



## **Blog Writing to get Results**

### **Duration: 1 Day**

A regularly updated blog is one of the most effective ways of gaining and retaining regular visitors to your website. This workshop will show you how important the creation of engaging content can be to the health of your website but also how easy it is to write compelling content which is fully optimized for the search engines.

### **Who is the course for?**

This workshop is designed for new bloggers and those in business who want to improve traffic to their website. If you are interested in optimizing your business through blogging or just want to start blogging but are unsure of where to start we will give you the building blocks of effective blog writing from which you can go off and start your own successful blog writing campaign.

### **What will the course cover?**

- An Introduction to Blogging
- How Blogging can help your business
- Blogging platforms – Tumblr, Blogger, Wordpress
- Getting Started – Title Development
- Blog Structures for maximum effect
- Writing readable and shareable content
- The Benefits of Guest Blogging
- How to reach your audience

### **What will you learn?**

By the end of the course you will be able to:

- Confidently begin blogging for business and pleasure
- Write interesting content of use to both search engines and of interest to your visitors.
- Improve the reach of your content through sharing on several blogging networks and backlinks
- Use blogging as a part of your online content marketing campaign, using SEO within your blog writing

Call now – 01437 720 033