



# **BLOGGING 101:** THE BASICS

TOPIC:

# WHY IS BLOGGING IMPORTANT?



## EXERCISE 1

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If you have a company blog, continue to the next section. If you do not have a company blog, go into your website builder to research plug-ins for a new blog.

**Lesson:** Build SEO



## EXERCISE 2

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Click on the Materials section and read our blog entitled, "How to use your blog to get amazing SEO!"



## EXERCISE 3

Write down three problems that your products or services help your customers solve.

*Ex. Weeds continuing to grow in a yard*

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**Lesson:** Build credibility



## EXERCISE 4

Using the problems you listed above, turn these problems into a blog title.

*Ex. 6 ways you can get rid of those pesky weeds.*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Lesson:** Create social media material



## EXERCISE 5

Pick one of the topics above and write an outline of the content. Take the outline and brainstorm how you can take your blog content and turn it into two or three social media posts.

TOPIC:

# HOW TO SELECT BLOG TOPICS

**Lesson:** Google Trends



## EXERCISE 6

Using the instructions provided in the course, go to Google Trends and find three additional topics you can turn into a blog post.

*Ex. "frozen pipes" when you search "plumbing"*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



## EXERCISE 7

Think about the frequently asked questions you receive from your customers. What are three questions that you can easily answer in a short blog post?

*Ex. How do I know if it's time to replace my roof?*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Lesson:** Congratulations! You have a blog topic. What's next?



## EXERCISE 8

From the above exercises, pick a topic or trend for your next post. Go to UberSuggest that we mentioned in the course content. Research your topic and find the key phrase with the highest search volume and lowest competition.

Key phrase: \_\_\_\_\_

Volume #: \_\_\_\_\_

SEO Difficulty (Competition): \_\_\_\_\_

TOPIC:

# WHAT TO KNOW BEFORE YOU BEGIN WRITING

**Lesson:** Media



## EXERCISE 9

Create a Dropbox account or a Google Drive folder where you can store professional company photos on a variety of topics for future blog posts.





## EXERCISE 10

How would you describe your company's tone of voice and personality in three words?

*Ex. Fun, trendy, casual*

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

## Lesson: Word count



### KEY TAKEAWAY:

Content that is concise and high-quality is better than long, redundant content.

## Lesson: Plug



### KEY TAKEAWAY:

A blog post is about educational content, not making a sale, but don't miss an opportunity to direct readers to your money makers.

## Lesson: H1, H2 and H3s



### EXERCISE 11

If you already have a company blog, go back through your old posts and reformat using H1, H2 and H3 header tags.

**Lesson:** Internal & external linking



## EXERCISE 12

Create a common database for you and your employees where you can store helpful articles and high-ranking websites of other companies for future external linking.

**Lesson:** Key phrases



### **KEY TAKEAWAY:**

Your key phrase should be included in your content no less than five times.

TOPIC:

# NOW WHAT? SHARING ON SOCIAL MEDIA



## KEY TAKEAWAY:

You'll want to make sure your social media post contains: a link to your blog, a compelling graphic or image related to your blog, and either a quote or synopsis of your blog.



TOPIC:

# CHEAT SHEET – EASY WRITING PROMPTS



## EXERCISE 13

Using all the blog topics and ideas from this workbook, create a blog calendar for the next three months and schedule out a blog post every week. We recommend choosing a day of the week to post on consistently.





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