

## The Beginner's Guide to Blogging Cheat Sheet

### Blogging Ideas

- Top X \_\_\_\_\_ ideas
- Answer frequently asked questions
- Teach people how to do something
- Curate and comment on remarkable content
- Share data you've discovered
- News jack the latest news story by putting your own spin on it
- Clean up old content and publish a better version
- Case studies of client work
- Invite guest bloggers
- Success stories
- Company related news

### Blogging Essentials

- Incorporate long-tail key words
- Include a call-to-action
- Focus on one topic
- Include a catchy headline
- Include graphics (images/video)
- Include links when appropriate
- Include a footer
- Include "Alt text" for images
- Insert page break for longer posts
- Be exceptional, funny, insightful, opinionated—exceptionally anything works
- Encourage people to answer questions or opinions

### I Wrote My Blog... Now What?

- Share it on your company Facebook page
- Share it on your company LinkedIn page
- Tweet your blog on your personal Twitter page
- Tweet your blog from your company Twitter page
- Encourage your employees to share it on their social media pages

