

# Blog writing for business

## Training course outline

Teaches everything you need to create and maintain an effective blog that will raise your company profile and improve your website ranking in search engines.



### Course summary

Teaches everything you need to know to begin hosting a successful blog.

The course is practical and hands-on. It begins with a short overview of the benefits of blogging, and quickly gets you to create your own blog. You use this blog to learn and practice during the course.

### Duration

One day.

### Who should attend?

Typical delegates include managers and professional staff who need to be able to produce clear and effective blogs.

### In-class or live online

You can attend in-person at our centres, or participate live online from your place of work or home.

To read about our approach to online training, see [armada.co.uk/liveonline](http://armada.co.uk/liveonline).

### General information

Courses are hosted by highly experienced instructors, who have held senior writing roles in industry.

Refreshments and lunch are provided.

Course fees can be paid by card or bank transfer. We accept purchase orders from UK-registered companies and public sector organisations.

### Course materials and certificate

You'll receive:

- A comprehensive training guide and practice files.
- An e-certificate (PDF) confirming successful course completion.

### Method of delivery

Training is designed for the busy professional, being short and intensive and combining lecture and demonstration. Practical exercises carried out under guidance help you learn the techniques taught.

You have ample opportunity to discuss specific requirements with the trainer.

### After course support

Following training, you're entitled to 30 days' email support from your trainer.

### Further information

See [armada.co.uk/course/blog-writing](http://armada.co.uk/course/blog-writing).

### Course syllabus

See over.

# Course syllabus

Topics	Sub-topics
<b>Introduction</b>	<p>What is a blog – definitions and essentials</p> <p>An introduction to blogging, drawing on relevant case studies</p> <p>The power of blogs – how they can benefit a business</p>
<b>Setting up a blog</b>	<p>Guidance on different platforms – WordPress and Blogger</p> <p>The pros and cons of using externally hosted versus self-hosted blogs</p> <p>Ideas for good content</p> <p>The importance of knowing your audience</p> <p>Developing a blogging strategy</p>
<b>Increasing your blog's effectiveness</b>	<p>Answers to all your questions on what makes a good blog – ideal length, frequency, subject, writing style, etc.</p> <p>Tips for writing with impact</p> <p>Ways to make your blogs attractive to readers and improve your blog's design</p> <p>Expanding your blog's content with links, photos and video content</p> <p>Including features with widgets and plugins</p> <p>Dealing with blogger's block, readers' comments and other challenges</p> <p>Blogging pitfalls and how to avoid them</p>
<b>Your blog in context</b>	<p>Promoting your blog with keywords</p> <p>Integrating your blog and website for SEO, improving your website's ranking on search engines</p> <p>Monitoring and evaluating your blog</p> <p>Using your blog for wider marketing activities</p> <p>Making money from affiliate marketing</p>