

Blogging Process

A formalized step-by-step blogging process removes the guess work from your blogging strategy, saves you time, and helps you to thoroughly enjoy the process.

Over the years, I've developed a 3-phase blogging process. Why three phases, you ask? My inner blogger is much more creative when I craft a blog in three phases. Many times, these three phases are implemented over a 24–36 hour period to prevent “blog jams” and “bloggers block”.

Feel free to adopt and/or modify any of this blogging process for your business.

Phase I

1. Decide on your subject. Many small business entrepreneurs who have developed an editorial calendar already have a theme for the month in place. Many of these themes are based on current events, seasonal events, or keywords/key phrases related to the business that drives traffic to your website.

Evernote is an excellent app to capture titles and topics for your blogs.

2. Select your keyword or phrase. Knowing the keyword you're going to be using throughout your blog helps in crafting your message.
3. Outline three key points you want to make in your blog post.
4. Decide on your call to action.
5. Draft your title and meta description. Be sure to include your keyword/phrase. The *Emotional Marketing Value Headline Analyzer* can help craft your title to improve open rate.
6. Identify additional blog links or URL's from your website that can be embedded in your blog post.
7. Select an image.
8. Enter the title, keywords, tags, and meta description into your blogging platform. This gives you a real sense that you're on your way and helps remove blogger's block.

Phase II

9. Research your blog topic for key points, trends, statistics, and studies. Your research also helps to identify external links to enhance search engine efforts.

Evernote is quite useful when capturing online articles and blogs you want to reference in your blog article.

10. Compose your first draft of your blog using your flow of ideas. No editing allowed during this phase. I find handwriting my first draft keeps me in the creative versus editing space.

Phase III

11. If you've elected to handwrite your blog draft, you're now ready to draft your blog in Notepad or Word.
12. Edit as needed.
13. Finalize blog post in Word. It can be helpful to let your final post "simmer" for several hours. This time lapse brings a fresh perspective to your blog that is helpful in creating a professional blog post.
14. Post to your blogging platform.
15. Add internal links.
16. Bold key statements for your blog readers who are scanners.
17. Add image complete with alt tags.
18. Preview to ensure there are no formatting, text, or spelling errors.
19. Schedule for publishing.

Presto! Now, that wasn't so hard, was it!

You're ready to craft and post your social media posts.

Author: Jackie Nagel is the founder and president of Synnovatia®, a strategic business service firm that specializes with helping entrepreneurs and business owners realize accelerated business growth. Learn more about growing your business by visiting www.Synnovatia.com or calling 310.519.1947.

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