

Blogging

Blogging– course curriculum

Blog Writing Basics

- Importance of Blogging
- Types of Blogs
- Select Goal

Create a Blog

- Blogging Platforms
- Select Theme
- Integrate Blog

Blog Conversion Optimization

- Blog Elements
- Right Sidebar

- Use of Lead Magnets

Blog Writing Strategy

- Select Topic
- Keyword Research
- Competitor Analysis

How to Write a Blog?

- Create Content
- Insert Keyword
- Image and Infographics
- Checklist

Blog SEO

- Blog Title
- Category & Tags
- Content Readability
- CTA Image

Promote Blogs

- Indexing in Google
- Share on Social Media
- Social Bookmarking
- Circulate in Email

Measure Performance

- Check Ranking of Blogs
- Metrics to Track
- Google Search Console Analysis
- Google Analytics Analysis

Manage Your Work

- Strategy Creation
- Process Creation

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