

Dental Consultant Master Academy

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Transcript - Week 12 Advanced Blogging Strategies

Hello this is Debbie and welcome to this week's training video.

Today we are continuing our conversation from last week where I gave you some foundational, basic outlines of how write your blog.

Now we're going to take this to the next level, and I'm going to give you some advanced strategies that are going to dramatically enhance your blog.

Here is what we will cover in today's video. I'm going to share with you five powerful strategies to improve your blog traffic, how to keep people coming back to read your blogs and what is on your website. I will also share with you the overall power that your blog has for you.

Next, I'm going to share with you how to take your blog to an even higher level doing things that I am almost certain your colleagues don't know about. I will share advanced and very current information about what is happening right now in the blogging world.

And I'm going to show you some very easy ways to better leverage your SEO, some more advanced strategies around SEO and your blog and how to promote on your blog and how not to promote other people's information.

And another topic which I'm really excited by. This is how to use content curation to enhance your blog. I introduced that topic on the last video. We're going to dive into it more here and I'll explain exactly what that is as we move forward.

So let's get started!

Now first, I want to cover these five really big, powerful, advanced blogging strategies. The first one is to simply pump up your SEO. I just want to tailor this conversation today so it is specific to your blog posts.

Here is a little secret. For every one of your blog posts, you want to, as best as possible, try to accomplish these seven points. First is having the keyword appear in the URL or the title of that particular page. Have the keyword in the title of the post. This is extremely important. Have your main keyword in the first paragraph. Use your keyword in at least one of the subheadings, in other words, these headings tags.

Number 5 is that you want the keyword to appear in the Meta tag of the post, meaning the description page, the thing that Google is looking at when it looks at what is this page about.

Number 6 is that your keyword appears in the image alt tag. Again, I'm going to show you all of this in just a moment. Number 7 is that your post, generally, is over 300 words long. I think you should also try to keep it under 600 words but this is my personal opinion. I just don't think that people will read more than that amount of content. And this has also helped me to keep what I want to say Concise and to the point.

I can't stand when someone goes on and on and on. Most dental professionals want you to "get to the point!" They have a limited amount of time. I can tell you that most people who come to a website spend less than 1 minute so make it juicy from the start of what you write. Catch their attention from the beginning. You want them to be able to click and become a follower of your blog. Now, when people return – on my website—when people return they spend about four and a half minutes. That is so cool! See how you want to catch them in the beginning? See how important it is to catch them right from the first sentence and first paragraph?

That one is not a hard-and-fast rule, but it's something to consider. Google tends to like little more meaty articles.

Let me just give you a demo of these seven points in one of my blog posts. Let's just go down the seven-point checklist and give you a visual example here as well, and you can learn how to do this. I'm going to show you a great tool, by the way, to make sure this is all happening for you on your website.

Number 1 here. Does the keyword appear in the URL of the site, of the page? Sure enough, there it is. My keyword for this particular post is "Dental Practice Management Consultant." You see. There it is. There's my keyword in the URL of this page.

Does the keyword appear in the title of the post? Here it is. Dental Practice Management Consultant is in the title of the page. Does it appear in the first paragraph? Yes, here it is again. In the very beginning, I talk about passive revenue.

Does it appear in at least one of the subheadings? Yes, here it is. Yes, it is in one of these heading tags.

Does it appear in the Meta description of the post, the Meta tag? Well, I'll show you that in just a moment, actually. I'll show you what Google shows for that.

Does the keyword appear in the image as an Alt tag? Watch this again. I've shown you this before, but look at that. Do you see that? My image title is the same as my blog post title. In this case, passive revenue is a myth. Yes, the keyword appears in all of the images. In fact, I set it up so that way all the images—this one really only has one image in the whole thing. Yes, it shows up in the image. Again, that is just a plug in that does this. I've covered this in the previous video. It's called SEO friendly images. It's a Word Press plug-in. You set it up once. You never have to think about it again.

Number 7: Does the post—is the post over 300 words long? Yes, absolutely, this one, for sure, covers that.

All right, so there's my keyword in my blog post. I'm not on page 1. I was earlier, but here I am. There's my post and remember I said number 5, which is that you want your keyword to appear in the Meta description or the Meta tag.

Well, that is right here. This is the description of the article. Yes, it appears twice. See, this keyword is all over the place. It's in the description.

It's in the URL. It's in the title. Just imagine if you did this for one keyword and every blog post is focused in on that one keyword, and you keep hitting that button over and over and over again, that's how you really get on page 1 of Google, if it's not such a competitive term that everyone else is competing for it, but some sort of word or phrase that you can really become known for.

Now I want to share with you an advanced tool that you can use in your Word Press site to help you get this more advanced SEO done for your blog. This is one put out by a guy named Yoast, like rhymes with toast. I've given you a link here as well.

Previously, I gave you a really good plug-in called All in One SEO. Again, that's a fine plug-in and it works very well. You kind of set it up once, and you never think about it again.

This one is a little different. This one is a little more advanced, and that's why I'm sharing it with you now is if you're really serious about blogging and you really want to play the SEO game in a little more directive way, then I would recommend you upgrade from the All in One SEO and put on this Word Press plug-in now and use this one for your SEO.

The other one, All in One SEO, is just a fine general search engine plug-in and it works very well. This one is just quite a bit more robust, and you have a little more access and wiggle room to play with your different keywords.

Here we are in the dashboard of my site. This is the post that I was just showing you. Here is the tool that I used called Word Press SEO by Yoast. What happens is when you put up the blog post for the first time, all of this is empty at first, and then you come in here and you manually input the information.

In this case, my focus keyword is passive DENTAL PRACTICE MANAGEMENT CONSULTANT. Then I put in the title. The title is, again, what shows up both in the listing here and at the top of the post itself. You see it up here.

Then the Meta description, the Meta description is, again, what Google is reading and what it's going to show when it actually lists your website. Here's my copy for that. Well, I manually inserted that exact copy right here using the Yoast plug-in. Of course, it has my keyword in here.

What you do is you put in the post. You fill this out the first time. You click "update" to update that post, and then this is where this plug-in gets really powerful. It's going to give you an analysis, a critique of how well your SEO is for this particular page, for this particular keyword.

You can see the overview here, but if you just click on "Page Analysis," you can see all the criteria that it gives you and a different score. Green is good. Yellow is okay. Orange is all right and if it's red, it means it needs to be addressed.

This gets really quite detailed here. I mean it's telling me that I really should have the keyword in a few more times in the actual article post, that it's only in 58% of all of the words or the words passive revenue, my main keyword.

So again, some of these are more important than others. I filtered this out and I've given you the seven big ones. It's questionable of really how important it is, but this tool overall gives you a fantastic gauge on how well you're utilizing specific keywords for your particular blog posts. Very powerful tool and if you're ready for it, if you're ready to step into a little bit more advanced SEO, then this is the tool for you.

Advanced strategy #2 and that is to make your categories your keywords. This is very, very simple and you set this up once and really, this is one of those you don't have to think about again.

Advanced blog strategy #3 is to promote your programs and content and services on the right-hand column or on the side column depending on how you've laid out your blog. Usually, you don't actually want to be advertising other people's stuff on your blogs. Really, the only exception to this is if you have a curation, content-curation type of website like Huffington Post or like some of those that I showed you last week, where advertising revenue is actually one of the big ways that they make their money.

But for most of you, you have your own business or you're building yourself as an expert in your field. You don't want to be putting Google Ad Words or anything on your website because, number one, you're going to pull people away from your website and number two, it just doesn't look good. It just doesn't look good.

The alternative is yes, you can advertise on your website, but advertise your stuff. Put your offerings up there as banners, as advertising that links to some other page on your website that promotes something.

Advanced blog strategy #4, now this is all about a better way to promote other people. Here's what you're going to find. As your business grows and as your blog gets more and more popular, you're going to start to get those e-mails, even some phone calls, asking you, "Can we advertise on your website?"

In general, you really don't want to be doing any kind of advertising for anybody else, as I just covered. This includes Google Ad Sense, because with advertising, again, it's not really profitable until you've really hit about a quarter-million unique visitors a month.

Now that's a very general number, but in general, yeah, you have to have a huge following and huge traffic in order for that ad revenue to even pay off for you.

But if you actually get these numbers, then yes, you might reconsider this strategy, and you might start to do some advertising. But again, like I said, it takes people away from your blog.

But now, what about allowing guest bloggers to come in and post on the main page, to give guest bloggers that opportunity? My answer is usually not because you really want that blog to be focused on you and your business. You have to take very good care of your tribe. They trust you. They've connected to you, and if you start tainting the waters a little bit with other people and they're promoting their thing on your blog, that gets a little sketchy.

Same with sponsored blog posts where people are paying and it even says, "Sponsored blog post." It's basically a blog post that's an advertisement. I would just tread a little carefully on that. Again, if you have a very popular, very big blog, you might consider it. Otherwise, don't do it. Just keep your life simple, focus the blog on you and your products and your services.

Now, what about promoting other people's affiliate programs, people that you know, let's say, pretty well? You like their programs. Okay, you might put up a side widget, an ad on the side to promote that person's product using your affiliate link. Okay, that's a possibility. Again, it's not ideal, but there's actually a better way, I would say, to promote someone else's product. If they approach you and they want to promote their product to your list, here's a better way to go about that.

Interview them. Again, do this on the phone or you can do it over Skype video or Google Hangouts. You record that interview that you do with them and make a video or make an audio. Then post that video, that audio, on your blog. Keep the interview short, under 20 minutes, and yes, absolutely in this case, they can promote at the end of that interview because the whole, let's say, 18 minutes of it was really great content, powerful stuff, is what you think is going to be useful. In a way, you're curating for it, again. You find this information useful and you're sharing it with your particular tribe on your blog. Of course, at the last two minutes, the person can promote whatever they like and they can use your affiliate link to promote that.

You put up a blog post that has the interview. You put the link in it that will take people to that person's website. I would say it opens a new window, meaning don't have it just override the window they're on, which is your blog. Have it open up as a new window and use your affiliate link. Now that's a really great strategy because what you're actually doing is you're adding more content to your blog and yes, you're promoting someone else's stuff, so you're really doing both at the same time.

The fifth and final advanced blog strategy is to leverage content curation to your advantage. Now I introduced this topic to you last time. Now let's go into this in detail here and let's really talk about what this is.

A content curator is someone who continually finds, groups, organizes, and shares the best and the most relevant content on a specific issue online. Your blog and all your social media outlets, those are about you and your tribe. You're developing that tribe and their trust and like in you because of who you are, your personality, your style.

Remember your blog and all your social media are really the vehicles to reach out to that tribe with who you are. You being you. You're extending that and you're also sharing what you think is important. You're playing the role of a gallery curator or an editor who takes the best information out there and you redistribute it to your particular tribe.

One of the most powerful ways that this is done is through what's called content curation. Because your blog doesn't only have to be the place where you have to generate all the content all the time. You can use your blog to share with your tribe other videos and articles that you've found to be very important and you will link to and even copy parts of those articles, those videos, and put them into a unique blog post.

This way you generate content on your blog, but you're also connecting with your tribe and sharing with them the information that you think is important out there from the Internet. You're distilling all of the clutter and making it very focused, because if somebody likes you, they resonate with you, then chances are they're going to like the same videos, the same articles, and the same pictures that you like.

That brings up an important question. Almost, for sure, you're already a content curator. You just may not know it. Have you ever forwarded a funny or inspirational picture via e-mail or did you forward one on Face book or Twitter ever? Guess what you were doing?

You were editing content, weren't you? You were saying, "I think this is important. I think this is fun. Check this out." You shared it with your community let's say on Face book or Twitter or via an e-mail.

Even when you, let's say, in the past I used to do this all the time. I still do this with my friends is if I do find a funny video, I'll still send it as an e-mail to them and say, "Hey, check this out. This is really funny." Have you ever linked a YouTube video in any of your social media status updates? Chances are you have. Have you ever liked a post?

Guess what? That is actually a form of content curation because you're indicating to your tribe, "I liked this. I don't like this." Do you know what I mean? It's like you're starting to distill the information and filter it. You are actually already doing content curation. But, there's a high probability that you could be doing it much, much better with a little more focus and a little more strategy, so let's talk about that.

You see what happens is every time that you link a YouTube video on Facebook, what are you doing? You're actually driving traffic back to YouTube. I guarantee you YouTube is doing just fine without your free support to that website. Stop doing that!

It doesn't mean you have to stop doing it all the time. I just want you to think about a different way of doing it, okay? That different way is why not post that video that you were going to send directly to YouTube, why not post it on your blog and then link to your blog from your social media sites, instead of linking to YouTube directly?

In other words, they're still going to watch the video. Instead of taking them to YouTube, take them to your site because you repost that video on your site, and that drives traffic to you. It builds your tribe. You can have people comment on the blog below. It's vastly different than taking them to YouTube or to anywhere else that you're taking them to.

Before you write your blog and post it on word press do a search for related keywords on your topic. You don't have to just stick to the one keyword. You can do this and get a ton of content that exists out there. You can do this same exact technique when you go to Ezinearticles.com, for example, and find articles related to your topic. Personally I search on DentistryIQ.com for articles related to a topic I want to write about. If I don't like what I see there I will just go to Google and type in Dental Articles and my keyword or topic I want to write about.

To help you even further with this idea of becoming more focused on your content creation, here's where you want to focus your strategy. Stay focused on a specific topic. Share only your best information. You have to be wowed! You need to be thinking "Wow! That was great! That's awesome!" You need to feel this content inspires YOU! This is the information you share with your tribe! You do this continuously, consistently. You don't have to only do this, remember. This, to me, is a strategy where you blend it with your own articles, with your own videos, your own content. Every once in a while, maybe every third or fourth blog post, you can pull from other sources.

Here are your action steps for this week's training video. The first is if you are really serious about blogging and you want to become more focused on your SEO, then I recommend you get that Yoast SEO plug-in. Simply make sure that your categories on your blog are actually your keywords. If you haven't already, put your own ad in the side column and link to other offers within your own website.

If you're promoting other people, consider doing an interview with them and then using that content on your own blog post. I invite you to experiment around with this content curation idea. I mean you are already doing it, but why not take the people to your blog first before you send them to other places out there?

Okay, hopefully you enjoyed that, and I think you're starting to really see some possibilities here. This is powerful stuff I'm sharing with you. It really can transform your business and your relationship with your tribe.

This is Debbie signing off. Everyone have a great week and I will see you on next week's video.

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