

## INTRO TO BLOGGING FOR BUSINESS TRAINING

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**COURSE LENGTH: 1.0 DAYS**

Having a business blog helps companies to inform people about their products and services while also generating leads and sales online. Having a company blog also helps to attract new customers, engages more people and allows potential customers to communicate directly with the company.

The PD Training Intro to Blogging for Business Training Course provides you with essential knowledge about WordPress, social marketing, content creation, blogging strategies, basic SEO and more. These concepts can be applied to other blogging platforms as well.

The significant and lively training course is now available throughout New Zealand, including Auckland, Christchurch or Wellington.

Contact us today for a [group quote](#).

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## INTRO TO BLOGGING FOR BUSINESS TRAINING COURSE OUTLINE

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### FOREWORD

This course is for a business that does not yet have a business blog.

Blogging can help and business to both take advantage of the billions of people searching for content on the web as well as promoting themselves as an “Authority” or specialist in their field.

Blogging is also one of the fastest ways to get your site ranked in search engines!

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### OUTCOMES

- ▶ Understand the difference between Free & Hosted Blogs
- ▶ Understand the Key Terms and Concepts
- ▶ Learn What MUST be Included on a Blog
- ▶ Get a List of Preferred WordPress Plug-Ins
- ▶ Get a List of Preferred WordPress Settings
- ▶ Implement the Most Important Elements of Content Creation
- ▶ Learn Proper Keyword Density
- ▶ Learn How to Leverage Your Content
- ▶ Understand the common mistakes (and know how to avoid making them)
- ▶ Learn Ways to Leverage Traffic to Your Blog
- ▶ Learn How to Set Up RSS Feeds and Why
- ▶ Learn How to Pre-schedule Blog Posts
- ▶ Understand the Basics of Back-Linking

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### MODULES

#### Lesson 1: What is Blogging?

- ▶ Blogs vs. Website
- ▶ Blogs vs. Social Bookmarking
- ▶ Blogs vs. Social Media
- ▶ Blogs & Web 2.0 Properties

#### Lesson 2: Blogging Platforms & Software

- ▶ Free vs. Hosted Blogs
- ▶ WordPress
- ▶ Blogger
- ▶ Analytics & Reporting

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### Lesson 3: Blogging Strategy

- ▶ News
- ▶ Features/Benefits
- ▶ Getting PR
- ▶ Social Interaction

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### Lesson 4: Setting Up WordPress

- ▶ Settings/Plug-Ins
- ▶ Themes
- ▶ Widgets
- ▶ Required Pages

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### Lesson 5: Starting a Blog

- ▶ Writing Style
- ▶ Multiple Authors
- ▶ Posting Schedule
- ▶ Social Media Feeds

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### Lesson 6: Getting New Visitors

- ▶ Guest Blogging
- ▶ Forums Explained
- ▶ Blogging Networks
- ▶ Membership Blogs

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## WEB LINKS

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- ▶ [View this course online](#)
- ▶ [In-house Training Instant Quote](#)