THE PERFECT BLOG POST

HEADLINE

OPENING

HALF-WIDTH IMAGE

SUB-HEAD

CONTENT

CTA 1

SUB-HEAD

CONTENT

CTA 2

Goal = Grab Attention

1 Your headline gets read more than anything else on your website. That's why your headline serves one goal: grab attention so people feel compelled to read your opening.

Key Insight:

2 Direct marketers have long known that if you get people to read your first 3-4 sentences, they're more likely to read your entire article. That said, the point of your opening is to get people to read your opening... and that's it.

http://socialtriggers.com/power-of-curiosity

Key Insight:

3 When people make snap decisions about text, they prefer fewer characters per line (CPL). The half-width image shortens the line length of the opening—fewer CPL—thus enticing people to read because it caters to their preferences.

http://socialtriggers.com/perfect-content-width

Big Promise

4 This sub-headline has one main goal... to entice people to read your first piece of content and that's it. How? Make a promise to your readers... give them a benefit.

Connect Emotionally

5 Your first piece of content should aim to trigger an emotion in your reader. When people get emotional, they pay attention. They're also more likely to take action after being put into an emotional state.

http://socialtriggers.com/craft-contagious-content

The Soundbite

6 Use a click to tweet "quote" right here. Why? Who do people quote? People quote authorities. Enticing people to quote you positions you as an authority. Plus, people like tweeting quotes and you'll get more traffic from social media as a result of it.

http://socialtriggers.com/sound-bites-traffic

Big Promise #2

7 Here's where you promise people exactly what they'll learn... the step-by-step method... the how to. You already connected, now's the time to get people to take action.

The How To Section

8 Give people practical, easy to implement advice. Get people results, and they'll remember you forever. Also, practically useful content is more viral than other types of content.

Buy or Subscribe?

9 Here's where you close out your article with another call to action. You can include a "buy now" CTA or a "subscribe." I often use subscribe.

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the experience of reading the book and accelerating one s own learning e Liza Govender Executive Manager Talent Transnete Both Kerryn and Debbie bring their valuable practical lessons learnt their passion for this subject and their deep expertise in this field to us in a practical and useful manner I have had the good fortune of working in organisations and in consulting for organisations in this field for over 20 years and I wish I had had this book 20 years ago already e Lou Anne Lubbe previous MD People Organisation Talent Accenture South Africa <u>Virtual Learning Environments: Concepts, Methodologies, Tools and Applications</u> Management Association, Information Resources,2012-01-31 As the world rapidly moves online sectors from management industry government and education have broadly begun to virtualize the way people interact and learn Virtual Learning Environments Concepts Methodologies Tools and Applications is a three volume compendium of the latest research case studies theories and methodologies within the field of virtual learning environments As networks get faster cheaper safer and more reliable their applications grow at a rate that makes it difficult for the typical practitioner to keep abreast With a wide range of subjects spanning from authors across the globe and with applications at different levels of education and higher learning this reference guide serves academics and practitioners alike indexed and categorized easily for study and application **Comparative Blended Learning Practices and Environments** Ng, Eugenia M. W.,2009-10-31 Comparative Blended Learning Practices and Environments offers in depth analysis of new technologies in blended learning that promote creativity critical thinking and meaningful learning **Emerging Trends of ICT in Teaching and Learning** Dr. N. Devaki,Dr. M. Deivam, *Technology in Language Learning: An Overview* Bryan Smith,2015-09-16 This module on computer assisted language learning provides novice and experienced second and foreign language L2 teachers alike with an introduction to the field of computer assisted language learning CALL The module first provides a historical overview of the field and then explores the most widely researched areas within CALL The module examines findings of research into computer mediated communication for L2 learning as well as L2 skill area instruction in technology enhanced settings The unit then turns to a discussion of teacher and learner standards for using CALL followed by a discussion of how one may find and evaluate CALL resources appropriate for specific instructional contexts The module ends with an introduction to four of the newest and most exciting areas in CALL gaming fan fiction digital story telling and mobile assisted language learning Please visit the series companion website for more information http routledgetextbooks com textbooks 9781315679594 **Advancing Higher Education with Mobile Learning Technologies: Cases, Trends, and Inquiry-Based Methods** Keengwe, Jared,Maxfield, Marian B.,2014-07-31 This book examines the implementation and success of mobile digital learning tools with the inclusion of data on specific learning environments enhanced by ubiquitous educational technologies Provided by publisher **Digital Learning Technologies. Experience and Evidence** Sixbert Sangwa,2021-05-18 Academic Paper from the year 2018 in the subject Pedagogy Media Pedagogy grade 74 The Open University School of Educational Technology course Technology Enhanced Learning Practices and Debates language English

abstract This paper takes a look at blogging and mobile learning the two technologies that underpin the learner s experience of technology enhanced learning Each technology is critically discussed in terms of how it supports teaching and learning and judged against its strength and weaknesses in specific contexts Based on concrete evidence including the author s design of the learning activity key recommendations were given to other practitioners as to how they can use each technology for teaching One finding is that as traditional classrooms change blogging can help students develop the necessary educational skills but more research is needed to understand the changing nature of teaching and learning as a result of using blogs To overcome many obstacles related to mobile technology a solid strategy was recommended In conclusion the author found the concept of individual and collaborative learning useful especially in understanding the experience of learners in a given context *E-learning Games* Kathleen M. Iverson,2005 For courses in Personal and Professional Development Training and Development Design of Instructional Software Human Resource Development and Skills Development Based on principles of constructivism and grounded in instructional design theory this book contains games simulation exercises experiential activities and other active learning approaches that will guide its users as they create engaging interactive web based courseware E Learning Games contains openers closers practice exercises simulations peer learning activities and idea generators that will engage online learners from their first click and keep them returning again and again **Learning and Leading with Technology** ,2007 **E-learning Tools and Technologies** William Horton,Katherine Horton,2003-01-27 A comprehensive guide to help you cut through the hype in order to select the best E Learning tools and vendors for your specific needs With its ability to both reduce operating costs and train more people E Learning is an attractive option for companies that are trying to balance business and educational goals But in order to implement an E Learning program you ll have to wade through hundreds of learning management systems learning content management systems authoring schools and collaboration environments to determine what solution will work best for your situation In this in depth book recognized E Learning experts William and Katherine Horton survey the entire field of E Learning tools for you They provide you with a systematic way to identify evaluate and choose products and services based on different E Learning scenarios In this no holds barred look at E Learning tools the authors Arm you with a complete list of questions to ask vendors before you commit to a product Describe product limitations throughout each chapter and include special Rant sections that you must read Present tips and tricks as well as common mistakes to avoid List potential vendors and contact information by tool category The companion Web site contains design forms checklists of features to look for in the various tool categories spreadsheets and lists of specific tools and vendors _Using Technology to Teach Information Literacy_ Thomas P. Mackey,Trudi E. Jacobson,2008 Why teach information literacy technology literacy and discipline specific research skills separately when teaching them together fires students imaginations improves learning visibly demonstrates the value of your library s unique services and expertise to faculty and lets you reach students who might never otherwise

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Table of Contents Trending Blog Post Ideas Full Tutorial For Beginners

1. Understanding the eBook Trending Blog Post Ideas Full Tutorial For Beginners
    - The Rise of Digital Reading Trending Blog Post Ideas Full Tutorial For Beginners
    - Advantages of eBooks Over Traditional Books
2. Identifying Trending Blog Post Ideas Full Tutorial For Beginners
    - Exploring Different Genres
    - Considering Fiction vs. Non-Fiction
    - Determining Your Reading Goals
3. Choosing the Right eBook Platform
    - Popular eBook Platforms
    - Features to Look for in an Trending Blog Post Ideas Full Tutorial For Beginners
    - User-Friendly Interface
4. Exploring eBook Recommendations from Trending Blog Post Ideas Full Tutorial For Beginners
    - Personalized Recommendations
    - Trending Blog Post Ideas Full Tutorial For Beginners User Reviews and Ratings

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