

**TAKE YOUR
BLOG
FROM GOOD \Rightarrow
GREAT**



EQUALMAN STUDIOS



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Cheers!



THE BIG IDEA



Social media is the ultimate equalizer. It flattens hierarchy and empowers those with big ideas and hustle to get their message out to the masses. People and businesses today have an incredible opportunity that is the envy of many that came before them. You have a medium in which to share ideas with the world and build your brand in new ways quicker, cheaper and further reaching than ever before. You can blog.

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● INTRODUCTION





KEYS TO BUSINESS BLOGGING SUCCESS

By Erik Qualman

Many organizations and individuals use blogs to express themselves, advance their brands, drive traffic and produce sales. As a result, blogs continue to grow. Tumblr alone has over 120 million blogs. Interestingly enough about 1 in 3 bloggers are moms. Below are some quick wins and lasting concepts for anyone that wants to run a successful blog. It has helped my blog [Socialnomics](#) become a Top 10 Business Blog according to *PC Magazine*.

- 1. Commitment:** Blogs are free like a puppy, not free like a beer. In order for them to grow strong and healthy, they require time and care. It's dependent on many factors (amount of posts, authors, skill set of bloggers), but you can anticipate a 30-90 minute commitment per day to run a successful blog.
- 2. Consistency:** Unless you are someone like Bono and whatever you do or think will be of interest to people, you will need to pick a general content strategy for your blog. Is your blog going to center around politics or police chase scenes? How niche is your blog going to be >> General Politics or Republican Female Senators? Are you going to focus on breaking the news or reporting on the news? The more specific and consistent your content, the better chance your blog has at success. Remember, you are competing with over 200 million other blogs! You need to stand out in order to be outstanding.
- 3. Audience:** You should not be writing for everyone. As you begin, determine whom you are writing for. As you progress you should continually check your blog analytics, subscriber data and audience surveys to determine who your audience truly is. More often than not, you will be surprised at your findings. Write posts tailored to your audience, this sounds simple, but remember that simplicity wins. Also, so many people forget about their most important asset; their audience
- 4. Momentum Marketing>** Take advantage of stories that "spring onto the scene" and how they relate to your audience. For example if a new term like "Tiger Blood" becomes a trendy topic (it was); be creative about how you can ride the momentum. If you are a Foodie Blog you may want to write a post on a recipe for a Tiger Bloody Mary or comment on Charlie Sheen's Tiger Blood Energy drink (sadly, this is a real product). If your company is a research company than a post that discusses the differences between human blood and tiger blood would be appropriate. Many people will be doing searches for Tiger Blood on Google, so by riding the momentum, you can dramatically increase your traffic. Our socialnomics.com traffic spiked during the Royal Wedding because we were focusing on all the social media that was being used to cover the Royal Wedding. Soon in the search engines we ranked high for "Pippa Middleton."



“The number one driver of traffic to business blogs is still search engines. Yet, so many blogs forget to properly optimize their posts.”



CLICK HERE
TO TWEET
THIS QUOTE

6. **Findable:** Once you have a blog, make sure you post it on all your existing assets so that people can find it. For example use a tool like wisestamp.com to have a nice looking image that links to your blog. Make sure you use RSS feeds so that users can subscribe to your RSS. E-mail is still a top performing digital marketing tool, so allow users to sign-up in newsletter fashion on your blog. Capture their e-mail address for future mailings outside of your newsletter feed as well (make sure they opt-in for this). On your Twitter, LinkedIn and Facebook accounts in the profile section make sure that you have a link to your blog. The links from your profiles can drive tons of traffic!
7. **Sharable:** So many blogs make it difficult for users to easily share their content. Ensure that you use a social widget that allows readers to easily share on their personal Facebook, Twitter, LinkedIn and other social accounts. [AddThis](http://www.addthis.com/) is the most used widget and they provide easy code to copy and paste into your blog (<http://www.addthis.com/>)
8. **Searchable:** The number one driver of traffic to business blogs is still search engines. Yet, so many blogs forget to properly optimize their posts. This is so important. The more specific the better. Example - the keyword for this post isn't blog it's business blog. Specific and relevant to my LinkedIn audience.
9. **Mobile:** When you are ready, also, make sure your blog is easy to find on mobile devices. We suggest making a mobile app similar to Mashable, Huffington Post, SmartBriefs or TechCrunch.
10. **Contributors:** As your blog gains momentum you may have the ability to recruit others to write posts. This is huge. Some blogs require the writer to only post original content. I, for the most part, disagree with this. While it would be nice to be the only blog that has a particular post, I also understand, that the writer, wants to develop their own brand as well. Remember that these columnists are volunteers – so treat them as such. When your blog becomes very successful than you will have people lining up to contribute to the blog (e.g. Mashable, Huffington Post).





● TOOLS



Understand Your Market

Understanding your market in SEO means think about the phrases your potential customers or clients would use to find a business like yours on Google. Write them down – these are your ‘key terms’ and you’ll need them over the coming months.

Try to be realistic and think of phrases that you will be able to compete for, for example if you are a shoe shop and you sell UGG boots – don’t try to compete for the term “UGG Boots” as essentially you will be competing against multinational brands who will have a far stronger online presence initially, and you will also be competing against the brand UGG boots, so not so smart. Be tactical, think smart!

If you are uncertain of the terms to select for your business, use a simple tool such as Google Trends or use social media as a gauge of what people talk

about when it comes to your business and related products. A more complicated tool is Google keyword planner tool to see what phrase are associated with your sector or business, but this tool is becoming less and less relevant because of the term [not provided](#).

Use those terms

After choosing these terms use them appropriately to optimize the pages on your website, using these terms in your page titles, content, URL’s and so on. Be careful of over optimization or keyword stuffing, where essentially you are using there phrases where it makes no sense. For example the “about page” of your business, there is no need to mention products in your title tag for this page, as it doesn’t make any sense.

Quick tip, you can also add value by linking from one page to another by using these phrases using the terms as the anchor text for a link.

S ★ E ★ O

TIPS FOR LEVERAGING THE ULTIMATE TOOL FOR BLOGGERS

By Olan Ahern

Keep It Fresh

The greatest challenge for small businesses is keeping content on their site fresh. Google has a bit of a love affair with new content, and is obsessed with customer concentric content – content aimed at the customer for the customer. So try to update and add pages to your site when and where possible, this adds value to your website. While preferably this should be text, the use of pictures and video can also help.

Link Love

Try to get as many quality sites to link to your website as possible. With Googles Penguin

update clamping down on spammy links (bad links) getting the right type of links is now a crucial part of any SEO strategy. The safest way to do this is to get links to relevant websites or that have a connection with your industry. There are a number of ways to do this, from existing mentions links, to guest blogging to online PR.

Search Engine Optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine's "natural" or un-paid ("organic") search results.



● TIPS



HOW TO SELF-EDIT YOUR BLOG

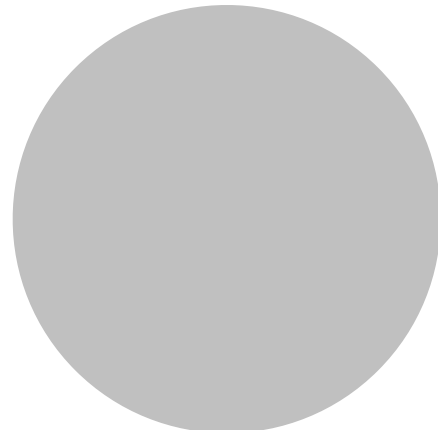
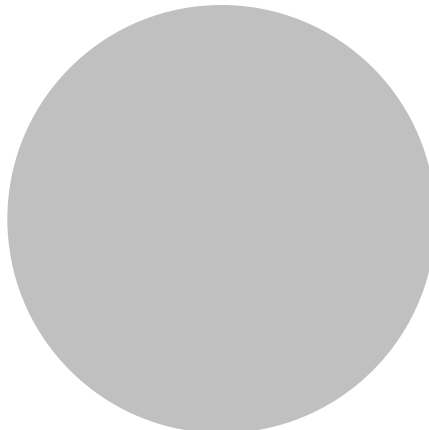
By Robert Morris



Writing blogs that will capture the hearts of your audience and influence their standings on a particular subject doesn't only require writing talent. There are many blogs people read, comment on and subscribe to, but the thing that concerns me is the lack of editing and proofreading. You're definitely trying to write engaging and inviting content, but you shouldn't offend your readers by not spending time to correct the obvious mistakes.

In order to hit the mark, a blog post requires a great deal of thinking and planning, as well as some self-editing that will bring it close to perfection. You should make sure to make your blog posts as great as you can before publishing them. Since you don't have professional editors and proofreaders to watch your back, you need to pay attention to the tips provided in this article and take blogging more seriously.

Find the top ten tips for self editing your own blog on the next page.



1. Hook your reader right from the start

Editing goes beyond simple proofreading; it involves making your content more captivating for the reader and finding the best way to re-phrase sentences that don't work. Pay a lot of attention to the opening paragraph. It should captivate the reader and inspire them to read the whole thing. Show your readers that you care about their particular worries, concerns, and challenges associated to the topic and make them confident that you have the solution.

Think of a person interested to read the blog you're working on. What question would they impose? You can take that question and turn it into an opening line.

2. Don't ramble in the introduction

If you're providing tips on how to sell more books, for example, no one would like to read your memories of the first book you wrote and go through an entire synopsis that's not directly associated to the topic. Your introduction should be short and right on spot. Blog readers are mostly interested in quick tips that are easy to read and implement into practice.

Keep the post in present tense and don't write an extensive introduction – make it short and powerful!

3. Blog posts have theses, too

If you thought that theses were something your professors tortured you with, here is a surprise: your blogs need them too. A strong thesis will help you maintain your focus to the main idea of your article and construct it more easily. Clarify the thesis at the end of your introduction and let the reader know what you will be talking about.

4. Avoid long sentences

People see blogs as quick reads. If they want to be tortured by long sentences that use rare words, they will look for a book or an academic article. Write in active tone and keep all sentences short.

5. Add more drama and attitude

A sentence can be made more powerful with a single phrase or word, such as fact. Make sure to add authority to your writing by being sure about the things you stand behind.

6. Don't write endless blog posts

If the post is too long, many potential readers will lose interest in it at first sight. Don't try to stress out how much you know about a certain subject and avoid going to extents that would drive a reader away. If the topic requires more elaborating, you can separate the text into few linked blog posts and serve them on a daily basis.

7. Don't generalize!

Generalizing is the worst thing you could do for your blog. Your readers' emotions will stay intact if you don't trick them into reading something specific they can relate to. Think of a category you can relate to, like consultants, coaches, photographers, and so on. Use names and specific nouns and you will bring yourself closer to the readers immediately.

8. You like adverbs? Readers don't!

Adverbs don't show; they tell. Instead of saying that someone is very fat, use the word obese. When there is a word for something – use it and don't try to explain it by using adverbs. Your readers will appreciate that.

9. Leave out adjectives too

Now that we cleared the air on adverbs, let's convince you to let go of another thing you love: adjectives. Your readers don't want the sizzle, so don't try to full them by adding incredible, amazing, unmatched or other adjectives. Those won't make your statements more powerful.

10. Get rid of anything you don't need

The worst thing for a blogger is making a reader yawn before getting to the end of an article. Oh wait; there is one thing that's worse: readers leaving the article after the first few sentences. Avoid that from happening by eliminating redundancies and repetition from your posts. Editing is all about knowing what to keep, what to add and what to leave out.

You can turn your blog posts into real pieces of writing art if you make smart choices during the editing process. By becoming a great editor, the audience will understand you better and you will be commercially accepted.



TIPS FOR EARNING MONEY ON YOUR BLOG

By Gemma Gaten

Making money in blogging seems like a tough job but it doesn't have to be. Many people are already jumping on writing a blog because of the success stories they've probably heard from other bloggers. In creating your website, you only need a minimum investment and a lot of effort to establish your blog.

Before you start creating your blog site, you have to consider first your target niche. You cannot just start writing a blog post if you have no idea what to write about and whom you're writing for. One of the golden rules in blogging is knowing your target market. Apart from that, you need to choose which platform you're going to set up for your website.

1. There's no secrets in successful blogging, you just need to work hard for it.

You cannot get rich quickly in blogging. Sorry to disappoint you but there is no fast and easy secrets to earn a living as a blogger. To make your online business earn money, you can do three things. First, learn everything on how you can generate income from your blog posts. Secondly, choose the best blogging strategies that will work for you and lastly, invest on it.

2. Establishing a blog takes time.

Before you reap rewards in your blogging journey, you have to sow the seeds first. Meaning, you have to wait patiently before it grows. Like any start-up business, you have to invest time, effort, and money before you can be able to generate income from it. Do not expect a quick investment return from it because that's impossible to happen. Wait for the right time and just work on

how you can engage more of your potential readers to your website.

3. Share something valuable and interesting in your blog.

Blogging is connected to writing. To attract visitors in your website you have to offer something that might interest them. Improve your writing style and be creative in composing your content. Create a catchy headline and do not forget to include a "call to action" message at the end of your content.

4. Ask professional advice on how to promote your blog.

If you have no knowledge in promoting your blog online you are free to seek professional advice. Talk to some successful bloggers or internet marketer and get some useful tips on how you can get good marketing results in your blog.

5. Be yourself and add some personal touch in your writing.

To gain more readers, you have to be true to yourself. Do not pretend to be somebody else. Instead, just show off your warmth personality and share some personal experience so your readers can easily relate to you. Build connection to your readership. Interact with them and try to help them with their problems. This is a good way of relationship building.

Blogging is an interesting activity. It is not easy to establish a very good website but once you get the hang of it, your blogging journey will become a success.



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