

Handy Ways to Market Your Business

BLOGGING

Anyone with good spoken and written English can learn to blog like a pro. Here are the basics steps to help you get started with blogging.

A well written blog post should rarely ever surpass the 500-1000-word cap to keep their audience interested. However, some writers such as [Marketing Guru Neil Patel](#), prefer long posts with meaty 'How-to' information for helping others. They use loads of outbound links for information purposes, but also to boost their ranking. I highly recommend the use of outbound links for all blog posts. The outbound links used on your blog posts must lead to relevant sources and be plentiful on your post.

I'VE FORMULATED THE FOLLOWING STEP BY STEP GUIDE TO HELP YOU BLOG LIKE A PRO.

1. Plan Your Blog

Choose a topic that you're interested in and are familiar with.

Carry out research and create a draft or outline of what you're going to share with your audience. The next step is to check the facts, making sure that what you're putting out there is accurate, and is also backed by professionals and if possible, by the top influencers in their field. Decide on what quotes to use and on relevant images.

- Save blog images in jpeg format and sized at 1200 x 628px.

Tools: Use '[Grammarly](#)' a free online writing assistant, early on in the project to help you get the most out of your writing. I believe with regular use, Grammarly actually helps improve writing skills.

2. Craft Your Introduction

This is the 'what am I going to talk about?' paragraph for introducing others to your post. Craft a short inviting, yet concise and descriptive intro to engage the curiosity and interest of others.

3. The Body

In this section write about your chosen topic with clarity, being careful not to confuse others.

Consider the following:

- a) Is there any proof or research to back my claims? Use links to relevant web pages.
- b) Seek permission by email before adding anyone's work on your site. No permission required for short paragraphs or quotes.

4. Closing Paragraph

Write a compelling closing paragraph to wrap up the main points of your draft, based on the information you've provided. My suggestion is to read what you've written, then ask yourself, "So What?" and "Why should anyone care?" The reader will be asking the same questions. So ponder on answering them. When writing your conclusion, also keep in mind that your reader should feel a sense of closure.

5. Name Your Sources

Cite all original authors, list your sources and link back to their website.

E.g. Permission given - "[How Often Should I Back Up My WordPress Website](#)" Originally posted on [ACT Websites](#).

6. A Call To Action

The most important part of your blog is leading the client to leave their details with you, to sign up for something or click on a button. Whatever it is that you want from your client, this is the place to add it.

How To Get Your Business Noticed Online

Recent surveys show online shopping and has been on the rise for years, and is skyrocketing in an upward trajectory. However, having a website or an online store is not enough to get you noticed online.

Digital marketing is targeted to reach your desired audience (Demographics). The type of online marketing to use for achieving business goals is a personal choice. However, making an informed decision will help with achieving those goals. Digital marketing efforts can be measured to calculate their cost effectiveness and to learn about which ads perform better than others.

Social Media

Instagram and Facebook have combined to make online marketing on the two most widely used social media platforms in the world even more fruitful. Unfortunately, on any given platform, just posting alone won't guarantee exposure to the desired audience. Ads can be promoted on these two platforms simultaneously.

Free & Paid Google Services For Your Business Growth

Getting the most out of your website might require you to sign up for some free google services. These free services are geared to maximise your search engine exposure, understand your audience and give you insights on how your site performs online. Designed for [Webmasters](#) and business owners alike, these tools are must haves for those who manage websites.

4.[Google Trends](#)

Search Keyword searches trending in your current location or place of trading. Also search for the best performing keywords for marketing purposes to gain the best performing keywords and apply them to your business website, pages and product searches.

5.[Google Marketing Platform](#)

Small businesses can take advantage of easy to use tools available here.

6.[Google Keep](#)

Use Google Keep to take down notes, add reminders and items to your to do list using your own voice or type them in. Store and share thoughts with your friends. Get yourself organised with time-based reminders so you never miss a thing. Easy to use. I was able to download it to my iPhone. Versions will sync across multiple devices.

Versions are available:

- Android
- iOS
- Chrome
- Web Version

Other Handy Business Apps

- **Need an app for your business?** This handy tool will help you find and compare just about any paid or free application. <https://www.getapp.com/>
- [Canva](#) – Create your own graphic designs for free. Sign up for a free Canva account.

Useful Blog Posts

Where To [Find Free Images For Commercial Use](#) – ACT Websites.

Canva offers paid customers tonnes of free images for one yearly fee. If you plan to do marketing, the price is bargain basement for stock images.