

Blogging Basics

Wednesdays, 9:00am to 12:30pm

This course will help participants get their business blogs off on the right foot with relevant content to delight their followers and grow their fanbase. Those who have already started blogging will benefit from this committed time to plan and maintain their blogs.

Participants will:

- Create (or confirm) their business blogging strategy
- Generate a long list of content ideas
- Prepare an editorial calendar for 3 months
- Learn writing tips and other methods and tools for creating compelling blog content
- Develop their own replicable process for promoting their blog posts
- Audit and improve on their blog layout and functionality
- Learn what their statistics can tell them about how to improve
- Prepare, post and promote 5 blog posts based on a schedule of every 2 weeks

In addition, for those who do not already have a blog, we'll do a quick set-up of a Blogger blog that you can finalize and polish away from class.

Participants must have:

- A laptop, wifi capable (not a tablet) and comfortable using it
- Posted zero or few blog posts so far