



“Blogging helps you in respect to Search Engine Optimization (SEO). The more blog posts you publish, the more indexed web pages you create for the search engines to display in their results.” -Hubspot, 2015

MODULE 2 | BLOGGING

Outcome:

Students will learn the value of blogs in business, they will compare, and contrast good vs. bad blogs, they will create a well-written blog, and then post to their personal branded website. This includes understanding the difference between “good and bad” blogging, how Wordle is used, the value of blogging both personally and professionally, and how to develop a blog post complete with graphic imagery. Students will then post on their personal branded website.



Module 2

- Introduction
- Wordle
- Value of Wordle in Business
- Competency Assessment 1: Wordle.net
- Why Blog?
- Self-check: Good Blogs
- Good Blog vs Bad Blog Check List
- Good Blog vs Bad Blog Thinglink
- Competency Assessment 2: Compare/Contrast
- Competency Assessment 3: Creating Your Blog

Introduction



According to socialmediatoday.com author, [Nicole Beachum](#), “In today’s internet-based society, your business has to have a powerful online presence in order to stand out among your competitors. When someone goes to search for a professional or business in your industry, you want your name to come up close to the top of the list. How do you do that? With effective search engine optimization.”

Search engine optimization or SEO, is determined mostly by the type of content on your website. This includes **frequency** (how often do you post and update), **relevancy** (does it relate to your business) and **engagement** of visitors. When executed correctly you will continue to grow the pages of your website. Each page is “indexed” by the search engines. This means they are filed away, and as more information that relates to your website is obtained —your website becomes more valuable. Google—the #1 search engine — uses advanced software formulas to determine the relevancy of a website based on updates, and engagement. This means, your website’s content should be consistently updated to achieve good search engine results.

Every businesses goal is to be found on the first page of organic results and this can only be accomplished by creating compelling, authentic content that is relevant to the person searching for what you offer.

In the past this was achieved by using, and yes over using or stuffing, keywords and keyword phrases, but as technology has evolved the use of relevant keywords must accompany engaging content.

Beachum says it like this, “There is not a better way to add relevant content to your website on a regular basis than to utilize a blog. If you do not want to call it a blog, you can call it a “learning center” or any other catchphrase that you want to use to categorize the frequent posts to your website—at the end of the day they are blogs and these blogs are powerful.”