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Unique Skills

Now in its 28th year, Premiere Creative is a boutique digital eCommerce agency focused on revenue growth.

- ✓ **Search Engine Optimization**
- ✓ **Email Automation**
- ✓ **Google PPC / Paid Social**
- ✓ **Influencer Marketing**
- ✓ **Amazon Marketing**
- ✓ **Social Media Audience Analysis**
- ✓ **Pinterest Account Management**



The Problem

1.

Visitor bounce rate is high, time on site is low, & visitors not engaged.

2.

You remain under pressure to increase leads, revenues, and deliver results.

3.

You need a win.

Why Blog?

- Drive traffic to your website (SEO)
- Enhance social network engagement
- Establish yourself as a thought leader in your marketplace
- Add authoritative, quality, keyword guided backlinks
- Boost your credibility with customers
- Develop a more intimate FAQ section to educate and upsell prospects
- Create content for Newsletters



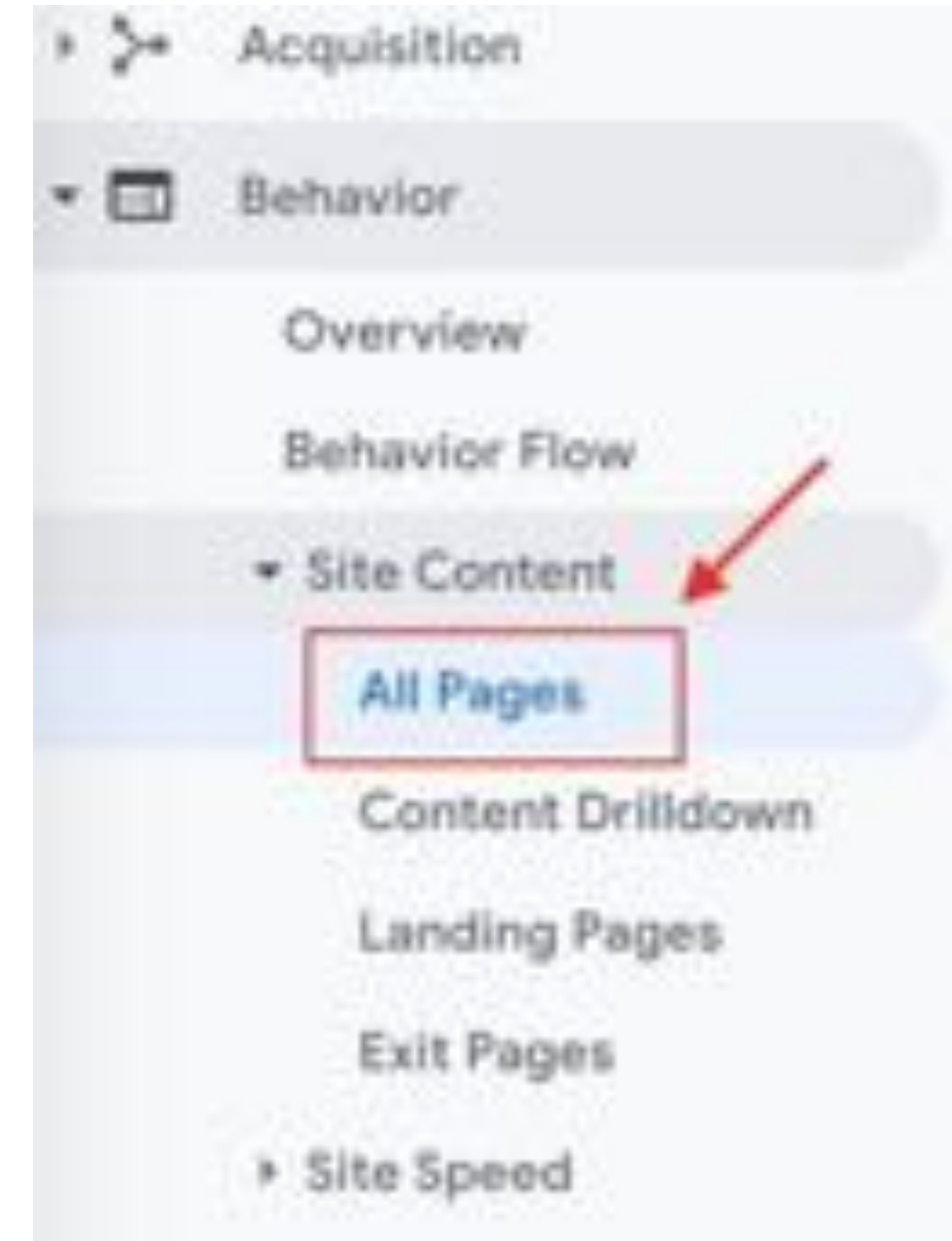
What to Blog About

- Industry topics
- User/problem-related topics
- Product/service-related topics
- How-to Guides
- Infographics and Videos
- Top 10 Lists



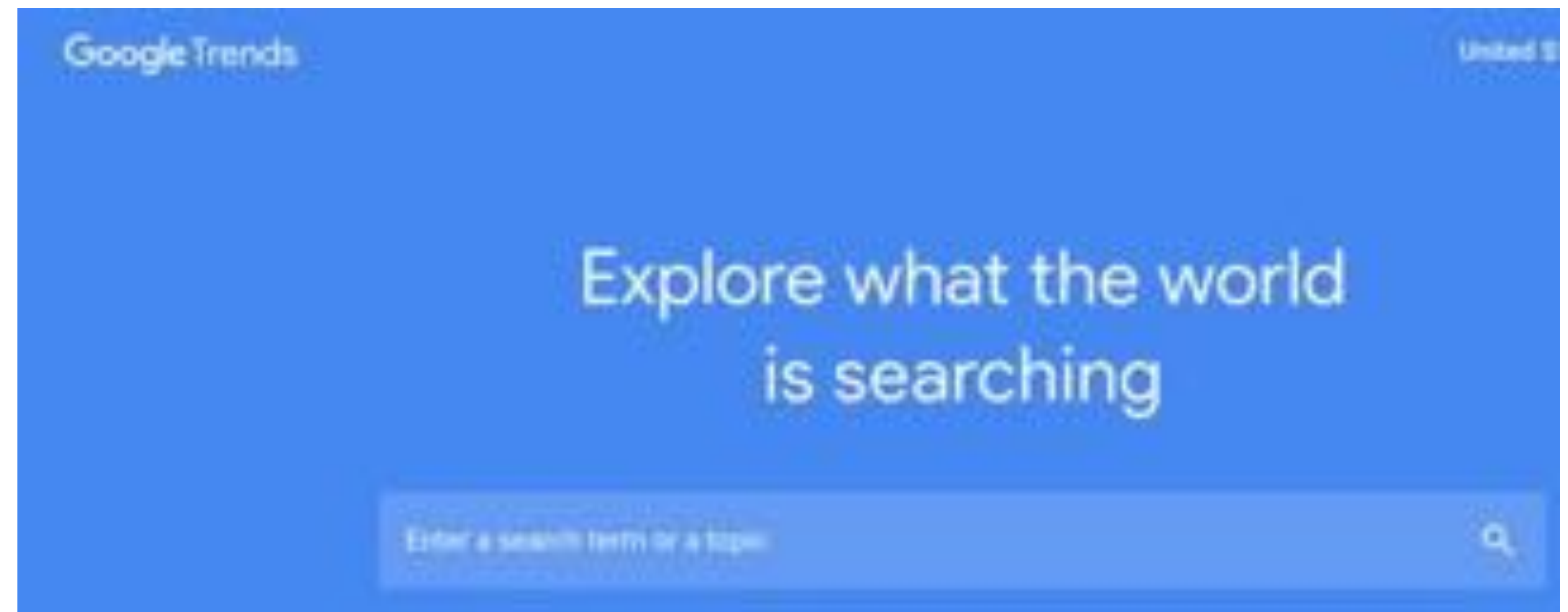
Gathering Ideas for Blogs

- GA Landing pages
- FAQs
- Top 10 Sales Questions
- Most-active/viewed blogs
- Spy on Competitors
- Industry Experts/Challenges



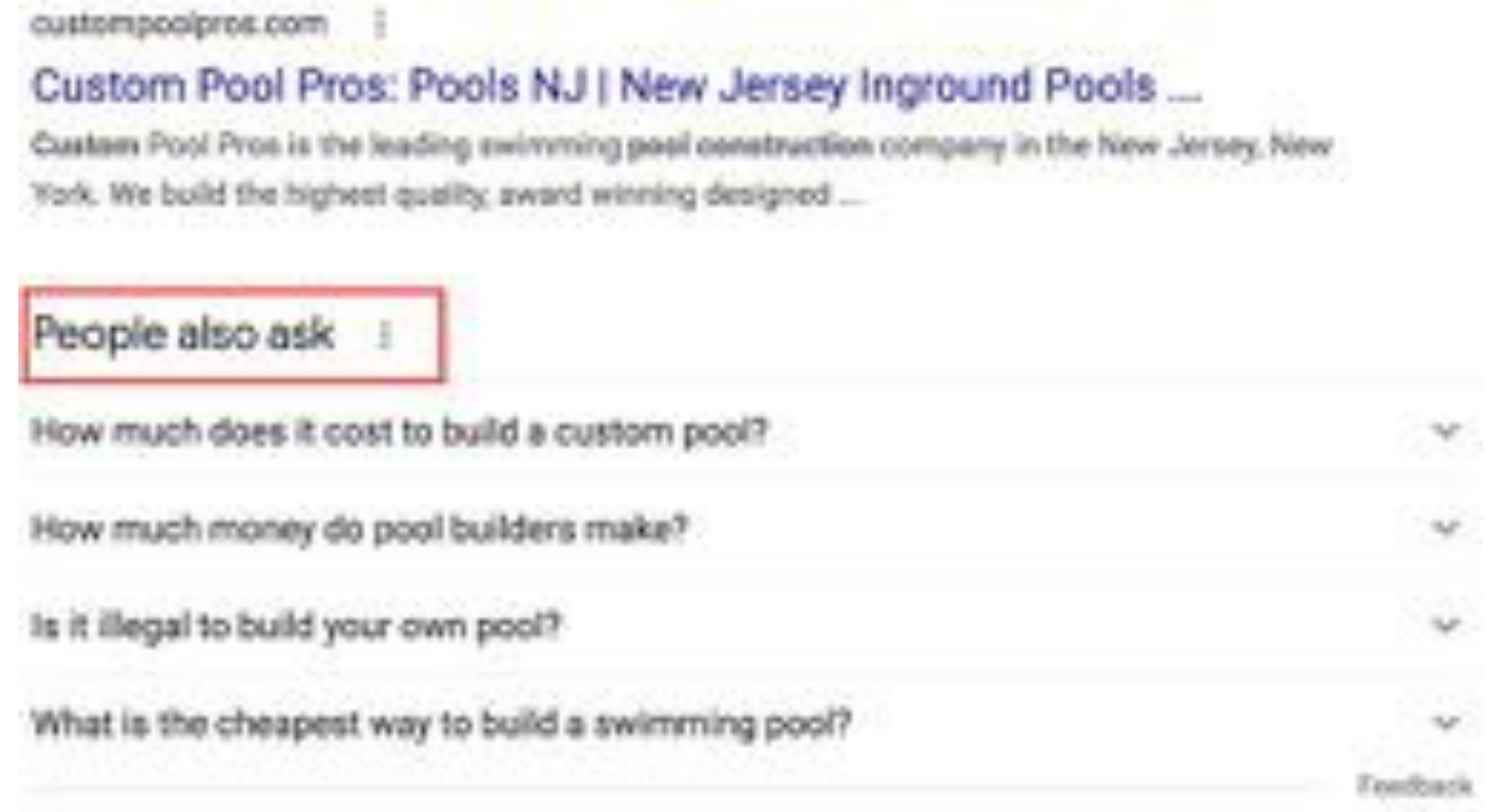
Do the Research

- Analyze what others are doing and what they're skipping out on
- Browse social media – see what your audience is discussing
- Join relevant groups on social media to find more interesting topics.
- Use Google Analytics to determine the blogs that perform well
 - *these topics resonate with your audience.*
- Keyword Research Tools
- Google Trends
- Social Media Trending
- Google Suggested Topics



People Also Ask (PAA)

- Intent behind *broad* keyword searches
- Understanding what your visitor *really* wants
- Searches Related to
- Top-Ranked Pages



How-to Guides

- Informational Keywords for **Awareness**
- The buyer's journey starts with the awareness phase. Consumers who are beginning to realize they need a product or service to make their lives easier or to solve a problem.
- They are ready to “know” something, so they use informational keywords that will help them learn more about a topic, problem, product, or service. To help them find what they need, customers conduct searches using industry terms and informational phrases like:
 - “How to”
 - “What is/are”
 - “Best of”
 - “What are the benefits of...”



Developing a Blog Outline

- Target of 50 blogs (4.3/month)
- 6 to 12 categories
- 4 to 6 Ideas for each category

- Things to Consider Before a Swimming Pool Remodel
- How Long Do Swimming Pool Tiles Last?
- Is it Safe to Swim in Green Pool Water?
- How to Remove Pool Stains
- How to Add More Privacy to your Backyard
- What You Need to Know About Swimming Pool Inspections
- The Best Backyard Shade Structures
- How COVID-19 Affected Pool Season
- Preferred Patio Furniture for Your Backyard
- How to Repair Cracks in Pool Stairs
- How to Maintain a Saltwater Swimming Pool
- When Should You Close a Pool for Winter?
- Off-Season Pool Maintenance Tips
- Common Reasons for a Swimming Pool Repair
- Pool Maintenance: Season By Season
- The Ultimate Pool Supplies Checklist
- How Do Pool Heaters Work?

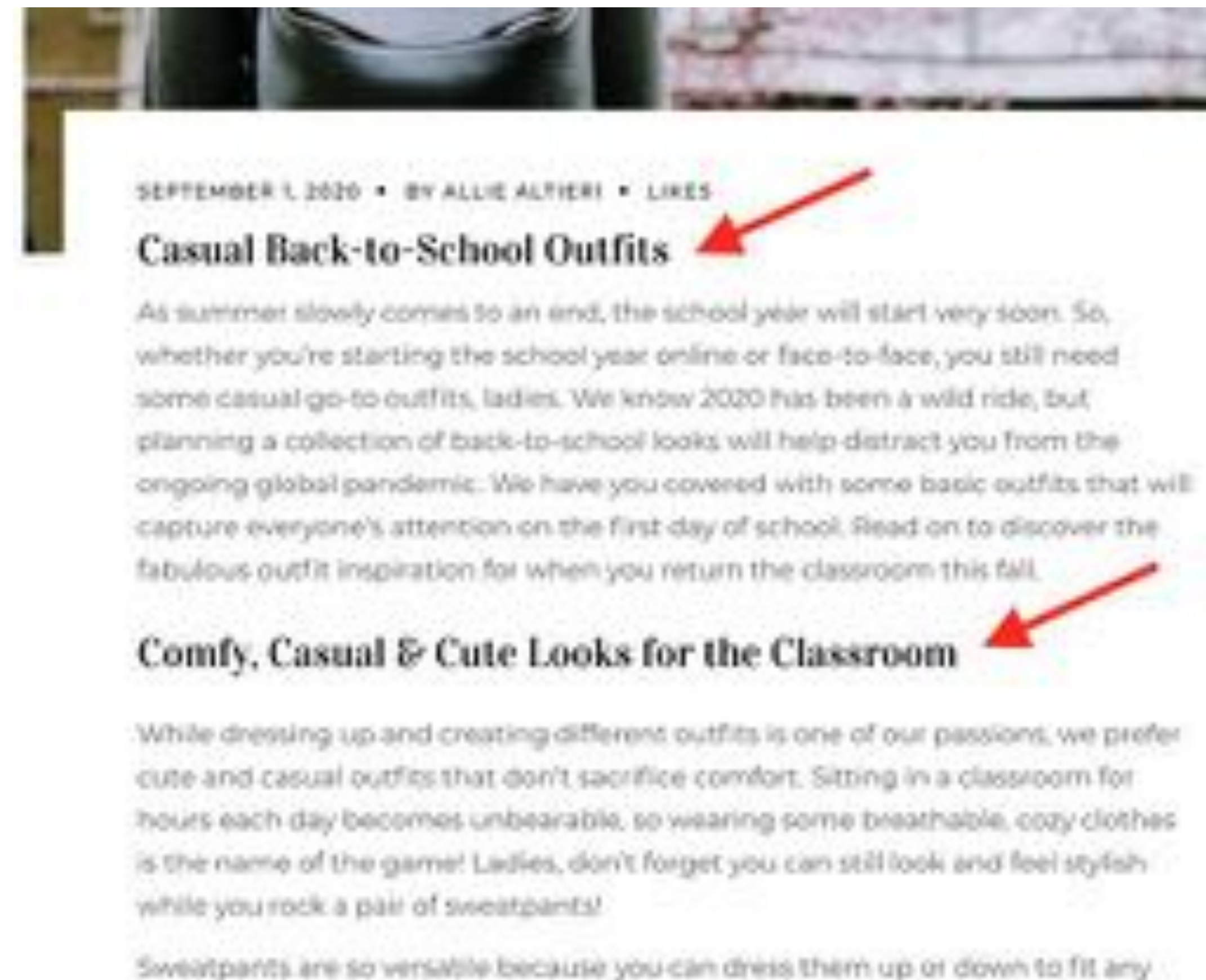
Blog Structure

- Intro hook or catch
- 2 informational paragraphs
- Recommendation
- A strong call-to-action (CTA)
- Clickable Phone Number
- Bullet Points
- Pop-Up (*optional*)



Headers

- (1) H1 header
- (2+) H2 headers
- What makes a good header?
 - 4 to 7 words
 - Include GEO-location
 - Include Keyword



Blog Visual Elements

- Search
- Category
- Month
- Recent/Related Posts
- Date
- Author
- Images

Search

Recent Posts



Six skin care tips
for men

February 14, 2021



Understanding
hyperhidrosis and
treatment options

January 30, 2021

Categories

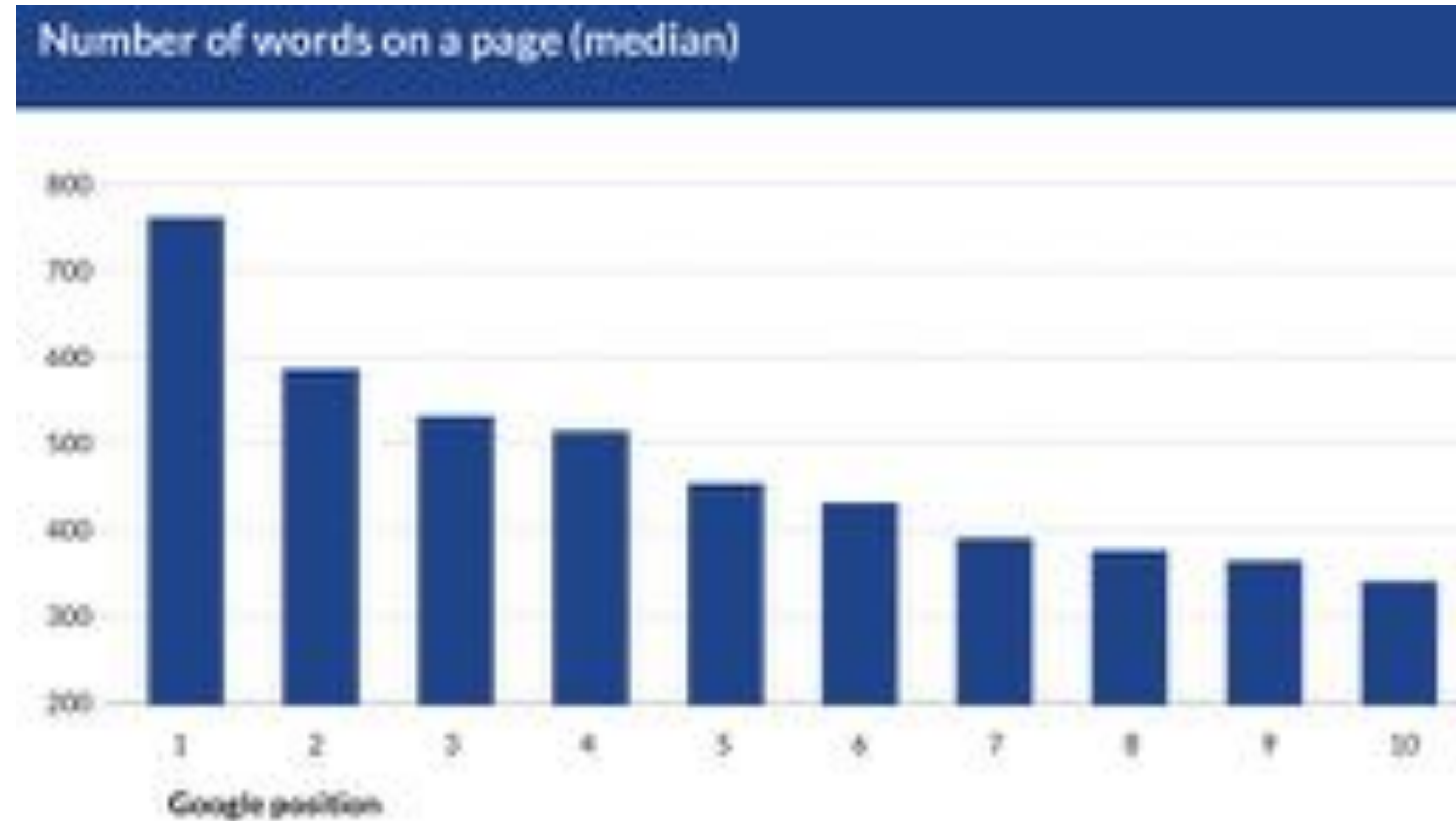
 

Archives

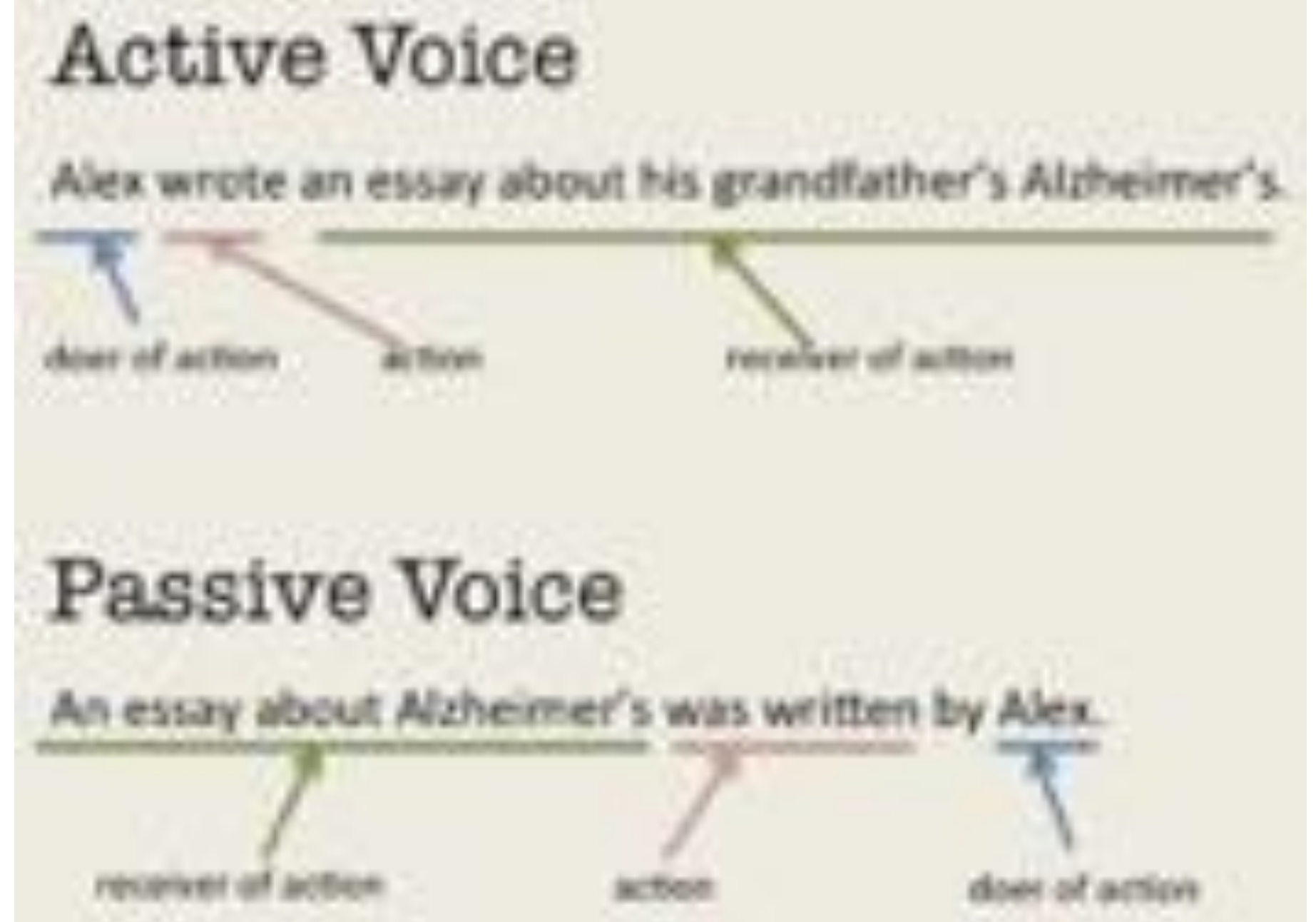
Blog Length

- Minimum: 500 words
- Recommended: 1,000 words
- Beast Mode: 2,000+ words



Passive vs. Action Verbs

- Avoid “is” and “are”
- Use active verbs
- Think about your resume



Copyediting and Feedback

- Use spell check
- Use grammarly
- Objective, not subjective
- Never have more than 3 “is” or “are” per blog
- Avoid using “it”; limit personal pronouns
- Be careful of 1st, 2nd, 3rd perspective
- Read outloud
- Have someone else copyedit your work
- Would you read past the first sentence? Really?



Timing/Scheduling

- Seasonal
- Business Event-related
- Holidays
- Weekly
- Bi-Weekly



Where to Promote Your Blog

- Facebook
- Twitter
- Instagram
- Pinterest
- Google My Business
- Reddit
- LinkedIn
- Company Newsletters and/or Emails





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