

Shine Bright

SHINE AND RISE MASTERMIND
BLOGGING

INSPIRE | MOTIVATE | GENERATE

TOPIC

BLOGGING

WHY BLOG?

- ❖ HubSpot survey found that 60% of businesses who blog acquire **more customers**
- ❖ Think about all of the launches you have coming up for the rest of the year and start planning in that content now so that you are ready!
- ❖ It's excellent for **SEO** and getting your website to page number 1
- ❖ Blogging is all about **your customers** and not about you! Don't just do boring blog posts just selling your services. Map it out through a content plan

WHY BLOG?

- ❖ They need to **add value** and solve your customer's problems and offer solutions
- ❖ Once you have blogged that content is **evergreen** so it's there to be found for years to come! Especially if you optimise it correctly, it will then come up in search results
- ❖ It helps you **build a relationship** with your audience even before they have even reached out to you
- ❖ If you aren't good at writing

HOW BLOGGING HAS WORKED FOR ME

- ❖ Enabled me to get onto **Page 1 of Google** for my key words
- ❖ Built **authority and credibility**
- ❖ Thousands of **unique visitors** to my blog each month
- ❖ Clients when I launched the **wedding planning business**
- ❖ I blogged for **14 months – 3 times a week** without selling anything. I built up a audience
- ❖ I wrote about topics that no one was writing about - <https://desibridedreamsplanning.co.uk/blog/>

HOW TO KNOW WHAT TO WRITE?

- ❖ So for my wedding planning business Sept – March is all about the **value led posts** etc and it's dominated by planning. Refer back to content slides for content ideas.
- ❖ What blog posts would **grab the most attention?** What are your audience dying to know?
- ❖ How can you generate a **desire** for your product/service?
- ❖ Use the **AIDA model** to create really great blog posts that connect with your ideal clients and demonstrate you know your industry
- ❖ Can you educate them on something new which **leads to your product or service?** For example for me this would be the value of mentoring
- ❖ I would then plot this out in **90 day chunks**

BLOG POST TOPICS THAT WORK WELL

How to have XXXX

Best of XXXX

Reviews of XXXX

Problems of a
particular industry etc

Breakdowns of specific
topics

Raw honest blog posts

Real life case studies

BLOG POST TOPICS THAT WORK WELL

Ultimate Guide post

Opinion on something
that is in your industry

Event you attended

Influencer post

FAQ's

Objection Handling and
Breakdown of value

Showcase your best
work

BLOG POST TOPICS THAT WORK WELL

Review of your year

Trends/Prediction post

Explore a controversial subject

Show them the benefits if they book you

Your back story

Showcase current clients and testimonials

MY BLOG EXAMPLES

- ❖ 10 things they don't tell you about Asian wedding planning - <https://desibridedreamsplanning.co.uk/asian-wedding-planner-london-2/>
- ❖ 7 Ways to get over the post wedding blues - <https://desibridedreamsplanning.co.uk/7-ways-to-get-over-the-post-wedding-blues/>
- ❖ How to successfully plan your interfaith wedding - <https://desibridedreamsplanning.co.uk/top-tips-successfully-plan-fusion-wedding/>
- ❖ Raj and Amrita's real wedding - <https://desibridedreamsplanning.co.uk/amrita-and-rajs-enchanted-forest-themed-wedding-luxury-asian-wedding-planner/>

PLATFORMS TO USE AND BEST PRACTICE

- ❖ Your blog NEEDS to be on your **website and integrated** within it
- ❖ I find that **WordPress** is the best platform to use due to its SEO benefits and usability.
- ❖ Your blog posts should be **500 words minimum**
- ❖ They should have a **call to action** at the end
- ❖ You should blog a **minimum of three** times per month
- ❖ Use **high quality images** in your blog posts which are optimised and the same size. You can purchase through creative market, Etsy <https://www.instagram.com/hautestockco/>
- ❖ Optimise your copy through **Yoast**. If you can use popular search queries as your title then you are onto a winner!

EXAMPLES OF HEADLINES

10 Natural Makeup Brands You Should Know For Spring 2018

10 South Asian Beauty Secrets To Add to Your Routine

7 Ways To Make Mindfulness Part Of Your Day

Is Mindfulness All It's Cracked Up To Be?

STRUCTURE

Headline – 10 to 15 words

Introduction – 50 – 100 words

Point 1 – 100 words

Point 2 – 100 words

Point 3 – 100 words

Point 4 – 100 words

Point 5 – 100 words

Call To Action

GREAT BLOGS TO LOOK AT BUT RESEARCH YOUR OWN NICHE

- ❖ Huffington Post
- ❖ Thrive Global
- ❖ Guardian Business Blog
- ❖ Forbes
- ❖ Love My Dress
- ❖ Rock My Wedding

HOW DOES GOOGLE KNOW THE QUALITY OF YOUR CONTENT?

Topic of the post
–include key
words in
headline

Number of
shares on social
media

Number of
words on the
page – 500

Number of
backlinks

Time spent on
site

Bounce rate

MAKE SURE YOUR BLOG POSTS ARE OPTIMISED

- ❖ Do your **keyword research first** from SEO training so you know which keywords you will be targeting with that blog post
- ❖ Ensure you have downloaded the **Yoast Plugin** to optimise. A full tutorial can be found here - <https://yoast.com/beginners-guide-yoast-seo/>
- ❖ Your title should include your **main keyword**. Don't make it overly long
- ❖ You **blog post URL** should have your keyword. This can be done through Yoast. The actual blog post image should be pretty and eye catching.
- ❖ Ensure your images are optimised – through Yoast. The file size can also impact rankings so you don't want them to be too large. Doesn't need to be bigger than 750 pixels. Use [Picresize](#) to reduce the size of your images
- ❖ Link to other **external trusted websites** which will amplify your blog post. Use **internal links**

GRAPHIC EXAMPLES

Desi BRIDE DREAMS
WEDDING PLANNING

What does a
Asian wedding
coordinator do?

DESIBRIDEDREAMSPANNING.CO.UK

Desi BRIDE DREAMS
WEDDING PLANNING

Venue Coordinator
vs
Asian Wedding
Coordinator

DESIBRIDEDREAMSPANNING.CO.UK

Desi BRIDE DREAMS
WEDDING PLANNING

Does Customer Service
Exist in the Asian
Wedding Industry?

DESIBRIDEDREAMSPANNING.CO.UK

GUEST BLOGGING

- ❖ Guest blogging can be a great way to get **links to your site** and improve your SEO
- ❖ Look on **Twitter, LinkedIn and Facebook** to see who is accepting guest blog posts. You can also read submission guidelines on blogs
- ❖ Create a **spreadsheet** and start researching. Don't just email – you need to build a relationship with them
- ❖ Look for a **smaller blogs** first then you can target larger ones! Consider sponsored blog posts. Look at their submission guidelines
- ❖ You can do **collaborations** so that you can share your content with another audience. I am currently doing one for Hedsor

MAXIMISING REACH

- ❖ Ensure you always post onto all **social media channels**. Facebook, Insta and Insta Stories. Ensure you use pretty graphics to promote it
- ❖ Share on **LinkedIn**
- ❖ **Email** your list
- ❖ Pin to **group boards**
- ❖ Pitch to sites such as <http://www.blogengage.com/> or **Medium.com**
- ❖ **Google Plus** account
- ❖ If you have mentioned influencers or attended an **event outreach to them and tag them**. Ask them to share as well
- ❖ **Repurpose your content** so share it monthly with different headlines in the actual social media post. I use the same blog posts for years and years

YOAST PLUGIN EXAMPLE

● Readability ● Keyword: *Asian Wedding Plan...* + Add keyword

👁 Snippet preview ?

Asian Wedding Planner in London | Full Wedding Planning | Desi Bride
<https://desibridedreamsplanung.co.uk/asian-wedding-planner-london/> ▼
As an **Asian Wedding Planner in London**, I know that Asian wedding planning is no easy task. From start to finish there are hundreds of details that need to be considered. I know how important it is for your wedding to be unique, therefore each wedding service I provide is completely bespoke.

📱 🖥 Edit snippet

🔍 Focus keyword ?

Asian Wedding Planner in London

This article is [cornerstone content](#)

☰ Analysis ?

^ **Problems (2)**

● The focus keyword doesn't appear in the first paragraph of the copy. Make sure the topic is

ACTION STEPS

- ❖ Decide which platform you will blog through and ensure it's on your site
- ❖ Map out your blog content ideas for the next 90 days. Get creative with a post it note and take some time to get creative! Once you have your topics narrow them down for each month. Ensure you are looking at your launches and buying cycles. Add to Asana
- ❖ Ensure the blog posts are in line with your SEO key words and Yoast is installed if you have Wordpress
- ❖ Write your blog posts in line with the AIDA model as per the sales training
- ❖ Publish the blog posts onto all relevant channels and ensure you are maximising reach by following the steps