

BLOGGING

Blogging is the number one way to get more organic traffic. Each blog you write is another opportunity to get found. The more content you have that is relevant to your audience and the more frequently you are posting content, the more your traffic will grow. Shoot to write 1-2 blogs per week and gradually increase from there. Consistency with publishing is key.

Optimizing Your Blog Post

1. Select one relevant, long-tail keyword per post
2. Include your keyword in: The title, the body (2-3x), the meta description, the image alt tag

Blog Architecture (400-600 words)

1. Pick your blog title – 70 characters or less
2. Intro – 2-3 sentences describing what will be covered in the post
3. Body – 3-5 paragraphs that go into detail on the topic and provide valuable information to the reader
4. Closing – 2-3 sentences wrapping up the post and asking a question to encourage the reader to comment
5. Call-to-Action – provide a CTA to get the reader to take the logical next step after reading your post

When Analyzing Results

1. In the Page Performance report (under Reports) filter by Blog Posts to see how many views, comments, links and keywords each blog has.
2. Sort by views. Which posts have gotten the most traffic? Are there trends or more related posts that could be written with this topic? If so, write 'em!

PRO TIPS

Check out [Blog Topic Generator](#) to get new ideas for titles.

Pick a theme for each month. Your blog articles should fall within that theme. ****Bonus:** Create a downloadable offer, related to that theme, that you can provide as a CTA on all blogs posted in that month.

Using bullets, images, headers and other formatting make the post easier for the reader to digest.

Include keyword-rich hyperlinks to other blog posts and related website pages throughout your post to add more context for the reader.

To save time you can set your blogs to auto-publish to your Twitter, Facebook and LinkedIn pages in the Social Media Accounts section. This allows the links to be tracked through HubSpot.

Get more Subscribers! Encourage people to subscribe internally, in your networks and in emails that you send.

Product Help: [Read the Blog User Guide](#)

Looking for a new idea? Check out these ideas: [41 Fresh Post Ideas](#) & [20 Brainstorming Ideas](#)

Anatomy of an Exemplary Blog Post

1 Include a keyword in your title to make it clear and optimized

2 Add a relevant image with an alt tag and file name that describes the image. Include your keyword here too.

3 In your introduction, relate to your audience and introduce the information to be covered in the rest of the post.

4 Use headers throughout your post to help people understand, at a glance, what is covered where

5 Sub-headers and formatting, like bullet-points, help break-up the post to make it more digestible for your readers.

6 Ask a question at the end of your post to encourage people to comment and engage with you.

7 Include a call-to-action at the bottom of your post to send the reader to a next step, related to the topic of your post. This CTA should send them a landing page where they can download your content offer.

[View the full post](#)

1 The Benefits of Blogging: Why Businesses Do It, and You Should Too
by Corey Eldon
November 6, 2013 at 11:00 AM

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4 The Benefits of Business Blogging
First, if you don't know what a business blog is, [this post, "What is Business Blogging? \(FAQs\)"](#) should get you up-to-date.

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