

Best Practice Checklist

Blog



Be authentic

Authenticity is key to your readers / customer base. Project your company in a real light to assure your customers that they can trust your actions.

Publish consistently

Give your readers a reason to return. Timely blog posts with valuable and interesting information give your audience a reason to visit again and again.

Write for web readers

Keep your blogs brief, focused and casual. Your readers are more likely to scan for interesting points, so make your blogs noticeable with attention grabbing headlines.

Leverage RSS

This is a great way to syndicate your content across the web and conveniently stay on the radar of your audience.

Stay relevant

Your blog should be useful to your audience. Ensure you keep informed; the more educated you are on your industry the more valuable you are to your customer.

Use keywords

Optimise your blog title and create keyword-rich content to ensure that your target audience can easily find your business on the search engines.

Always link!

Linking is essential to your search engine optimisation. Combining strong link anchor text with your relevant blog content is precisely what the search engines are seeking.

Tell everyone about it

When you blog, tell everyone about it. Announcing on your other social networks –like Facebook or Twitter –that you have just published a new blog post easily keeps your blog top of mind and can increase your readership.

To learn more go to

www.emarkable.ie

