

## INTRO TO BLOGGING FOR BUSINESS

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**COURSE LENGTH: 1.0 DAYS**

A blog is one of the most vital social media assets for any small, medium or large business, yet numerous businesses do not invest time in blogging at all. If you are not blogging, you are missing out a great opportunity to advance your business and get found more easily online. Do you want to set up your own blog yet do not how to do it? Register in PD Training's Intro to Blogging for Business training course!

With this course, you will find out how to develop a blogging approach to make your blog more than just another company website. This course covers many details step-by-step and ensures that you gain a solid foundation in the key terms and concepts of blogging, the difference between free & hosted blogs, proper keyword density, blogging strategies, writing tips and more.

Now available throughout Kuala Lumpur and Malaysia, this Intro to Blogging for Business training course can be delivered 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.

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## INTRO TO BLOGGING FOR BUSINESS COURSE OUTLINE

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### FOREWORD

This course is for a business that does not yet have a business blog.

Blogging can help and 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!

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### OUTCOMES

- ▶ Understand the difference between Free & Hosted Blogs
  - ▶ Understand the Key Terms and Concepts
  - ▶ 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
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### MODULES

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#### Lesson 1: What is Blogging?

- ▶ Blogs vs. Website
- ▶ Blogs vs. Social Bookmarking
- ▶ Blogs vs. Social Media
- ▶ Blogs & Web 2.0 Properties

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#### Lesson 2: Blogging Platforms & Software

- ▶ Free vs. Hosted Blogs
- ▶ WordPress
- ▶ Blogger
- ▶ Analytics & Reporting

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#### Lesson 3: Blogging Strategy

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

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#### Lesson 4: Setting Up WordPress

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

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## Lesson 5: Starting a Blog

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

## Lesson 6: Getting New Visitors

- ▶ Guest Blogging
- ▶ Forums Explained
- ▶ Blogging Networks
- ▶ Membership Blogs

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## WEB LINKS

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- ▶ [View this course online](#)
- ▶ [In-house Training Instant Quote](#)