ADVANCED BLOGGING
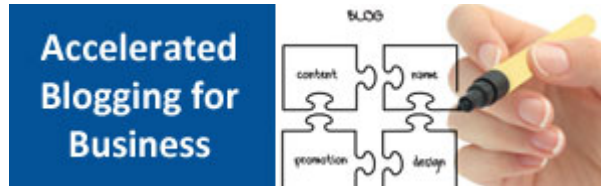
Generate a group quote today

COURSE LENGTH: 1.0 DAYS

Many businesses are not successful with their blogging for several reasons like content creation issues (who does it and how often?), what do we write about and how do we create content that will be indexed by the search engines. If you are not using your business blogging to generate new leads and sales, you're missing out on a very powerful internet marketing tool.

Blogs can be very influential social media marketing tools when written and shared correctly. Do not neglect the chance to learn about how to maintain the content of your blog, learn what must be included on a blog (proper keyword density), how to implement the most important elements of content creation, how to market that information and develop strategies to make it successful.

Now available throughout Kuala Lumpur and Malaysia, this Advanced Blogging training course can be done with our expert local or international trainers at your chosen venue and schedule.

You can also join our public classes, live online using our HIVE technology.

Click on the In-house tab below to generate an instant quote.

ADVANCED BLOGGING COURSE OUTLINE

FOREWORD

Blogging can help a business to both take advantage of the billions of people searching for content on the web as well as promoting themselves as an "Authority" or specialist in their field.

Blogging is also one of the fastest ways to get your site ranked in search engines!

OUTCOMES

▶ Learn What MUST be Included on a Blog
▶ Get a List of preferred WordPress Plug-Ins
▶ Get a List of Preferred WordPress Settings
▶ Implement the Most Important Elements of Content Creation
▶ Learn Proper Keyword Density
▶ Learn How to Leverage Your Content
▶ Understand the common mistakes (and know how to avoid making them)
▶ Learn Ways to Leverage Traffic to Your Blog
▶ Learn How to Set Up RSS Feeds and Why
▶ Learn How to Pre-schedule Blog Posts
▶ Understand the Basics of Back-Linking
▶ Learn How to Get New Visitors
▶ Implement Client/Lead Capture Techniques
▶ Implement Auto-Responders
▶ Understand the Adsense Network

MODULES

Lesson 1: Introduction

▶ Workshop Objectives

Lesson 2: Blogging Strategy

▶ News
▶ Features/Benefits
▶ Getting PR
▶ Social Interaction

Lesson 3: Setting up WordPress

▶ Settings and Plug-Ins
▶ Themes
▶ Widgets
▶ Required Pages

Lesson 4: Starting a Blog

▶ Writing Style
▶ Multiple Authors
▶ Posting Schedule
▶ Social Media Feeds

Lesson 5: Content Creation

- Content Length
- Types of Content
- Duplicate Content
- Spinning Content

Lesson 6: Lead Generation

- Client Capture Techniques
- Implement Auto-Responders
- Download Monitors
- Adsense Explained

Lesson 7: Monitoring Traffic

- Google Analytics/Webmaster Tools
- Conducting Competitive Analysis
- Google PR and Alexa Rankings
- Directory Listing

Lesson 8: Course Wrap Up

- Words from the Wise
- Lessons Learned

WEB LINKS

- View this course online
- In-house Training Instant Quote