



Blogging Effectively

A one day, 5 star rated course from the Marketing Training experts



Blogging Course

Our training course on blogging explores how businesses and individuals can exploit the power of using blogs to generate a following, improve their marketing and differentiate themselves from their competitors.

This blogging course will teach you:

- The benefits that blogging can bring
- How to define your goals and strategy
- How to write engaging blog articles
- How to promote your blog

Suitability - Who should attend?

This course is designed for anyone who is looking to improve their blogging skills, whether they want to start their own blog, or improve their skills to maximise its impact & potential.

Price and Venues

Manchester Science Park: £265 + VAT

Other venues and private courses on request

We found the blogging training extremely useful. It helped build our confidence and we now know what we need to do to start blogging effectively.

Layton Quinton
The University of Manchester
Conferences and Venues

Private & One to One courses

We offer private and one-to-one courses throughout the UK. Please email or call us with your preferred venue, number of delegates and any requests.

Our interactive practical courses and learner centred approach, combined with small class sizes, provides the very best learning environment

Google

5.0 ★★★★★

No more than 6 Delegates

5 Star Rated courses

Practice led learning

3 months online support

Lunch & refreshments provided





Blogging Effectively

COURSE OUTLINE

This Course will teach you how to blog more effectively for your business.

Introduction to Blogging

Understanding what blogs are and a general introduction as to how they can work as a marketing and sales tool for you and your organisation.

Getting Going With Your Blog

This topic will cover define your objectives and what you can realistically expect from your blogging. (Including how to generate revenue form a blog)

It will then cover how you can create a productive blog calendar and how to find great sources of content for your blog posts.

Creating Great Blog Titles (Click Baiting)

In this section we will take an in-depth look at writing great titles and develop great titles that encourage people to click on them.

Writing your Blog

This is a major topic of the course and covers how to actually write your blog, what format you should use and the power of images.

Search Engine Optimisation

Learn how to optimise your blog posts to ensure they achieve the best ranking possible in Google and other search engines.

Promoting your Blog

Once you have started your blog, it's time to start letting people know about it. This topic covers some of the ways you can promote your blog and build your readership.

We will also looking at the benefits of blogging elsewhere. This section covers how to optimise your blog to get high rankings in search engines, how to promote your blog in Social Media, forums, content sharing websites and industry websites. It also covers email marketing of your blog.

Questions and Answers

To book please see next page

We found the training really good, everything we wanted to know and more was covered as well as all questions being answered. The training was extremely helpful for us and we would all recommend your training to anyone looking for help. Thank You.

Sarah Belcher | Speedy Products





How to book

To reserve your place on the Blogging course, simply pick your preferred date and location, and send us an email or give us a ring.

Or if you prefer, we offer private and In House training on request.

Email: info@mtraining.co.uk

Call: 0161 226 6032

Or visit: www.mtraining.co.uk

We offer group booking discounts for two or more delegates.

