

THE FUNDAMENTALS OF BLOGGING.

Inbound Certification Class # 3

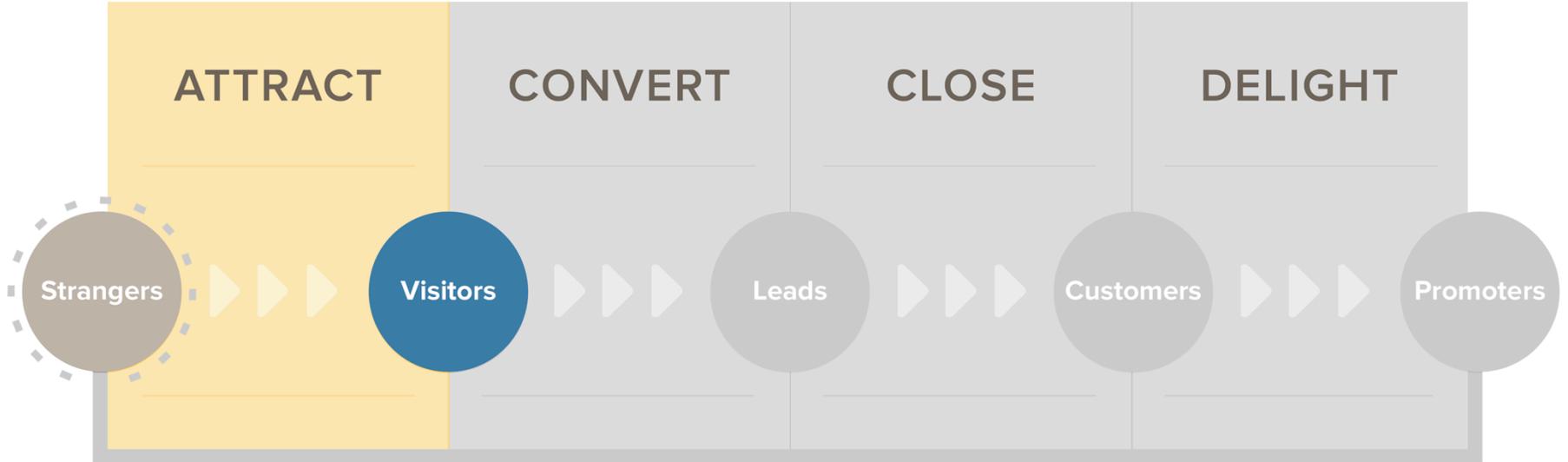


#INBOUND

AGENDA

- 1 Blogging and inbound marketing
- 2 Best practices for remarkable blog content
- 3 What blogging in execution looks like
- 4 Key takeaways and resources

Inbound Methodology



by **HubSpot**

1 BLOGGING AND INBOUND MARKETING.

What is a **blog**?

DEFINITION OF A **BUSINESS BLOG**

A collection of articles that provide helpful, valuable, educational, and *remarkable* content to your target audience. By providing this value, blogs can easily and effectively draw prospects to your website.

79%

of marketers with a
company blog reported
inbound ROI for 2013.

Want more **visits, leads, and customers?**

Blogging is a fundamental way for you to attract more qualified website traffic, therefore helping you convert better leads and close more customers.





Each and every post you write gets **published**
as its own, individual, indexed page
on your website.



Search

EACH PAGE IS AN **OPPORTUNITY.**

The more indexed pages you have,
the more **opportunities** you have to
get found online.



GROW YOUR KEYWORD FOOTPRINT.

Blog posts can be optimized for the keywords that you want to rank for.



Each blog post
is an opportunity
to **generate**
new leads.

Once a visitor finds
your blog, this opens
the door to them
wanting to learn more.

43%

of companies have
acquired a customer through
their blog.

Blogging helps you
become an
industry leader
through **education.**





Through education,
you can build
authority and trust
with prospective customers.

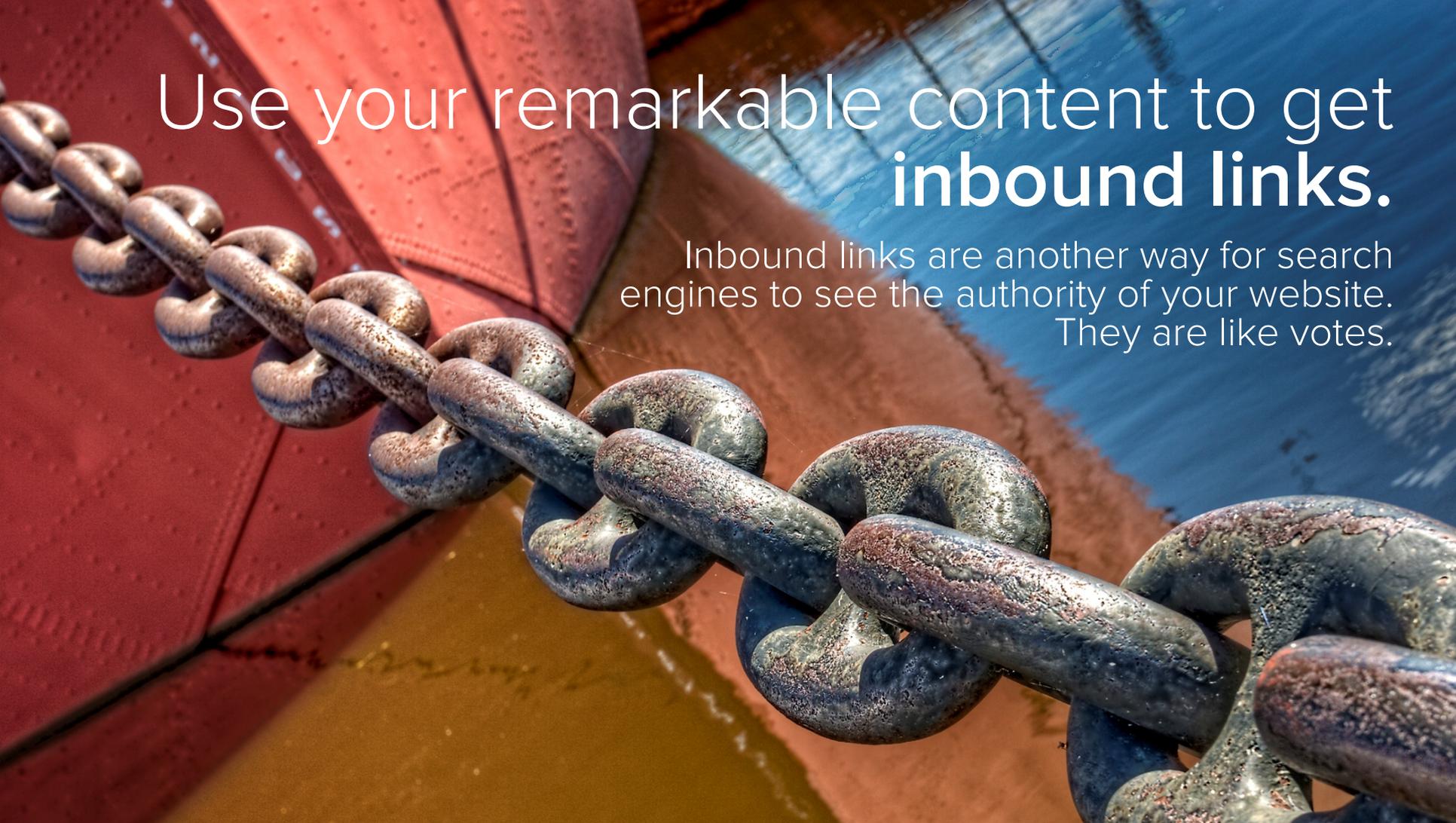
2

**BEST PRACTICES
FOR REMARKABLE
BLOG CONTENT.**



If you build it, they will come: The value of remarkable content

Remarkable content will be rewarded. Rewards can come in the form of social shares or even inbound links.



Use your remarkable content to get **inbound links.**

Inbound links are another way for search engines to see the authority of your website. They are like votes.

BLOGGING BEST PRACTICES FOR REMARKABLE CONTENT

- Keep your buyer persona in mind.
- Address one topic per blog post.
- Blog consistently and frequently.
- Don't forget about great formatting and imagery.
- Or miss out on lead conversion opportunities!

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Focus on the visitor — your **ideal buyer**, not the search engine.

KNOW YOUR **AUDIENCE.**

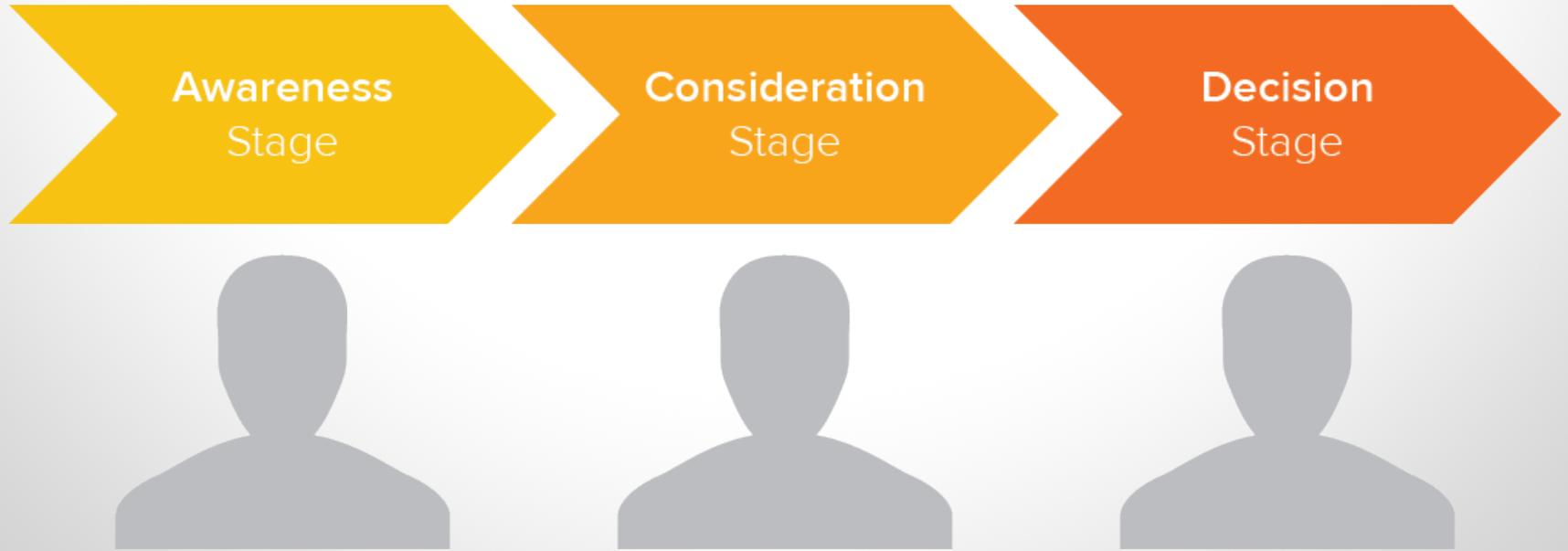
If the content on your blog doesn't appeal to your target audience – your buyer personas – you're never going to convert all of that traffic into leads and customers for your business.



The Buyer's Journey



The Buyer's Journey



How does blogging fit into the buyer's journey?

Publish content
that's **on-topic**
and important
to your
buyer personas.

How to Conduct a Competitive SEO Audit to Outrank Industry Rivals

by [Rebecca Churt](#)

March 26, 2013 at 9:00 AM

A lot of marketers are interested in keeping tabs on their competitors' search engine optimization (SEO). And it makes sense -- whether you're just starting out with SEO or have been at it for a while, you want to have a clear sense of the competitive landscape in the search engine results pages (SERPs) so you know where you stand, and how much work you need to do to see some progress.



A Chat With an Internet Addict Who Was Forced to Go Off the Grid

by [Corey Eridon](#)

May 22, 2013 at 9:00 AM

My fellow inbound marketer Sam Mallikarjunan is an internet and social media junkie -- always connected, always checking in, always tweeting, always emailing. He went on a cruise with no internet for a week, and had to leave his cell phone and computer at home. Here's how it went.



How One Young Professional Deals With Ageism

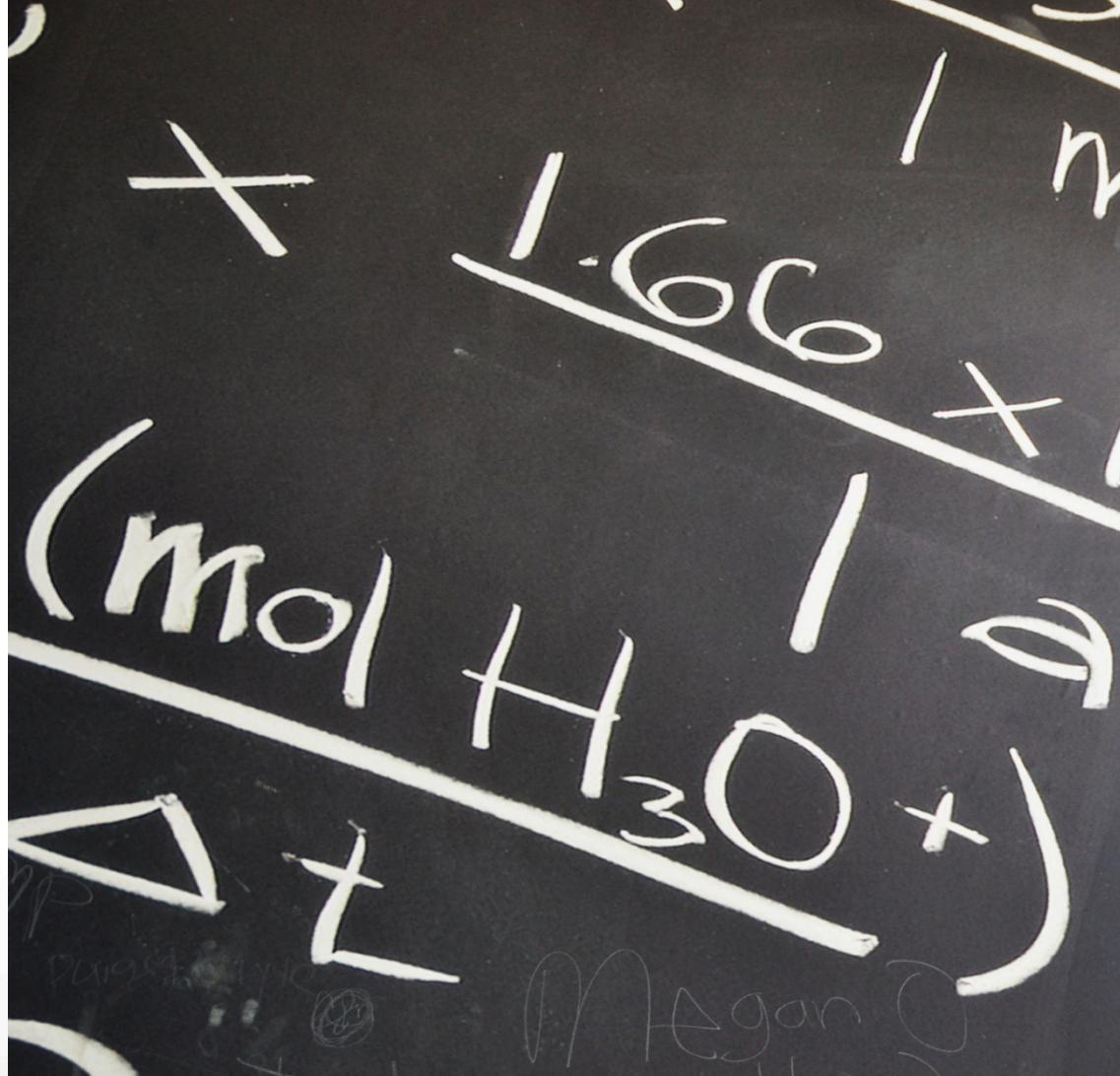
by [Corey Eridon](#)

June 4, 2013 at 2:00 PM

Jessica McKenzie is a strategic channel account coordinator who spends all day, every day, advising [inbound marketing agencies](#). We hopped onto Gchat to talk about her experiences working as a young person in a rather new field, consulting industry folks with decades more experience than her.



If you help to
solve their
problem, **they'll**
come back
to you.



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FOCUS ON **ONE TOPIC** PER BLOG POST.

If you find you're writing about something else than where you started, it's time to break up your post.



Don't forget about **SEO**.

SEO BEST PRACTICES FOR BLOGGING

- Keywords in the title (55 characters)
- Meta description (140 characters)
- Image file name and Alt tags
- Links and anchor text
- Focus on mobile optimization

Write **compelling** blog titles.

WHAT MAKES A COMPELLING BLOG TITLE?

- 1 **Actionable ...** “How to Write Stellar How-To Posts for Your Business Blog”
- 2 **Keyword-Conscious ...** “What Is a Landing Page and Why Should You Care?”
- 3 **Brief ...** “15 Examples of Brilliant Homepage Design”
- 4 **Clear ...** “Answers to Your Top Questions From the Science of Inbound Marketing”
- 5 **Definitive ...** “The Ultimate Guide to Creating Compelling Case Studies”
- 6 **Intriguing ...** “30 Terrible Pieces of Social Media Advice You Should Ignore”

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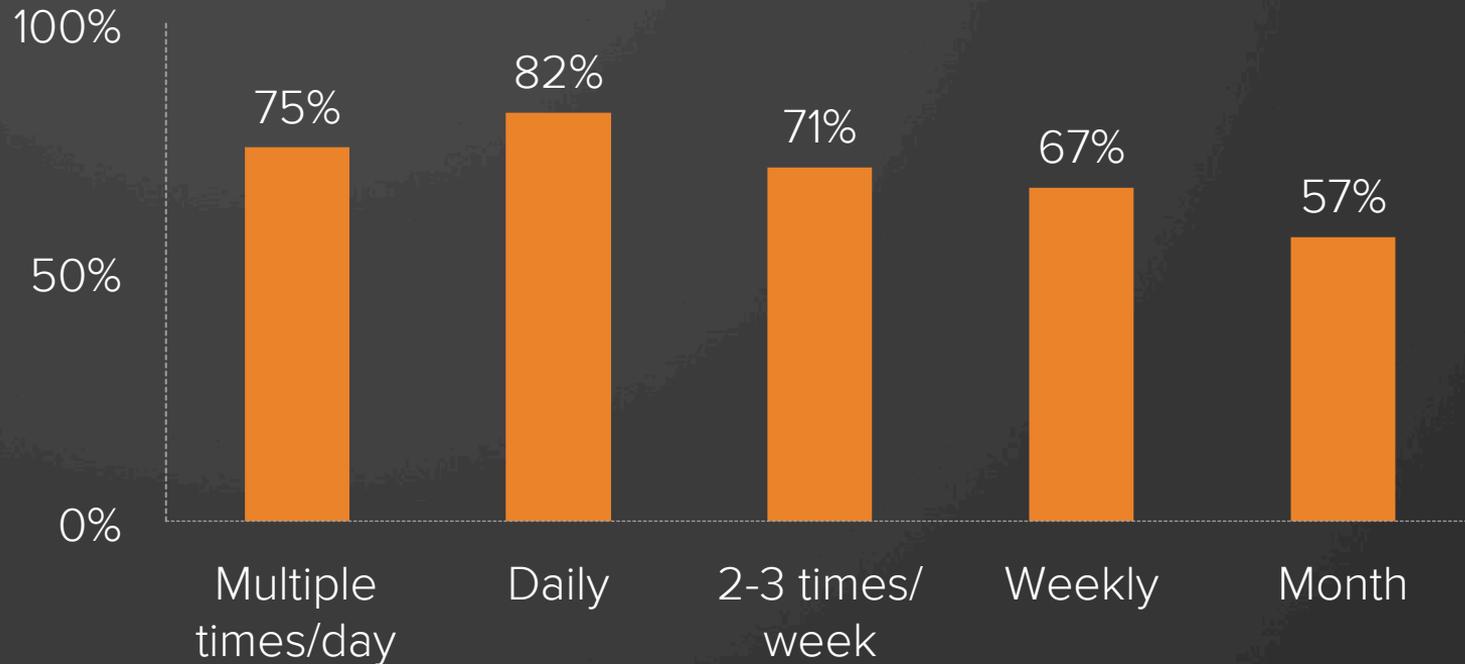


Blog **consistently** and **frequently**.

Publish as often as you want to get found online.

Consistent Blogging Boosts Inbound ROI

82% of marketers who blog daily report positive ROI for overall inbound efforts.



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Which Format Is Right for Your Next Blog Post?

by Pamela Vaughan

July 19, 2013 at 8:00 AM

Choices are hard.

And when it comes to choosing the right format for your next blog post, there's quite the smorgasbord to choose from. Perhaps [how-to posts](#) are your forte. Or maybe you just [can't resist the list](#). But just because you have a signature format, doesn't mean it's necessarily *right* for the topic you're blogging about.



Aah ... decisions, decisions.

It's okay though! We're here to help you through it. So in this post, I'm going to break down some of the most popular blog post types and formats to help you determine which one is right for the blog idea you've got milling around in that head of yours.

13 Popular Blog Post Types & Formats to Choose From

1) The How-To Post

In a Nutshell: Posts that tell your readers how to do something.

This is one of the most common blog post formats for business bloggers. It makes perfect sense, considering how-to posts are inherently educational and great for generating traffic from organic search. Use how-to posts when your topic has to do with educating your audience about how to do something they might not know how to do.

Ofentimes, how-to posts can also be strengthened by supporting visual components for concepts that lend themselves to visual explanations, like an instructional video (see [third example](#) below), or a visual aid (see [second example](#) below). For more information about how to write an awesome how-to post, check out the [first example](#) below (how meta, right?).

Examples:

- [How to Write Stellar How-To Posts for Your Business Blog](#)
- [How to Map Lead Nurturing Content to Each Stage in the Sales Cycle](#)
- [How to Create a Facebook Business Page in 5 Simple Steps \[With Video!\]](#)

2) The Listicle

Don't overlook the **importance** of formatting.

Use formatting to draw the attention of the reader and keep them there.

BLOG FORMATTING BEST PRACTICES

- Make the blog post as long as it needs to be
- Use bolded text
- Include subheads, numbers, and bulleted lists
- Embrace whitespace
- Use high-quality images

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Remember, your blog
also has huge
**lead generation
potential.**

Add a **Call-to-Action** to your blog and blog post



[Current Articles](#) | [RSS Feed](#)

Hospitals in "Digital Dark Ages?" - USA Today

Posted on Tue, Jun 04, 2013



A recent article in [USA Today](#) titled [Hospitals lose \\$3.3 billion using old technology](#) said doctors and hospitals are "in the digital dark ages" when it comes to Internet and mobile technology. Author Byron Achohido based that assessment on a [study done by Ponemon Institute and sponsored by tech security firm Imperva](#).

According to the study, because of this hospitals lose over \$3 billion a year just in wasted time involving the discharge process. The cause is the continued use of "clunky communications systems as part of the process".

[Read More](#)

0 Comments [Click here to read/write comments](#)

Tags: [Author: Valerie Fritz](#), [Financial Health of Hospitals](#), [Future of Healthcare](#)

[Like](#) 0 [Email Article](#) [Tweet](#) 0 [+1](#) 0 [Share](#)

TeleTracking Welcomes Nanne Finis, Former Joint Commission Executive

Posted on Wed, May 29, 2013



All of us at TeleTracking Technologies are pleased to welcome former Joint Commission executive [Nanne Finis](#), RN, MS, as our new vice president of consulting services.

(Here's a link to the formal announcement. [Former Joint Commission Executive to Lead TeleTracking Consulting Services](#).)

[Read More](#)

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How's Your Operational Efficiency? Click Here to Assess Yourself

Posts by category

- [About Us \(10\)](#)
- [Author: Dennis Morabito \(45\)](#)
- [Author: Jon Posthviak \(1\)](#)
- [Author: Lisa Romano \(7\)](#)
- [Author: Michael Gallie \(5\)](#)
- [Author: Rick Costa \(1\)](#)
- [Author: Rodger Fatenica \(1\)](#)
- [Author: Valerie Fritz \(54\)](#)

Include in-text links/CTAs



watching *here Comes money* too, so publishing an episode review of that particular show would be way off base.

Make It Relevant

Your entertainment content still needs to have some sort of relevancy to the focus of your business blog and your industry. Our [awful stock photography examples post](#) and our [random marketing thoughts post](#) may have been published mainly for their entertainment value, but the marketing tie-ins were still there. Without the relevancy factor, your entertainment content will seem like it's completely out of left field.

Make Sure It's Still High Quality

Creating content that purely entertains doesn't mean the criteria of [quality](#) can get tossed out the window. In these cases, [quality](#) will probably just take different forms. If the entertainment value of a piece of content is that it's supposed to be funny, it actually has to be funny. If you're indeed Photoshopping baby animals onto that industry influencer's head, your Photoshopping skills better be top notch. Keep in mind that just because it's fun to create, doesn't mean it's easy: Being entertaining is a skill in and of itself.

Have you experimented with purely entertaining content? What other websites do a good job of publishing both intellectual content and content that entertains?

Image Credit: [chris.vandyck](#)

A dark-themed graphic for an ebook promotion. On the left is a book cover titled 'LOVABLE MARKETING CAMPAIGNS' with a heart icon. To the right, the text reads 'Free Ebook: How to Create Lovable Marketing Campaigns' and 'Learn how to create and execute marketing campaigns that make your prospects love you.' Below this is a blue button that says 'Download Ebook Now' with a right-pointing arrow.

Add CTAs to your blog sidebar



And be sure to add a CTA to the bottom of each post you write.





MAKE SURE YOUR CTAs ARE **RELEVANT**

Calls-to-Action (CTAs) are providing the next logical step.

Make sure your blog CTAs are **relevant**

The Difference Between Hard Bounces and Soft Bounces [FAQs]

by Ginny Soskey

March 20, 2014 at 11:00 AM

When I first tried my hand at email marketing, I was blown away by how many terms I needed to learn. I kept drawing blanks on what terms actually meant for the first few months I was learning about email marketing.



The terms that gave me the most trouble? **Hard and soft bounces.**

Sure, I knew that these were email deliverability terms. One was bad, and one was not always bad. And somehow I always got them mixed up with each other (even today, I have to triple check to make sure I'm on-point).

And I suspect I'm not alone. Since hard and soft bounce rates are two of the most **crucial email marketing metrics you should be tracking**, here's a quick guide to these two email marketing terms.

Hard Bounces vs. Soft Bounces: What's the Difference?

When an email bounces in general, it means it can't be delivered to an inbox. "Hard" and

Free Ebook: Optimizing Email Marketing for Conversions
Learn how to grow your email list, ensure deliverability, and increase engagement with this free guide.

[Download Ebook Now](#)

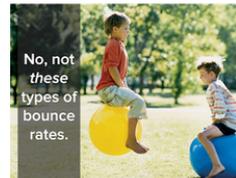
Relevant
to blog
topic

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Introductory Guide: How to Use Landing Pages for Your Business
Learn the landing page basics that will help your business bring in more leads and customers.

[Download Guide Now](#)

Not relevant
to blog
topic

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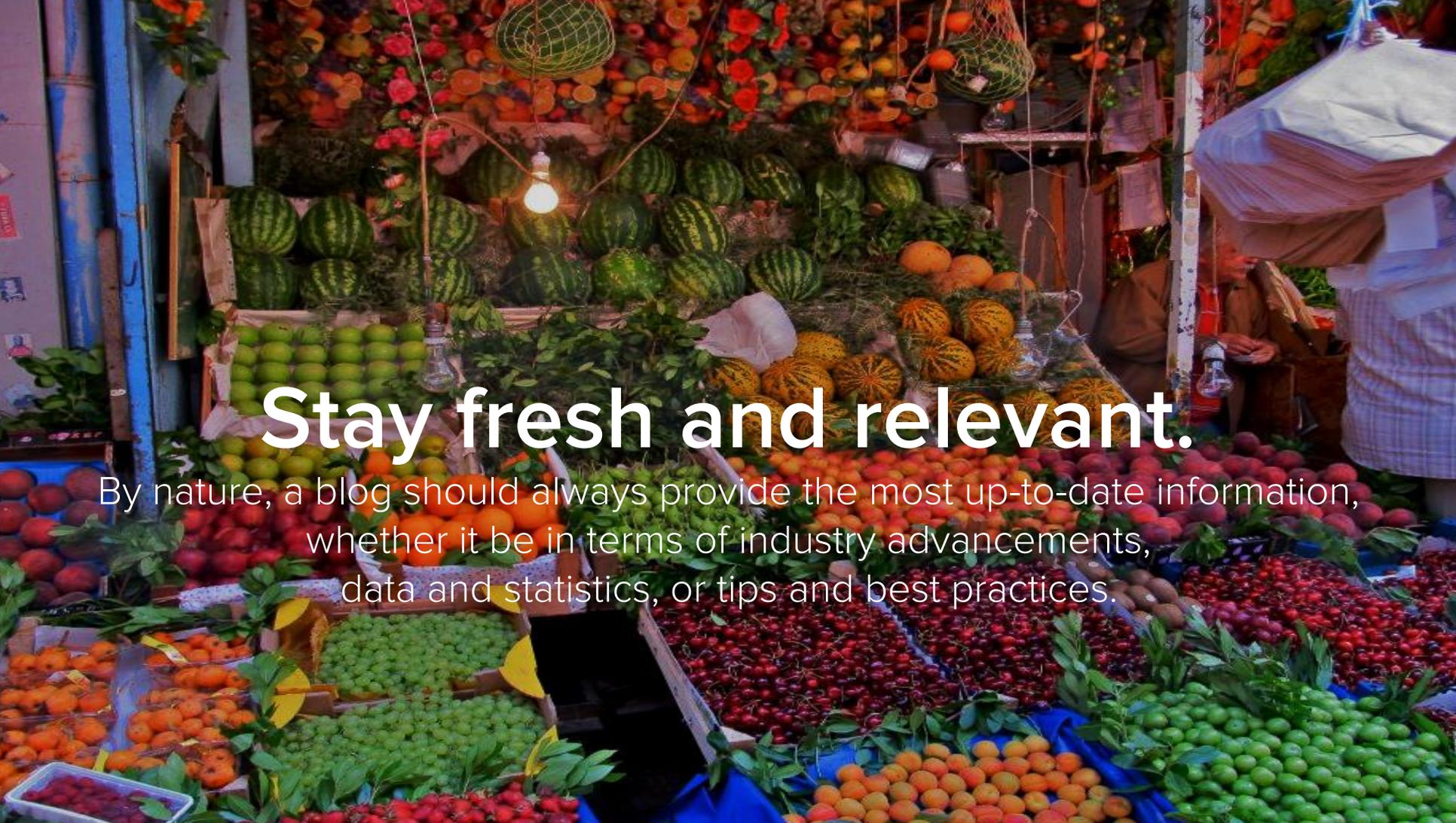
WHAT BLOGGING IN
EXECUTION LOOKS LIKE.



Become an
educational hub
and offer
high-quality content.

BLOG TOPIC IDEAS

- Long-tail keywords
- Recent industry and industry-related news
- Common questions from your customers
- Respond to blog comments or other blogs
- Go negative or positive
- Hot industry topics
- Invite guest bloggers



Stay fresh and relevant.

By nature, a blog should always provide the most up-to-date information, whether it be in terms of industry advancements, data and statistics, or tips and best practices.

Reuse and recycle your blog posts.

To keep content fresh, update and
republish outdated blog posts.



TIPS FOR REPUBLISHING BLOG CONTENT

- Identify your top-performing outdated posts.
- Keep the URL the same.
- You can change the title, but keep the keywords.
- Include an editor's note for transparency.
- Update the content for accuracy.

Now that you have this
great blog post,
how do you **promote** it?

HOW TO PROMOTE BLOG CONTENT

- 1 Leverage your website
- 2 Use your social media presence
- 3 Include in email marketing
- 4 Connect with your network

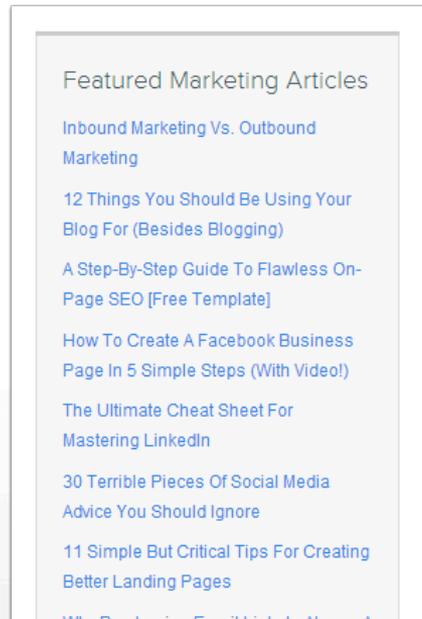
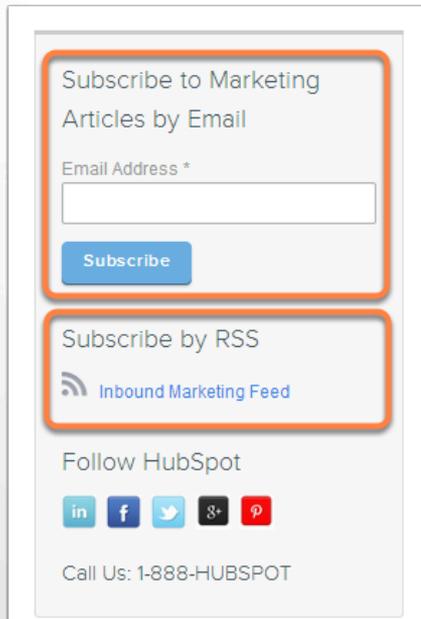


LEVERAGE YOUR WEBSITE



WAYS TO LEVERAGE YOUR WEBSITE.

- 1 Add blog link to your main website navigation.
- 2 Add a blog RSS feed to your homepage & 'About' pages.
- 3 Link internally to relevant articles and posts.
- 4 Use your blog sidebar to promote popular/recent posts.

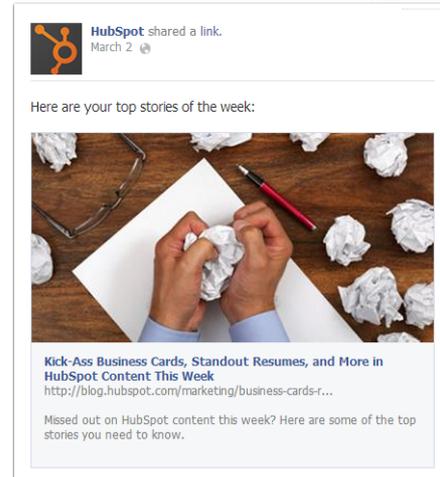


2

**USE YOUR SOCIAL
MEDIA PRESENCE**

USE SOCIAL MEDIA.

- 1 Promote blog articles through social posts.
- 2 Answer questions and link back to a related blog post.
- 3 Use blog content as fodder to engage in meaningful conversation with others in your industry.

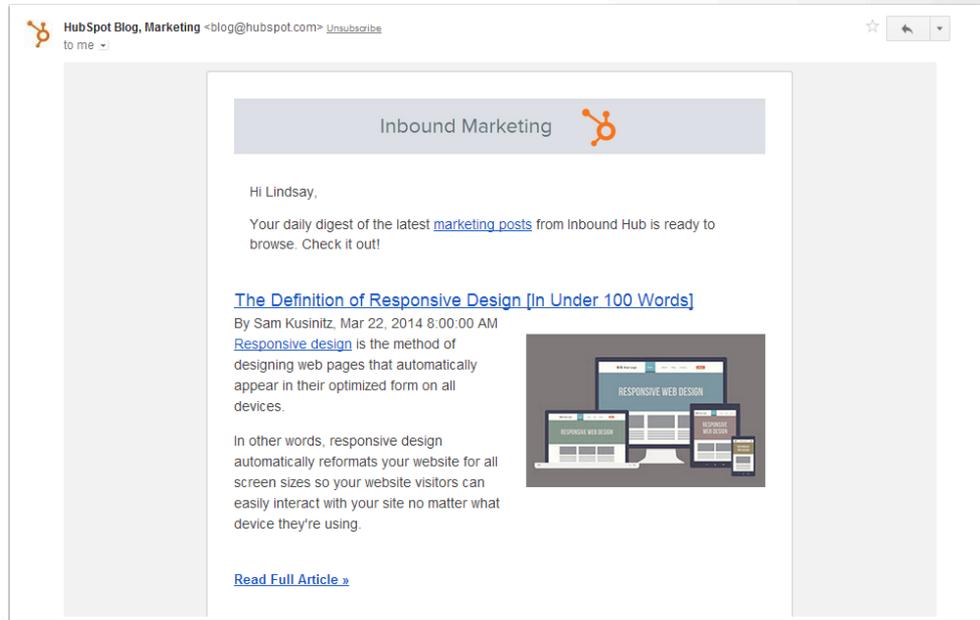


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**INCLUDE IN
EMAIL MARKETING**

INCLUDE BLOG POSTS IN EMAIL.

- 1 Use your personas (and their interests/pain points) to segment your leads and send relevant blog posts.
- 2 Include articles in a email newsletters.
- 3 Create a weekly or monthly blog digest email.



4

**CONNECT WITH
YOUR NETWORK**

OTHER BLOG PROMO IDEAS.

- 1 Publish a press release.
- 2 Add a blog link to your other content.
- 3 Add a blog link to your business card.
- 4 Add blog articles to a “resource center” of helpful articles and content.
- 5 Add a blog link to your email signature block.
- 6 Encourage blog subscriptions.

Learn advanced website optimization strategies

Now you're ready to learn more advanced website optimization strategies. The next section includes the top articles for each strategy, so you don't need to spend your time digging around our site to find them! Choose a topic and get started.

On-page SEO

[How to use Meta Descriptions, Keywords, and Tags on your Blog](#)

[Using Page Grader's Export Functionality to Audit Your Website's SEO](#)

[What Long Tail Keywords Are \[Video\]](#)

[Keyword Development: Without a computer!](#)

Building links

[10 Strategies for Generating Inbound Links](#)

[How to Write Blog Articles that Generate Inbound Links](#)

[How to Create Relationships to Build Links](#)

Designing your website

[Five Website Homepage Design Best Practices](#)

[How to Add a Blog RSS Feed to your HubSpot-hosted Website Page](#)

[How to Improve Your Website](#)

Lindsay Thibeault | [HubSpot Academy](#)

Inbound Professor

HubSpot

@LindsayRegina | [LinkedIn](#)



Check out our inbound marketing blog at [blog.hubspot.com](#)

If you're not one of the twitchy ones, get excited -- you might already have photo tagging enabled on your iPhone (Twitter started rolling it out yesterday to iPhone users with the updated app). Android and desktop users should see the functionality soon as well -- though Twitter didn't specify a release date.

inbound REGISTRATION IS NOW OPEN!

SAVE YOUR SEAT AT THE WORLD'S MOST REMARKABLE SALES & MARKETING EVENT.

REGISTER TODAY

Like what you've read? [Click here to subscribe to this blog!](#)

DOES IT **WORK?**

Analyzing the efficacy of your blog.



WHAT TO ANALYZE

- 1 Number of article views.
- 2 Blog subscription growth by both RSS and email.
- 3 Most popular articles (by author, by content, and/or by channel).
- 4 Number of inbound links.

ANALYZE TRENDS

Blog Posts

Filter and search options for the Blog Posts interface.

Dropdown menu (empty) | Live | All campaigns | Add filter | Search...

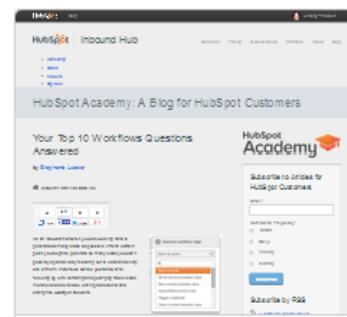
Sorting and display options for the Blog Posts table.

Sorted by: Updated | Showing: Views | CTA clicks | Click rate

Blog Post Title	Views	CTA clicks	Click rate	Settings
Your Top 10 Workflow Questions Answered	223	6	2.4%	⚙️
The Beginner's Guide to Segmentation and Blending	702	33	2%	⚙️
How to Make Your Blog Posts More Friendly to SEO	565	31	2.6%	⚙️
10 Essential Metrics You Can Track Through the HubSpot Academy	342	3	0.8%	⚙️
HubSpot Academy: Learning and Developing the Skills You Need to Succeed	452	60	6%	⚙️
How to Find the Best Time to Post Your Blog	431	20	2.1%	⚙️
HubSpot Academy: Master Your HubSpot Skills	2,924	104	1.6%	⚙️

[Write A Blog Post](#)

[Learn More](#)



Title:
Your Top 10 Workflows Questions Answered

Published:
Mar 21

[View Live Blog](#)

What do you look for when analyzing blog post **views**?

Blog Posts

Sorted by: Publish Date Showing: Views CTA clicks Click rate

Blog Post Title	Views	CTA clicks	Click rate
How Pandora Leverages Personalization in Email ... Published Feb 1, 2011 — Updated Jul 11, 2013 by Mag...	43	1	1.1%
The Forgotten Conversion in the Sales Process: L... Published Feb 1, 2011 — Updated Jul 11, 2013 by Pete...	317	9	1.2%
How Do I Fix My Website Traffic Decrease? Published Feb 2, 2011 — Updated Jul 3, 2013 by Brian ...	373	8	1%
How to Leverage Your Inbound Links for More Ref... Published Feb 2, 2011 — Updated Jul 19, 2013 by Pam...	62	0	0%
5 Steps to Building an Email Re-engagement Cam... Published Feb 2, 2011 — Updated Jul 3, 2013 by Magd...	1,133	50	2.2%
Hiring an SEO Firm? A Cautionary Tale Published Feb 2, 2011 — Updated Jul 8, 2013 by Peter ...	56	1	1%
Becoming a Trust Agent w/ @ChrisBrogan [@Inbo... Published Feb 3, 2011 — Updated Jul 3, 2013 by David ...	53	0	0%

[Write A Blog Post](#)

[Learn More](#)

Generating preview...

Title:
How Pandora Leverages Personalization in Email Marketing

Published:
Feb 1, 2011

[View Live Blog](#)

What do you look for when analyzing blog post **views**?

Blog Posts

Blog Posts interface showing a list of posts and a preview sidebar.

Filters: Live All campaigns Add filter Search...

Sorted by: Publish Date Showing: Views CTA clicks Click rate

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A serene sunset scene over a large body of water, likely a lake or bay. The sky is filled with soft, purple and blue clouds, with the sun partially obscured by a dark cloud near the horizon, creating a bright glow and a reflection on the water. In the distance, a range of dark mountains is visible. Several small boats are scattered across the water in the foreground and middle ground.

DON'T EXPECT
OVERNIGHT SUCCESS.

4 KEY TAKEAWAYS AND RESOURCES.

KEY TAKEAWAYS

- 1 Use your blog to provide remarkable, educational, helpful, industry-related content meant for your target audience.
- 2 Blog consistently and frequently to reap maximum benefits.
- 3 Optimize your content with keywords to get found via search.

KEY TAKEAWAYS

- 4 Optimize your content for lead generation by adding a relevant CTA to each post.
- 5 Promote your blog content in channels like your website, social media, and email.
- 6 Measure and analyze your blog so you can do more of what works (and less of what doesn't).

RESOURCES

- 1 [An Introduction to Business Blogging](#) [eBook]
- 2 [15 Business Blogging Mistakes & Easy Fixes](#) [eBook]
- 3 [HubSpot's Blog Topic Generator](#) [online tool]
- 4 [7 Elements of a Blog You Need To Include to be Successful](#) [blog post]
- 5 [How to Think Up a Year's Worth of Blog Post Topics in an Hour](#) [blog post]