

Dental Consultant Master Academy

evolve ■ emerge ■ influence

Action Sheet – Week 11 Advanced Blogging Strategies

5 Blog Strategies

BOOST Your SEO

Every blog post must accomplish the following:

1. Keyword appears in the URL for the page
2. Keyword is in the title of the post
3. Keyword is in the first paragraph
4. Keyword appears in at least one subheading “<h> tag”
5. The keyword appears in the meta tag of the post
6. Keyword appears in the image alt tag
7. Your post is over 300 words and less than 600 words
(content is king so I am only giving you my recommendation)

Advanced SEO Word press Plug-in

<http://yoast.com/wordpress/seo/>

Advanced Blog Strategy #2: Make Your Categories Your Keywords

Advanced Blog Strategy #3: Promote on Your Side Column

- Usually you don't want to advertise other people's stuff on your blog.
(Unless it's a curation-type of site.)

- But why not promote YOUR offerings?
- Create your own “ads” that links to a sales page offering YOUR stuff.

Advanced Blog Strategy #4: A Better Way to Promote Others

- So should you advertise on your site – like with Google Ad Sense? Usually not.

It's only really profitable when you have over 250,000 unique visitors a month.

It takes people away from your blog and you never know whose ads will show up on your site if you use something like Google Ad Words.

- Should I allow guest bloggers?
- o Usually not. Focus the blog on YOU.
- o Care for your tribe very carefully.
- What about promoting affiliates?
- o Same thing – not ideal in the from of an image ad in your side bar.
- o BUT... Here's a MUCH better way...

The Better Way to Promote Others

- Interview them!
- Use audio or do a Skype video interview and make it a video for your blog.
- Keep it short. (under 20 minutes)
- And yes, then they can promote because it's a personal conversation with you and the interview should be cool and interesting. (i.e. valuable content for your tribe.)

Advanced Blog Strategy #5: Leverage Content Curation to Your Advantage

- A content curator is someone who continually finds, groups, organizes, and shares the best and most relevant content on a specific issue online.
- Your blog and social media is about you and your tribe.
- You develop a tribe because you are you.
- And your blog and social media is your vehicle to express yourself and share what's important to you.
- Remember content is king.

You're Already a Content Curator

- Have you ever forwarded a funny or inspirational picture via email and/or Face book and/or Twitter?
- Have you ever linked You Tube video in your social media status update?
- Have you ever "liked" a post?
- Did you say "YES"? If so then you are curating

BUT... You Can Probably Do It Better

- Every time you link to a You Tube video on Face book, you are driving traffic to You Tube.
- **STOP!** (You Tube is doing just fine with its traffic – you don't need to support it.)
- Post the video on **YOUR** blog and link to **YOUR** blog from all your social media sites.
- You can do the same with articles you find online.

The Ultimate Content Curation Strategy

- Search for articles and/or videos related to your topic. (Filter your search to find the top views/top rated videos and articles.)
- Write a couple short paragraphs about why you like the video/article. Post the video or article. (If posting an article, use the "quote" feature in Word press.)
- Before you write, read other articles on the topic related to your blog idea.
- Research before you write
- Now you are ready to create your very best content

The Art of Content Curation

- Stay focused on your specific topic
- Share only your best information
- Post weekly (At least but understand what is best for your niche)

Action Steps

- If you're going to do more serious blogging, get the Yoast SEO plug-in.
- Make sure your blog categories are your keywords. (If you choose to have blog categories)
- Link to your own offers and internal pages of your website
- If you're promoting others, consider interviewing them and using the content as a blog post.
- Experiment with content curation.

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