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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





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

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

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The Problem

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You need a win.

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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

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USER PROBLEM

Name a specific user problem that your product or feature solves.

PRODUCT / FEATURE

Pick a product or a feature that you want to blog about.





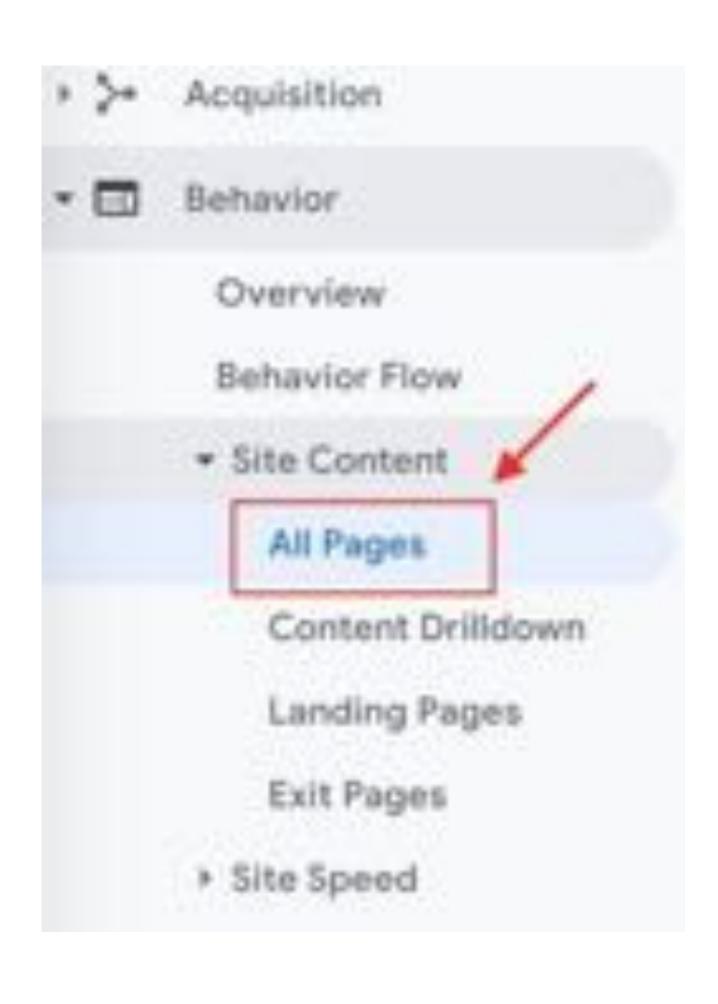




Gathering Ideas for Blogs

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

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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

're skipping out on e is discussing nore interesting topics. that perform well

Google Trends

Explore what the world is searching

Enter a search termiller a tope







People Also Ask (PAA)

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

custompoolpros.com

Custom Pool Pros: Pools NJ | New Jersey Inground Pools

Custom Pool Pros is the leading awinnming pool construction company in the New Jersey, New York. We build the highest quality, award winning designed

People also ask

How much does it cost to build a custom pool?	
How much money do pool builders make?	
Is it illegal to build your own pool?	
What is the cheapest way to build a swimming pool?	
	Ford



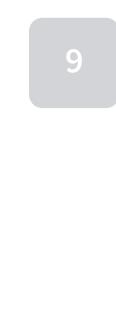


How-to Guides

- 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..."





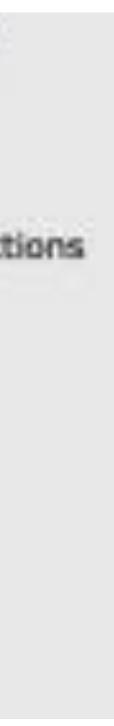


Developing a Blog Outline

- 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)

HOW TO PLAN & SAVE WEDGING SURING COVID-21

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Headers

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

SEPTEMBER 1, 2020 . BY ALLIE ALTIERI . LIKES

Casual Back-to-School Outfits

As summer slowly comes to an end, the school year will start very soon. So, whether you're starting the school year online or face-to-face, you still need some casual go-to outfits, ladies. We know 2020 has been a wild ride, but planning a collection of back-to-school looks will help-distract you from the ongoing global pandemic. We have you covered with some basic outfits that will capture everyone's attention on the first day of school. Read on to discover the fabulous outfit inspiration for when you return the classroom this fall.

Comfy, Casual & Cute Looks for the Classroom

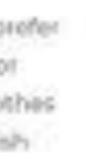
While dressing up and creating different outfits is one of our passions, we prefer cute and casual outfits that don't sacrifice comfort. Sitting in a classroom for hours each day becomes unbearable, so wearing some breathable, cozy clothes is the name of the game! Ladies, don't forget you can still look and feel stylish while you rock a pair of sweatpants?

Sweatpants are so versable because you can dress them up or down to fit any











Blog Visual Elements

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

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Search

Search site

Recent Posts



Six skin care tips for men February 14, 2021

Q



Understanding hyperhidrosis and treatment options

Jonuppy 31, 2021

Categories

Select Category ٠

Archives

Select Month

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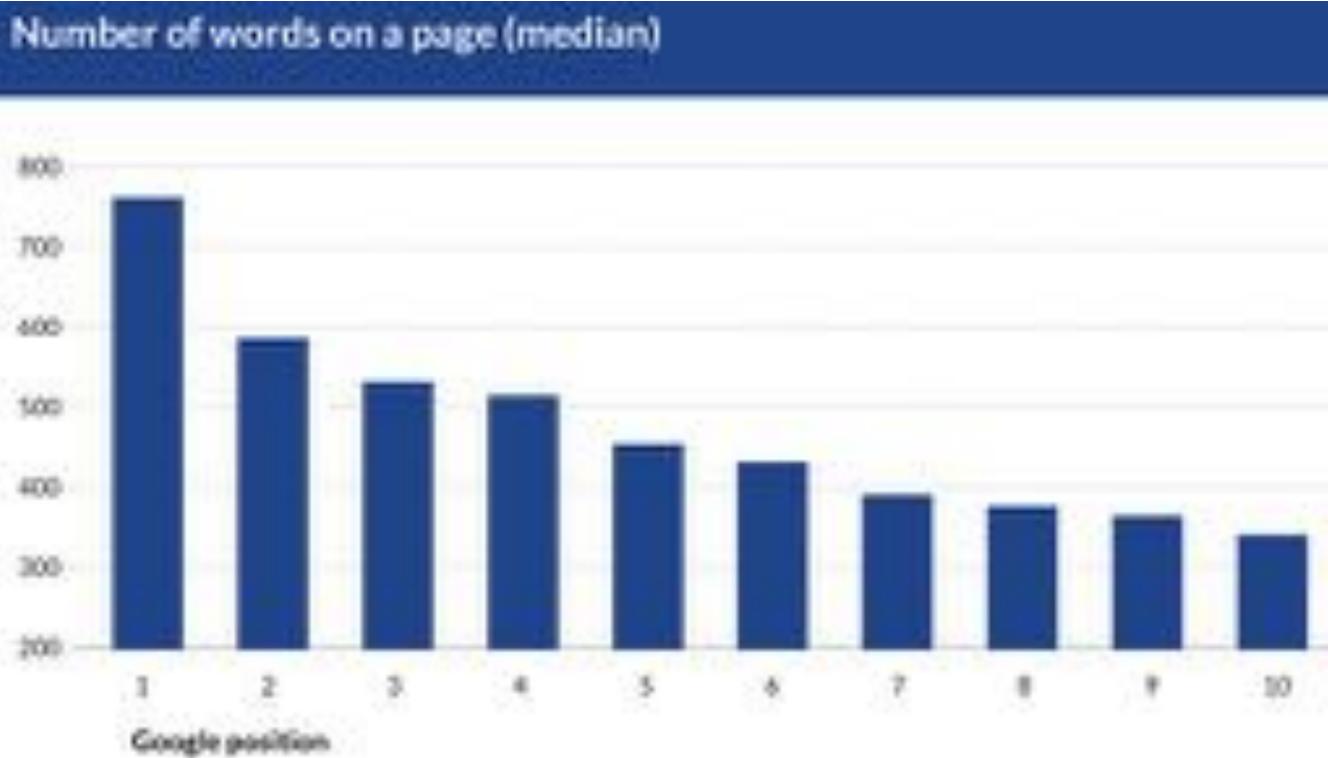




Blog Length

- <u>Minimum</u>: 500 words
- <u>Recommended</u>: 1,000 words
- <u>Beast Mode</u>: 2,000+ words









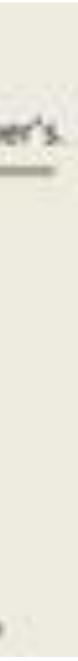
Passive vs. Action Verbs

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

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Active Voice Alex wrote an essay about his grandfather's Alzheimer's Personal of all the **Passive Voice** An essay about Alzheimer's was written by Alex. receiver of action shows of actions INC THE







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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