

Assignment 4: Writing and Posting a Blog on your Website

Assignment due: May 7, 2020

(please read assignment carefully, there is a lot of information below)

For your last assignment, you will be asked to use the information learned in **Chapter 12: Blogs**, and write a blog to post on your website. *When you originally set up your class website, you were asked to include a Blog tab. Now it is time populate that tab.*

Today, blogging has exploded in popularity. With a simple online search, it's possible to find blogs and bloggers from nearly every industry and category imaginable: from mommy bloggers to foodies, cooking enthusiasts, fitness experts, fashion bloggers, crafting connoisseurs and more.

Blogs have become very popular giving every day and your brand people a voice. They provide an easy way for anyone from around the world to share opinions and ideas with a large audience. They also help readers keep up-to-date on trends and topics they are interested in. And lastly, they are a great marketing tool for many businesses.

Before writing blog content, brands must have a clear understanding of their target audiences:

- Think about the customer personas you developed for the social media marketing content strategy in assignment 3.
- What do audiences want to know about? (refer to your mind map)
- What topics will resonate with audiences? (refer to your empathy map)

For this assignment, you will be creating a blog site:

- Your blog will be hosted on your **company website under the blog tab**
- Make sure your blog is consistent with branding and color schemes developed as part of your brand identity (developed in assignment 2)
- Choose a content **theme** for blog posts (stay true to your themes) from the empathy map and mind map developed in assignment 3.

Use the information contained in Chapter 13: Blog Lecture slides to assist you in writing an excellent blog.

I have attached the lecture slides below. Chapter 12: Blog (slides 14 – 34)

When you complete your assignment, email your **website address** to goodmanprofessor180@gmail.com.

This assignment is due on May 7.

The image shows a screenshot of a blog post with several callout boxes pointing to different elements:

- Headline:** Points to the main title "MOVING BEYOND THE PLATE: HOW RESTAURANTS ARE BECOMING THE NEW LIFESTYLE BRANDS".
- Featured Image:** Points to a photograph of people dining at a restaurant.
- Block Quote:** Points to a quote: "When we first launched the brand, we were conscious to build it with the ability for growth and not to be too prescribed into just one food and beverage segment. This allows us to stay creative and evolve with our customers."
- Hyperlinks:** Points to text within the article that is underlined and blue.
- Inline Images:** Points to a small image of a product box within the article.
- Call to action:** Points to a button at the bottom of the article.

Writing and Optimizing Blog Posts

Outline

Armed with the **blog post topic**, **post type**, **audience** and **background** research on the topic, begin by organizing the content of the blog into an outline.

- Write down all of the **main takeaways** and **key points** to include in the blog and organize them into sections.
- Decide **how long the blog will be**.
- **Longer posts tend to perform better** on search engines, however, shorter posts may resonate with readers more.
- A good best practice to follow is anywhere between **400-1,000 words**.
- However, the **content strategy topic and audience** will ultimately dictate the length of the blog post.



Title

- Before writing, come up with a few working titles for the blog post.
- The working title will help **focus** the blog post content into something more specific than what would fit into a general topic.
 - For example, if your topic is "blogging," then a good working title would be "How to Write a Great Blog Post" or "10 Tips to Perfect Your Next Blog Post."



Write Catchy Blog Titles Like These To Get Way More Traffic

Best Performing Content	VS.	Worst Performing Content
What 10 Studies Say About The Best Times To Post On Social Media		How To Discover Awesome Writing Techniques That Will Improve Reading Comprehension
3 Types Of Blog Posts That Are Proven To Boost Traffic		How To Use Marketing Performance Metrics That Will Improve Your Blog
20 Ways To Be Creative When You Don't Feel Inspired		5 Teaching Theories That Will Improve Your Educational Content Marketing
How To Attract An Audience With The Best Blog Photography Tips (153 Free Images)		How To Work With Designers With Authentic Advice From California's Designer
43 Data-Driven Headline Ideas From 1,000 Of The Most Popular Posts		How To Meet Deadlines When You're Sick And Tired Of Missing Them

21,489 Pageviews

4,954 Pageviews

That means you could get **438% more traffic** by following this advice!



Online Tools to Get Started

- There are many tools online like **headline generators** to help individuals and companies create great titles for blog posts.
- A simple **Google search** will yield hundreds of websites that offer guidance. Below are blog title structures to get you started.

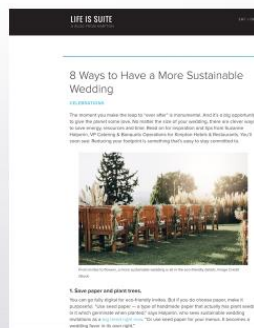
1. What (Noun) Studies Say About (Subject)
2. (Noun) That Are Proven To (Desirable Outcome)
3. (Noun) Ways To Be (Adjective) When You Don't (Verb) (Adjective)
4. How To (Verb) An (Audience) With The Best (Subject) Tips (+Noun) Free (Resources)
5. (Noun) Data-Driven (Noun) From (Noun) Of The Most Popular (Noun)
6. (Noun) Easy Ways To (Verb A (Noun) That Will Skyrocket By (Noun) In 1 Year
7. How To Use (Noun) To Increase Your (Desirable Outcome)
8. The (Noun)-Minute, (Noun)-Step Solution For The Best (Noun)
9. How To Rock A (Noun) That Will Save You Tons Of Time
10. How To (Verb) Your (Noun) For Massive Growth

Title

Once the blog is complete, finalize the title based on the content that was actually written in the post. The final title may end up being "New to Blogging? Here Are 10 Writing Tips for Your First Blog".

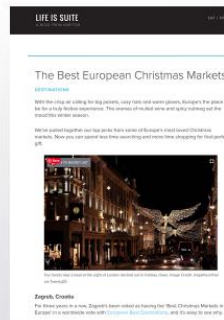
Blog post titles should:

- Convey what the article is going to be about
- Be catchy and engaging, pulling the reader to learn more
- Use words the audiences use
- Contain power and emotion words, like jaw-dropping, greatest, fascinating, risky, dangerous, staggering
- Ask questions
- Use numbers and facts: titles with numbers and facts receive 26% higher traffic than those that don't!
- Include at least one industry or popular keyword based on prior keyword research
- Be short and to-the-point: titles that are under 70 characters will not get cut off in search results



Intro

- Begin the blog post by writing an intro.
- This, along with the blog title, is arguably the **most important** part of writing a blog as it's the first chance to grab the reader's attention.
- If readers are not **hooked** within the first few seconds, they will stop reading before they give the blog a fair chance.
- **Tell a story**, share a joke, use a statistic, provide an interesting fact, ask a question or state something controversial.



- The intro should also provide readers with the **purpose** of the post, directly addressing a problem the reader may have. Introduce the program and explain it in full detail.
- End the intro with a transition to hint at **how to solve the problem**.



Main Body

The main body of the blog post is where you get into the why and how of the problem presented in the intro.

First, present the **problem** in more detail with why the problem is so **difficult to solve**. Tell a **story** or give a detailed example to show readers you understand the problem they are facing.

Include **statistics** to further **illustrate the problem** through concrete facts. Then provide core points through a **solution** to the problem.

Conclusion

- The conclusion should bring readers full circle and summarize the main points and key takeaways of the blog.
- Tie the closing back to the statement presented in the intro of the blog as depicted in the image below:

The Start: "As a content marketer, you've always relied on your trusty three-wheeler to get your job done. Oh, you didn't realize you owned a tricycle? What, analogically, you certainly do."

The End: "Let's face it: Your content strategy is not equipped to take each visitor on a journey to Conversion City. You'll need a four-wheeler to drive them there."

As you venture further into the city, the lights display through Oxford Circus leads you all the way to the Victoria Street Christmas Market.



Victoria Street Christmas Market and a carousel under a starry night sky in London.

With more to offer than you can see and riding time, the new main Christmas Market is an activity that takes on what you may typically expect. As the city for all ages is the focal point, with plenty of activities to choose from. Whether you're looking to see a holiday of a Christmas Market and an advanced car or a fun ride on a merry-go-round, you'll find a popular ride with rides and rides. It also features the most romantic date night, as girls come together to create and a drink from any of the deliciously themed bars and enjoy the city from a different point of view.

👉 [Oxford Circus | Holiday](#)

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