



Blogging

Overview

Get your message out to the world in the most effective way and build your client base as a direct result by becoming an industry leader through building trust and becoming an authority online

- Blogging is the core of social media and the core of web marketing.
- It is the single most effective tool for companies to gain a voice far beyond their website.

Target Audience

This ½ day course is for business decision makers who need to understand the essentials of Blogging as a productive business networking tool.

Pre-requisites

Blogging assumes has attended the Introduction to Social Media for Business ½ day Course or has equivalent knowledge.

Objectives

At the completion of Blogging you should be able to:

- State how to set a blog up and how to integrate it with your existing online presence (your website/Twitter and Facebook..)
- Describe how to import videos/pictures, link to pages and embed the information you want to share.
- Understand sourcing/creating the kind of content people want to read.
- Specify how to manage your time effectively and be efficient with your blog
- Ensure your blog is listed in search engine and online directories
- Discuss search engine optimisation for your blog content
- State aspects of blogging etiquette, linking and using other content, what and what not to do
- Encourage sharing and distribution of your blog entries, through social bookmarking sites like digg

With our training focusing on a hands-on approach, you'll leave your session with everything you need and you'll have a working and integrated blog that will enable you to generate and grow the traffic to your website

Course Duration is 1/2 Day

Course Code: SM04