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# Blog Post Ideas For **BUSINESSES**



*Blogging Tips*

# [Expert Blog Post Ideas Online 33599 72263](#)

**Annabel Candy**



## **Expert Blog Post Ideas Online 33599 72263:**

**Successful Blogging in 12 Simple Steps** Annabel Candy, 2012 Successful Blogging in 12 Simple Steps is the easiest and fastest way for writers and small business owners to learn about blogging. It's a combined self-study course and workbook you can follow at your own pace which will save you time, get the essential information without being overwhelmed, stop costly mistakes, learn how to plan your blog effectively and brief your web designer. Make learning fun, it's a practical guide for non-technical people. Get you new readers and subscribers and keep them coming back. Establish your expertise because blogging will get you noticed. Help you win new business because successful blogs turn visitors into customers. Written by Annabel Candy, founder of the popular travel blog Get In the Hot Spot, Annabel has an MA in Design for Interactive Media and 17 years experience designing and writing for the Internet. She specialises in demystifying social media to help other small business owners, consultants and freelancers tap into the power of blog marketing.

**Contents and Course Details**

**Blog Planning and Set Up**

**Step 1 Topic Goals** Define the niche, main aims and target audience

**Step 2 Branding** Develop a strong, consistent image for you or your business

**Step 3 Planning Your Blog** Create a design brief to focus on your goals

**Step 4 Blog Set Up** Learn about WordPress so you can update your blog easily

**Blog Writing**

**Step 5 Writing Static Content** Create content for static pages like About and Contact

**Step 6 Writing Blog Posts** Learn what makes a good blog post and generate post ideas

**Step 7 Writing for the Web** Find out how to format your blog for easy reading online

**Step 8 Reality Check** Add Value. Review your blog and add content readers love

**Blog Promotion**

**Step 9 Blogging Social Media** Finding new readers and opportunities

**Step 10 Online Networking** Connecting with other bloggers and business owners

**Step 11 SEO Stats** Rating Progress. Search engine optimisation basics and blog analytics

**Step 12 Guest Posting** Identify some ideal host blogs and submit a post

**Bonus Chapter: Blog Motivation** Who should read this book: Small business owners and creative personalities, Techxperts who need help planning and writing a blog, Bloggers who want to learn how to make their blog get results.

Successful Blogging in 12 Simple Steps will teach you how to plan your blog based around your individual goals and help you come up with an actionable plan you can follow through with. How the Course and Workbook Works: Each step has a Thinking Point, the essential blogging information, Take Action to get you on track with your blogging goals, Checklist so you don't forget anything important. Annabel is the go-to person when it comes to building a successful blog.

**Celestine Chua: The Personal Excellence Blog** Annabel's book shows you how to meet your goals in a smart, sane way. And bonus: The book is short and fast to read. Most people take 400 pages to say this much about blogging. If you only read one book about blogging, make it this one.

**Penelope Trunk: Founder of Brazen Careerist** Ready to make your blog successful? Successful Blogging in 12 Simple Steps is the easiest way to launch your blog or relaunch it and get the results you're hoping for. I'm looking forward to helping you on your blogging journey. Annabel Candy [www.SuccessfulBlogging.com](http://www.SuccessfulBlogging.com)

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