

# Fundamentals of Blogging Cheat Sheet



Blogging is critical to the success of your inbound marketing campaigns. Blogging answers your customers' questions, helps to establish your business as a credible and reliable source, and is highly beneficial to the search engine optimization of your website.

According to Hubspot's 2013 State of Inbound Marketing Report, 43% of marketers generated a customer via their blog last year, with less than 10% of total time allocation. Hubspot also reports that companies that blog see 55% more website traffic and 70% more leads than those that don't blog. Simply having a blog isn't enough, however. So, how do you create a blog that gets you more leads and produces real results?

## Blogging for Lead Generation

**1. Create your buyer personas.** Your buyer personas represent your ideal customers. Businesses often have more than one buyer persona, or ideal customer they'd like to focus on. In order to create these fictional characters, you'll want to consider everything from their motivations, goals, daily activities, or any other factor that influences how they view your business.



Need help creating your business' buyer personas? [Click here](#) for a worksheet.

**2. Choose the right title.** One of the most important aspects of your blog is the title of each blog post you write. Your blog title needs to be interesting enough that people will want to read the article, but also be search engine optimized with keywords. When deciding on the title for your blog, remember to keep it brief and to the point. It's important to focus on only one topic throughout the post, which will help you to keep your title succinct.



**3. Be consistent.** Blogging is a commitment. If you want to see real results you'll need to be consistent about when you blog. Whether that's once a month or once a day, the point is to figure out what works for your business and stick to it. While any type of regular blogging is better than no blogging at all, keep in mind frequency does matter. Hubspot reports that an average company will see a 45% growth in traffic when increasing total blog articles from 11-20 to 21-50 articles. B2C companies see a 59% increase in traffic.



**4. Optimize for search engines and readers.** Many companies start blogging purely to land on the first page of Google. While blogging is certainly one of the most helpful methods for ranking on Google, your blogs should also be optimized for your readers. This goes back to the creation of your buyer personas. Your blog should be focused on helping your readers and potential customers. It should offer useful content that answers their questions and problems. That being said, using proper SEO techniques is also important. You should be including keywords in your blog title and page title, meta description, image file name and alt tags.



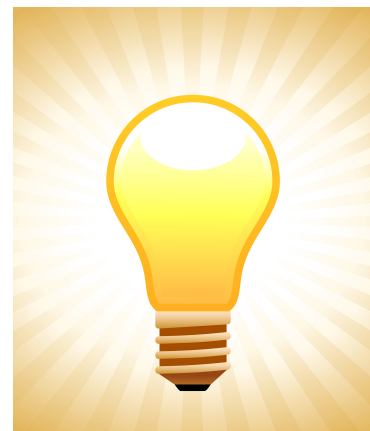
**5. Use a reader-friendly format.** Blog posts not only have to be composed of quality content, but they must be visually appealing as well. Blogs can be as long or short as they need to be, and should be broken up with bullets, subheadings and bolded text. Don't forget to include relevant images that will help to illustrate what you are saying.



**6. Include Calls-to-Action.** One of the most powerful elements to include in your blog is a call-to-action. Calls-to-action help you to convert leads by giving your readers instructions on how to take the next step. CTA's should be directed to landing pages with a form that will collect important data on your visitors. Calls-to-action can be placed in front of offers such as e-books, whitepapers, guides, webinars, newsletter subscriptions, requests for product demos and more.



**7. Develop remarkable content.** Hubspot considers remarkable content to be shareable, unique, thought-provoking, timely, and understandable. One of the biggest challenges marketers face today is coming up with what to write about. If you are searching for the next big idea for your blog, consider responding to your own blog comments, answering questions from customers, repurposing content, or responding to recent industry news.



**8. Get social.** You've spent a decent amount of time coming up with a stellar blog title, quality content and targeted keywords. If you don't promote your posts however, no one will be able to enjoy your efforts. Utilize social media platforms like Facebook, LinkedIn and Twitter to promote your posts and extend your reach. Other ideas you may want to consider are adding a blog link to your email signature, business cards, other written content and newsletters.



**9. Build your network.** As you begin to attract more followers to your blog, it's a good idea to connect with others in your industry who are discussing similar topics. You can leave comments on other blogs, request someone else to guest blog for you, or even guest blog for someone else. The important thing is to build relationships and enhance your network. Follow industry leaders on social media or co-market with another company.



**10. Analyze engagement.** After you've started blogging, it's important to review the statistics acquired from your posts. Using an all-in-one software like Hubspot, will allow you to see the number of article views a post has, blog subscribers you've gained, the most popular articles you've written, and more. Analyzing these numbers will help you to know which topics to post about and how you can better reach your customers.





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