



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 ½ a day

Course Code: SM04