



# Blogging for Authors

Get More Visibility, Leads, and Sales by Becoming a Blogging Master!

# Module 6 – Write effective blogs & Your blogging schedule



# WordPress SEO by Yoast





● Readability

● Keyword: *Writing Services*



👁 Snippet preview ?

### Writing Services -

[allthingswriting.com.au/writing-services/](https://allthingswriting.com.au/writing-services/)

We have a suite of **writing services** that bring your message to life enabling your business to be the leader in your market!

 Edit snippet

🔍 Focus Keyword ?

Writing Services

☰ Analysis ?

- The focus keyword doesn't appear in the first paragraph of the copy. Make sure the topic is clear immediately.
- The keyword density is 0%, which is too low; the focus keyword was found 0 times.
- The images on this page do not have alt attributes containing the focus keyword.
- The page title is too short. Use the space to add keyword variations or create compelling call-to-action copy.
- The meta description contains the focus keyword.
- In the specified meta description, consider: How does it compare to the competition? Could it be made more appealing?
- The text contains 689 words. This is more than or equal to the recommended minimum of 300 words.



Webmaster Tools

Please select a site Help

- Dashboard
- Messages (1)
- Search Appearance
- ▾ Search Traffic
  - Search Queries**
  - Links to Your Site
  - Internal Links
  - Manual Actions
  - International Targeting
  - Mobile Usability
- Google Index
- Crawl
- Security Issues
- Other Resources

Search Queries

Top queries Top pages

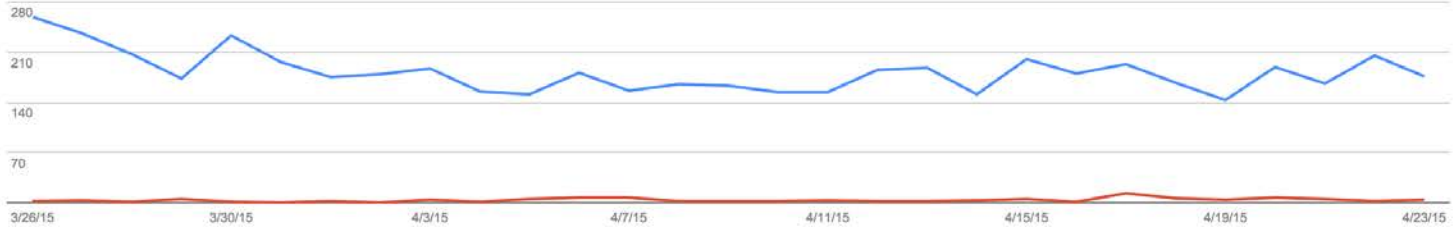
Filters Web X

Mar 26, 2015 to Apr 25, 2015

Queries **377**

Impressions **5,267** ↓ -24%  
Displaying 4,131

Clicks **101** ↑ 102%  
Displaying 33



Download this table Download chart data Basic With change Show 25 rows  1-25 of 377

| Query                                    | Impressions | Clicks <span style="color: red;">↑</span> | CTR  | Avg. position |
|--|-------------|---|------|---------------|
| ☆ make money on internet+leave a comment | 15          | 12  | 80%  | 120           |
| ☆ make money internet+leave a comment    | 10          | 8   | 80%  | 270           |
| ☆ make money online free+leave a comment | 7           | 7   | 100% | 91            |
| ☆ tweet adder 4 registration code        | 23          | 1   | 4%   | 27            |



## ANALYTICS

Overview

Realtime

Views reports

Views

Demographics

Playback locations

**Traffic sources**

Devices

Audience retention

Engagement reports

Subscribers

Likes and dislikes

Favorites

Videos in playlists **NEW**

Comments

Sharing

Annotations

Cards **BETA**

CREATE

Send feedback

VIEWS

2

ESTIMATED MINUTES  
WATCHED

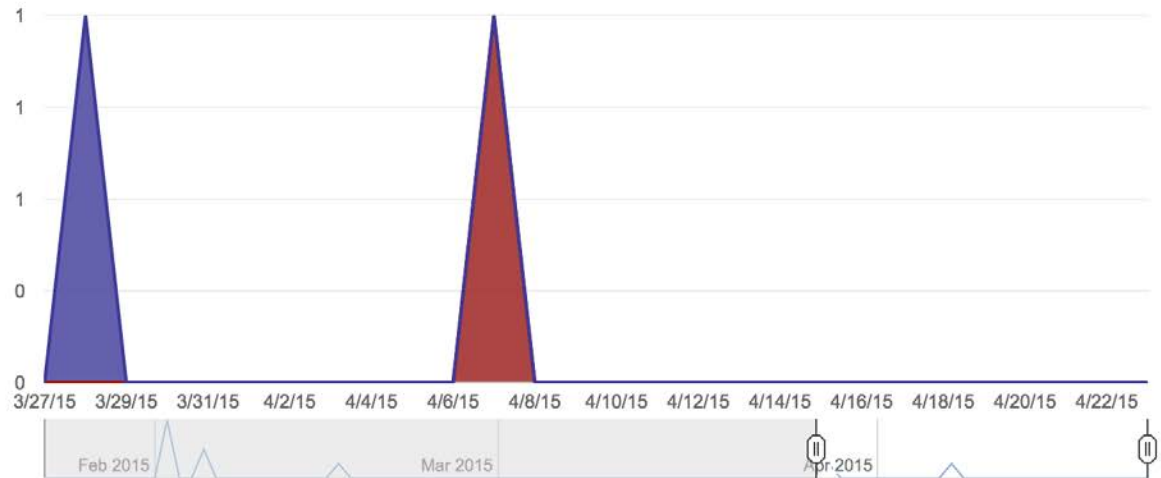
6

More metrics ▾

Daily ▾

Show totals ⓘ

Show as % of totals ⓘ



Traffic source ⓘ

Views ⓘ ▾

Estimated minutes watched ⓘ

Average  
view  
duration ⓘ

YouTube search

1 (50%)

4 (69%)

4:07

YouTube suggested video ⓘ

1 (50%)

2 (31%)

1:50

1-2 of 2



# Google Trends

[Google.com/trends](https://www.google.com/trends)



## Compare Search terms ▾

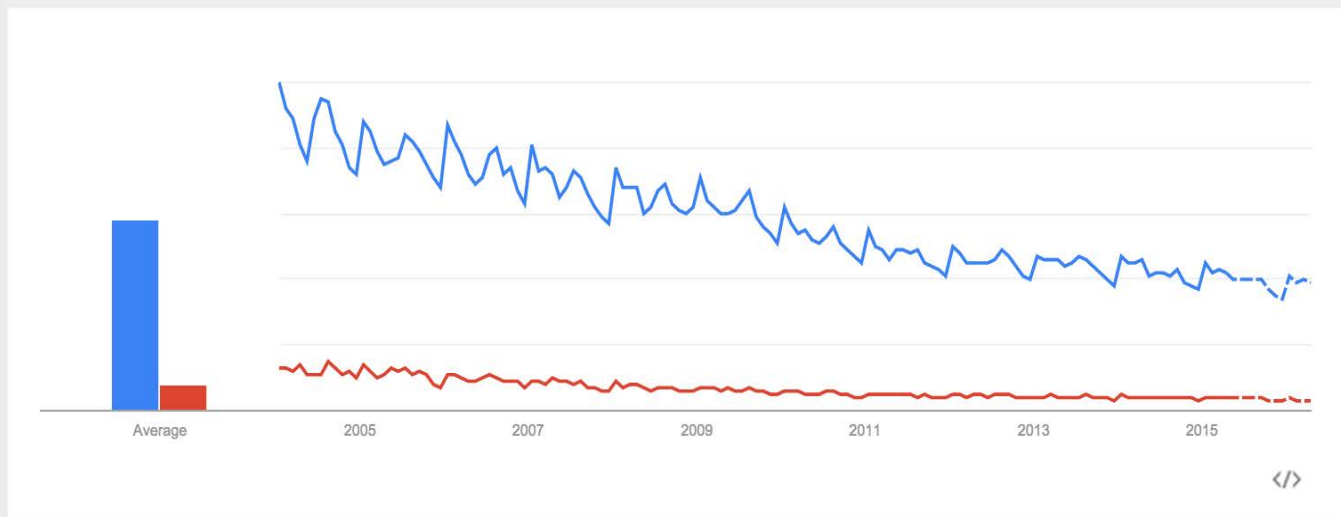
**dog training**  
Search term

**dog obedience**  
Search term

+ Add term

## Interest over time ?

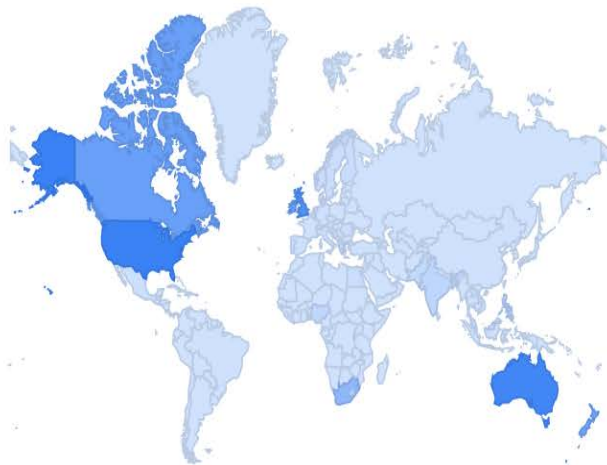
News headlines  Forecast ?





## Regional interest ?

**dog training** dog obedience



|                | Region   City |  |
|----------------|---------------|--|
| United States  | 100           | <div style="width: 100%;"><div style="width: 100%;"></div></div> |
| Australia      | 95            | <div style="width: 95%;"><div style="width: 95%;"></div></div>   |
| United Kingdom | 84            | <div style="width: 84%;"><div style="width: 84%;"></div></div>   |
| Ireland        | 70            | <div style="width: 70%;"><div style="width: 70%;"></div></div>   |
| Canada         | 69            | <div style="width: 69%;"><div style="width: 69%;"></div></div>   |
| New Zealand    | 66            | <div style="width: 66%;"><div style="width: 66%;"></div></div>   |
| South Africa   | 44            | <div style="width: 44%;"><div style="width: 44%;"></div></div>   |

▶ View change over time ?



## Related searches ?

dog training dog obedience

### Topics

Dog - Animal

Training - Industry

Collar

Top

Rising

100



60



0



</>

### Queries

training a dog

training dogs

puppy training

obedience training

dog obedience

dog obedience training

dog training classes

Top

Rising

100



80



60



45



45



45



35



</>



# Optimising – How to get the most from every post!

- Optimise your URL for search
- Headlines that appeal to both humans & search engines
- Some relevant keywords
- Relatively informal language
- Properly cited images
- Section headers
- Shorter paragraphs
- Relevant internal links
- Share buttons
- Comments enabled
- Smart CTA
- Responsive design



Inbound Blog Post

URL optimized for search

QUANTIFY.LY FEATURES PRICING SUPPORT BLOG START TRIAL

Headline that appeals to humans and search engines

## The Science of Making Beautiful Graphs

Some relevant keywords

Want to visualize your results in a way that's accurate, but beautiful? Mastering the art of graph making will allow you to

Relatively informal language

Information Accuracy

The best way to ensure success is to make sure your graphs represent correct information. In order to make graphical data an integral part of your business, you must ensure that the data is accurate. If mishandled, this can lead to poor decision making down the line.

Section headers

Create Instant Emotional Reactions

If graphs are presented properly, a viewer will understand it instantly. Clearly labeling and proportionately displaying your metrics will lead to better comprehension and produce an emotional response.

Shorter paragraphs

Much like we covered in [Sharing Content on Social Media](#), sharing your graphs according to the right platform can help increase your brand credibility.

Relevant internal links

Leave a Comment

First Name \*

Last Name \*

Comments enabled

Responsive

Search

Subscribe to Quantify.ly Blog Articles by Email

Properly cited featured image

SUBSCRIBE

Subscribe by RSS

Share Article

in f g+ t

Call us: Share buttons

Smart CTA

GET THE EBOOK

Copyright © 2014 Quantify.ly



# Converting casual blog visitors into loyal subscribers

- Blog sidebar opt-in forms
- Homepage opt-in forms
- About page opt-in
- Dedicated blog subscribe landing page
- Call to action (CTA)
- Optimised confirmation page
- Pop-up or slide-in form
- Pitch your newsletter on social media
- “Subscribe’ checkbox on landing page forms



## Instant Access

***Get Access Now!***



## I'll teach you how this blog makes over \$32,000 per month for FREE.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.

- ✔ Achieve your Ultimate fitness level
- ✔ Attract beautiful women
- ✔ All from just two hours of "work" per day
- ✔ Achieve your Ultimate fitness level



FREE INSTANT ACCESS

 Your information will never be shared with any third party



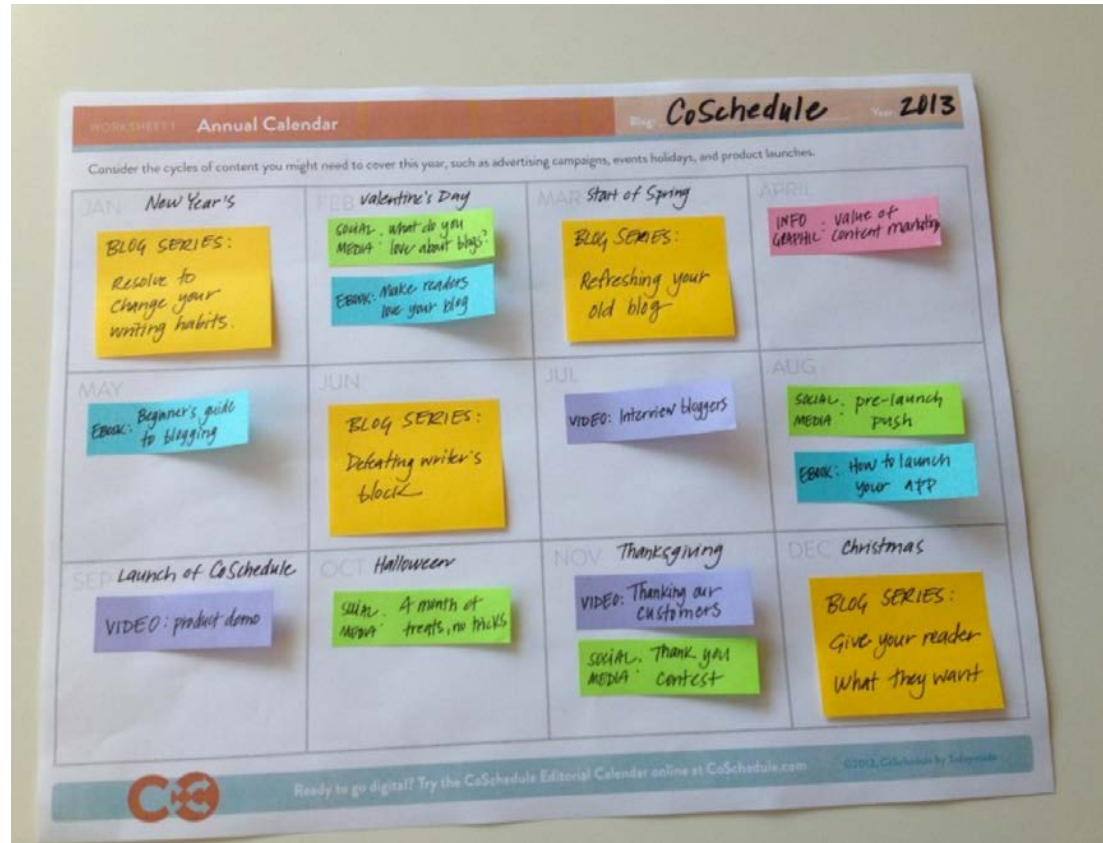
# How you can increase your income with a blog

- Showcase your products & services
- Build an email list
- Earn through affiliate income
- Earn through ads





# Activity: Blog Editorial Calendar





- Complete your Blogging Schedule



# Conclusion

- Learn the importance of blogging
- 5 reasons you need a blog
- Who is your target audience
- Where to start with your blog
- Ideas to get your readers engaged
- Discover the different types of blogs you can write
- Writing effective blogs
- Converting casual blog visitors into loyal subscribers
- 8 Blogging mistakes you need to avoid
- Your blogging schedule





## What's Next?

**For other online courses please  
visit:**

[https://www.authoracademy.com  
.au/training/](https://www.authoracademy.com.au/training/)