Content Marketing with Blogs: Guidelines to Save You Time and Get Better Results
By Patsi Krakoff

4 Steps to a Successful Blog: COAD:
- Content: Edit for quality, write a good headline.
- Design: format it for easy reading, add images and links.
- Action: Make it easy for readers to share with others and to read related posts.
- Outreach: Make to make it easy for the search engines to index your post appropriately

Ideas for writing your post:
- ☐ Do I ask a question?
- ☐ Do I solve a problem?
- ☐ Have I identified keywords and phrases?
- ☐ Am I connecting with readers, having a conversation?
  - o Use pronouns
  - o Use emotional or strong words
  - o Consider various learning styles of readers (audio, video, graphs)
- ☐ Do I either entertain, engage, educate, enrich readers' lives?
- ☐ Do I include a call to action, other questions, an invitation to do something?

Pay special attention to your headline:
- ☐ Find a hook
- ☐ Use keywords
- ☐ Combine clarity and cleverness
- ☐ Use numbers: 5 Ways to . . . 3 Reasons . . .
- ☐ Evoke curiosity
- ☐ Odd comparisons
- ☐ Study magazine covers to learn effective headlines
- ☐ Remember: your headline may be the only thing that gets read

Before you hit publish:
- ☐ Add an image
- ☐ Short paragraphs
- ☐ Bulleted lists
- ☐ Bold keywords and phrases
- ☐ Subtopic headings for longer pots
- ☐ Break up longer post with "Read more"
- ☐ Use parenthesis and post-scripts for added emphasis
- ☐ Link to previous posts, website, sales pages, authors, expert definitions on Wikipedia, books, etc.
- ☐ Ask questions

WordPress Plugins to Check Out:
- ☐ YARPP, which stands for 'Yet Another Related Post Plugin'
- ☐ 'All-in-One SEO Pack'
- ☐ 'Scribe SEO' which comes with a monthly fee

View the post: http://www.contentmarketinginstitute.com/2010/10/blog-guidelines/

About the author: Patsi Krakoff is a content marketing specialist helping professionals create a strong Web presence to get found, get known, and get clients using blogs and social media. Her award-winning blog is WritingontheWeb