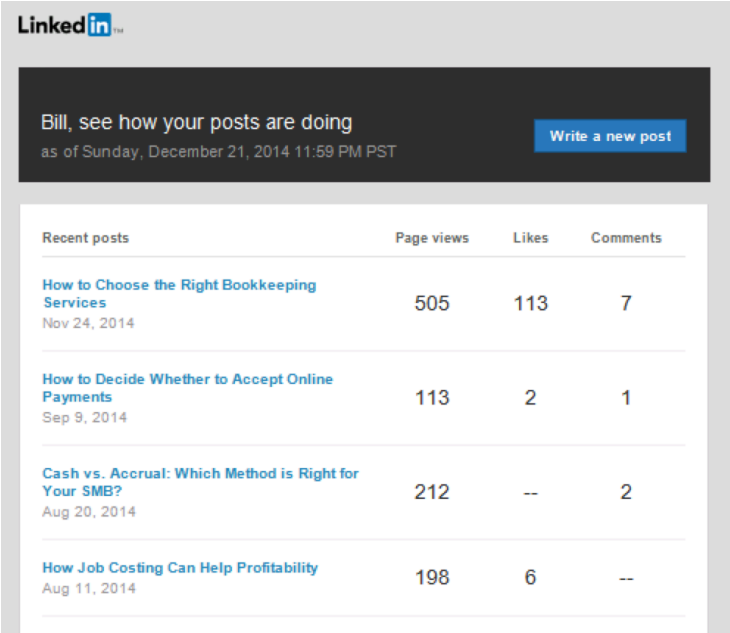


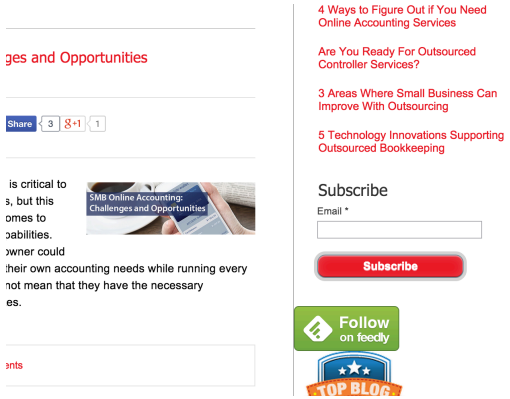
SHARING IS CARING

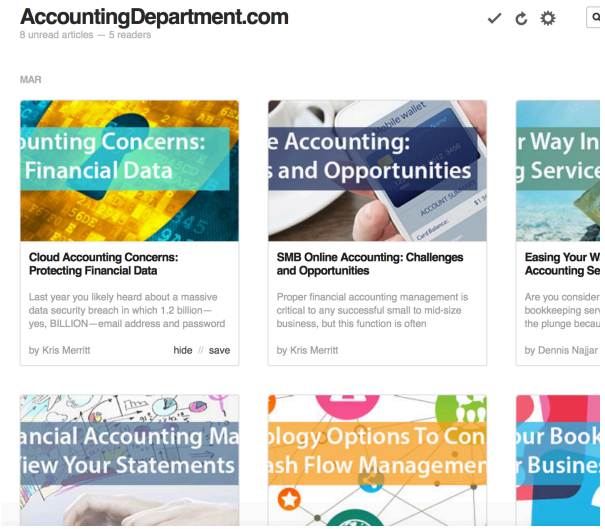
- Every blog post should be shared.
  - All your company social networks upon posting—and then reposted at later dates with new messages and engagement opportunities.
  - Use Social Inbox & Publishing to create everything at once so you don't have to remember later!
  - Leverage company professionals—sales teams, founders, etc who have audiences that are interested in the content. Auto-post to LinkedIn Groups, as LinkedIn individuals, Facebook individuals, etc.
    - BE CAREFUL not to get spammy—postings should have unique messages and feel authentic. Company heads shouldn't all be posting the same message about a new post or posting in every single group in which they are a member. Share, but be strategic and conscientious.



- Re-publish on self-publishing platforms (LinkedIn is a popular one) and use as PR pitches to industry blogs, etc. who are always eager for content (note, they may ask you for an exclusive)
- Make sure common RSS readers / blog aggregators have your blog (Feedly is one example)

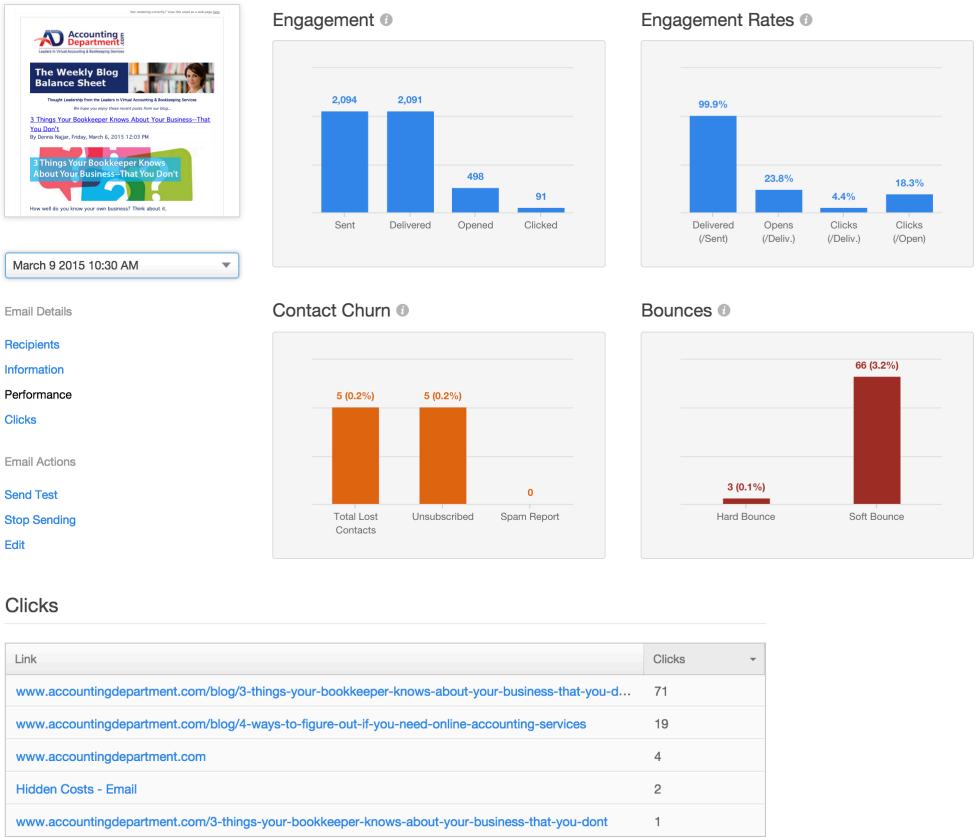


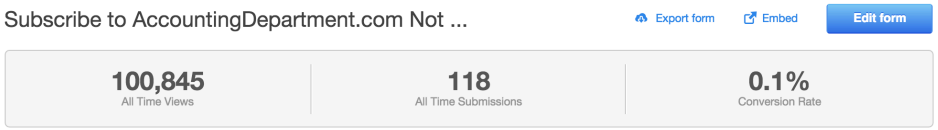




CREATE NEW CONTENT

- The best blog posts have a long shelf life—and a wide reach.
  - Turn great blog posts into white papers, guides or free downloads to create new content you can use for CTA conversions.
    - Include on your website
    - Post to directories such as Slideshare, to LinkedIn profiles as media, etc.
  - Use automated RSS emails to push your blog posts out to your best audience—your current prospect list.
    - Hubspot Email Tool will create RSS emails automatically and send to your chosen lists at the chosen time.
    - Track opens, clicks and engagement on a post level—and drive prospects to new conversions with targeted CTAs in the email template as well as in blog posts.

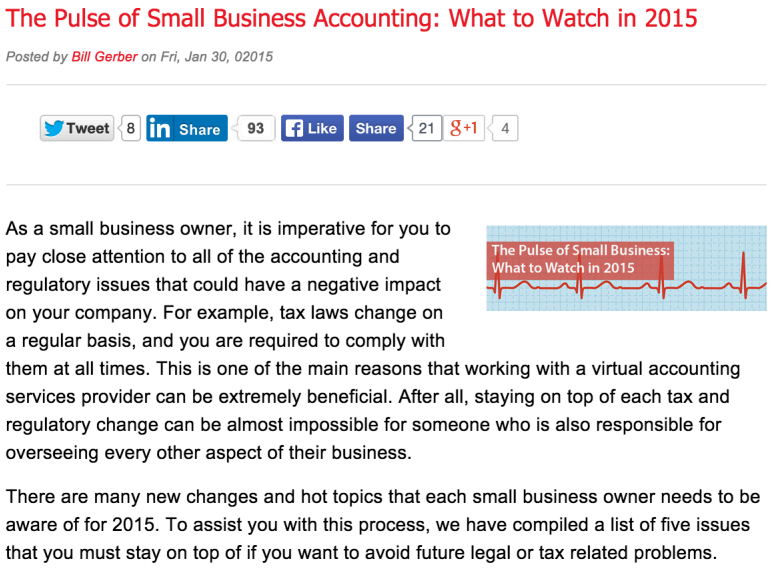




PROMOTE THE BEST ONES

- For anyone either
  - Already using paid search or digital advertising
  - Or dreaming of putting their content in front of fresh audiences without waiting for them to come

- Social Media and Digital Advertising Platforms Allow You To Target Audiences at your budget
  - Facebook Sponsored Content
  - LinkedIn Sponsored Content
  - AdRoll Retargeting (Facebook, Twitter, Google)
  - Outbrain Self Serve Platforms (and others)



The Pulse of Small Business Accounting: What to Watch in 2015

Posted by Bill Gerber on Fri, Jan 30, 02015

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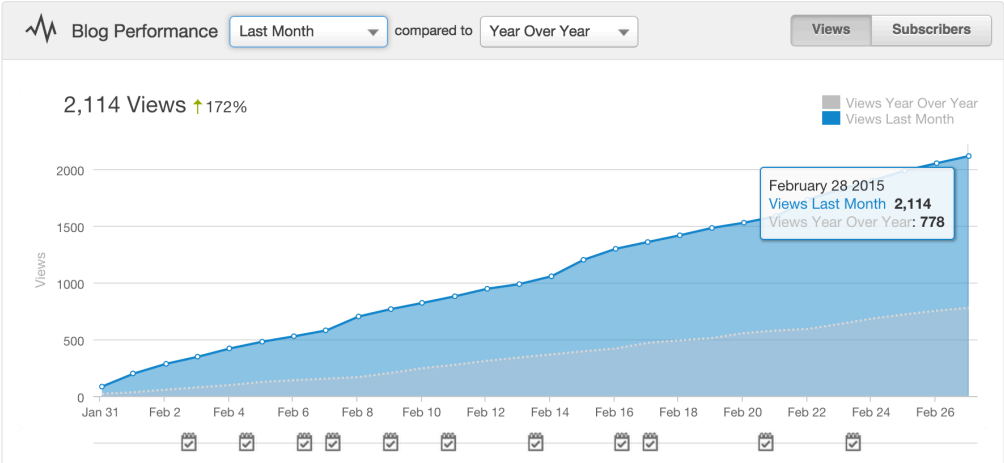
As a small business owner, it is imperative for you to pay close attention to all of the accounting and regulatory issues that could have a negative impact on your company. For example, tax laws change on a regular basis, and you are required to comply with them at all times. This is one of the main reasons that working with a virtual accounting services provider can be extremely beneficial. After all, staying on top of each tax and regulatory change can be almost impossible for someone who is also responsible for overseeing every other aspect of their business.

There are many new changes and hot topics that each small business owner needs to be aware of for 2015. To assist you with this process, we have compiled a list of five issues that you must stay on top of if you want to avoid future legal or tax related problems.

ANALYZE, REPORT, KEEP WRITING

- Use Hubspot's blog dashboard and analytics to see how posts perform
- Track CTA conversions, views, sources, etc.
- Don't be afraid to pivot if certain topics are a hit and others are a bust.
- Remember that none of this exists in a bubble—each blog post needs the same effort as the last. Set aside time to get them done and leverage outside resources to help you as you need them.

Title	Last Updated	CTA Clicks	Views
The 7 Deadly Sins of Bookkeeping Published 12/05/2014 — Updated 12/05/2014 by Andrea Boccard	Dec 5 2014	52	1,375
How the IRS is Increasing Scrutiny of Small Businesses Published 11/18/2014 — Updated 11/18/2014 by Andrea Boccard	Nov 18 2014	28	293
What Are Bookkeeping Services, Exactly? Published 11/13/2014 — Updated 11/13/2014 by Andrea Boccard	Nov 13 2014	27	360
The Newest Trends In Accounting Firms Published 01/28/2014 — Updated 07/29/2014 by Dennis Najjar	Jul 29 2014	22	325
Complete Controller Checklist for Small Businesses Published 10/23/2014 — Updated 10/23/2014 by Andrea Boccard	Oct 23 2014	20	376
Four Surprising Benefits of Outsourcing Bookkeeping Published 10/24/2014 — Updated 10/27/2014 by Andrea Boccard	Oct 27 2014	18	185
3 Things Your Bookkeeper Knows About Your Business--That Y... Published 03/06/2015 — Updated 03/06/2015 by Andrea Boccard	Mar 6 2015	16	259



THANK YOU

Questions, Comments and Ideas for Future HUG Meeting Topics?

Please Share Them!

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