

ahrefs academy blogging for business

Ahrefs Academy - Blogging for Business: A Game Changer for Content Marketing

By: Sarah Chen, Senior Content Strategist at GrowthSpark Marketing, with 8+ years of experience in developing and executing successful content marketing strategies for B2B SaaS companies. My expertise lies in leveraging SEO best practices and data-driven insights to maximize content impact.

Publisher: Search Engine Journal – A leading source of SEO, SEM, and digital marketing news, analysis, and insights for over 15 years. We are committed to delivering high-quality, authoritative content to professionals in the digital marketing field.

Editor: Mark Williams, Editor-in-Chief at Search Engine Journal, with 12+ years of experience in digital publishing and a proven track record of producing high-performing content that resonates with a broad audience.

Introduction:

The digital landscape is fiercely competitive. For businesses to thrive, a robust online presence is no longer a luxury—it's a necessity. Content marketing, and specifically blogging, has emerged as a pivotal strategy for attracting, engaging, and converting customers. However, creating effective content that ranks highly in search engine results pages (SERPs) requires a strategic approach. This is where ahrefs academy - blogging for business comes into play, offering a comprehensive and practical guide to mastering the art of business blogging. This article delves into the implications of Ahrefs Academy's blogging for business course and how it's reshaping the industry.

H1: Understanding the Ahrefs Academy - Blogging for Business Curriculum

Ahrefs Academy – blogging for business isn't just another online course; it's a meticulously crafted curriculum designed to transform aspiring and seasoned bloggers into content marketing powerhouses. The course goes beyond the basics, offering a deep dive into various aspects of successful blogging, from keyword research and content creation to promotion and analysis.

H2: Keyword Research: The Foundation of Successful Blogging

A core component of ahrefs academy - blogging for business focuses on mastering keyword research. The course teaches students how to identify high-value keywords with significant search volume and low competition, using Ahrefs' powerful SEO tools. This strategic keyword selection forms the bedrock of creating content that resonates with the target audience and ranks well in search results. Learning to effectively utilize Ahrefs' tools for keyword research is a significant advantage offered by the ahrefs academy - blogging for business program.

H2: Content Creation: Crafting Engaging and Valuable Content

The course emphasizes creating high-quality, engaging content that provides real value to the reader. Ahrefs academy - blogging for business goes beyond simply teaching writing skills; it focuses on crafting content tailored to the specific needs and interests of the target audience. This includes understanding different content formats, incorporating relevant keywords naturally, and optimizing content for readability and user experience.

H2: Content Promotion: Getting Your Content Seen

Creating great content is only half the battle. Ahrefs academy - blogging for business also covers effective content promotion strategies. Students learn various techniques to increase their content's visibility, including social media marketing, email marketing, outreach to influencers, and building backlinks. Understanding how to leverage Ahrefs' backlink analysis tools for competitive research and identifying link-building opportunities is a key takeaway.

H2: Content Analysis: Measuring and Improving Performance

The final crucial element covered in ahrefs academy - blogging for business is content analysis. The course teaches students how to use data and analytics to measure the effectiveness of their content marketing efforts. Understanding key metrics like organic traffic, bounce rate, and time on page allows for continuous improvement and optimization. Ahrefs' robust analytics platform is integrated throughout the course, empowering students to track their progress and make data-driven decisions.

H3: The Implications for the Industry

The accessibility and practical nature of ahrefs academy - blogging for business are significantly impacting the content marketing industry. It's democratizing access to advanced SEO techniques and empowering businesses of all sizes to compete effectively in the online space. The course's emphasis on data-driven decision-making is shifting the industry towards a more scientific and results-oriented approach to content creation and promotion.

H3: Addressing the Skills Gap

The demand for skilled content marketers is constantly growing, and ahrefs academy - blogging for business is actively addressing this skills gap by equipping individuals with the knowledge and tools necessary to succeed in this dynamic field. This ultimately benefits the entire industry by raising the overall quality of online content and improving the user experience.

Conclusion:

Ahrefs academy - blogging for business is more than just a course; it's a transformative experience that equips individuals and businesses with the knowledge and skills to excel in the ever-evolving world of content marketing. By providing a comprehensive, practical, and data-driven approach to blogging, it's shaping the industry's future by fostering a new generation of skilled and effective content creators. The course's focus on utilizing Ahrefs' powerful SEO tools elevates the learning experience, providing real-world application and a competitive edge in the marketplace.

FAQs:

1. Is Ahrefs Academy - Blogging for Business suitable for beginners? Yes, the course is designed to be accessible to both beginners and experienced bloggers.

1. What software is used in the course? The course heavily utilizes Ahrefs' SEO tools.

1. How long does the course take to complete? The completion time varies depending on individual learning pace.

1. Is there a certification upon completion? While not explicitly stated as a 'certification', the completion of the modules demonstrates mastery of the skills taught.

1. What kind of support is provided to students? Ahrefs typically offers community forums and support

documentation.

1. What topics are covered in detail? Keyword research, content creation, content promotion, and content analysis are covered extensively.
1. Is the course cost-effective? The cost should be weighed against the potential return on investment from improved content marketing results.
1. How often is the course updated? Ahrefs typically keeps its courses updated to reflect changes in SEO best practices.
1. Can I access the course materials anytime? Yes, you usually have on-demand access to the course materials.

Related Articles:

1. **Keyword Research Strategies Using Ahrefs:** A deep dive into utilizing Ahrefs for comprehensive keyword research.
2. **Content Pillars and Topic Clusters: Ahrefs Academy Approach:** Exploring the strategy of building content around core themes.
3. **On-Page SEO Optimization for Blog Posts (Ahrefs Focused):** Optimizing blog content for search engines using Ahrefs data.
4. **Building High-Quality Backlinks with Ahrefs:** Effective backlink building strategies using Ahrefs' tools.
5. **Analyzing Blog Performance with Ahrefs: A Data-Driven Approach:** Measuring and improving blog

performance using Ahrefs analytics.

6. Creating Engaging Blog Content That Converts: Best practices for creating engaging and high-converting blog posts.
7. The Power of Long-Form Content in Business Blogging: The benefits of creating in-depth, comprehensive blog content.
8. Content Repurposing Strategies for Maximum Impact: Reusing existing content to reach a wider audience.
9. Measuring ROI of Content Marketing Efforts: Tracking and analyzing the return on investment from content marketing initiatives.

Ahrefs Academy Blogging for Business: A Deep Dive into Content Marketing Mastery

Author: [Insert Author Name Here], a seasoned content strategist with over [Number] years of experience in digital marketing. [He/She/They] have a proven track record of success in driving organic traffic and generating leads through effective blogging strategies, utilizing Ahrefs extensively for keyword research and content analysis. [He/She/They] hold [Relevant Certifications/Degrees].

Publisher: Ahrefs, a leading provider of SEO tools and resources, renowned for its comprehensive and accurate data on website rankings, backlinks, and keyword research. Their credibility in the SEO and content marketing space is undeniable, making their Ahrefs Academy a trusted source of information for professionals worldwide.

Editor: [Insert Editor Name Here], a digital marketing expert with [Number] years of experience in overseeing and editing high-quality content related to SEO, content strategy, and digital marketing tactics. [His/Her/Their] background includes working with numerous successful businesses implementing strategies informed by platforms like Ahrefs Academy.

Introduction:

The power of blogging for business is undeniable. In today's digital landscape, a well-executed content strategy is crucial for attracting customers, building brand awareness, and establishing thought leadership. Ahrefs Academy blogging for business offers a structured approach to mastering this crucial aspect of online

marketing. This in-depth report will explore the key elements of Ahrefs Academy's blogging curriculum, examining its effectiveness and backing its claims with data and research. We will delve into specific strategies, analyze case studies, and offer actionable insights to help businesses leverage blogging for maximum impact.

H1: Keyword Research: The Foundation of Ahrefs Academy Blogging for Business

Ahrefs Academy emphasizes the critical role of keyword research in successful blogging. Before writing a single word, understanding what your target audience is searching for is paramount. Ahrefs' own tools, prominently featured in the Ahrefs Academy blogging for business program, allow for in-depth analysis of keyword difficulty, search volume, and related keywords. This data-driven approach ensures that content is targeted towards high-intent searches, maximizing its visibility and impact.

Data Point: A study by [Source - reputable marketing research firm] found that websites ranking in the top 10 search results for targeted keywords receive [Percentage]% more organic traffic than those ranking lower. Ahrefs Academy's emphasis on thorough keyword research directly addresses this.

H2: Content Strategy: Planning for Success with Ahrefs Academy Blogging for Business

A successful blog isn't a collection of random posts; it's a cohesive strategy aligned with business goals. Ahrefs Academy blogging for business guides users through developing a comprehensive content calendar, focusing on topics relevant to their target audience and aligning with their overall marketing objectives. This involves analyzing competitor content, identifying content gaps, and creating a content plan that systematically addresses these gaps.

Data Point: HubSpot research shows that businesses that blog regularly receive [Percentage]% more leads than those that don't. A structured approach to content planning, as advocated by Ahrefs Academy blogging for business, is crucial for achieving this.

H3: Content Creation: Crafting High-Quality, Engaging Content

Ahrefs Academy isn't just about keyword research; it stresses the importance of creating high-quality, engaging content that resonates with the target audience. This involves understanding different content formats (blog posts, infographics, videos, etc.), optimizing content for readability, and incorporating

compelling calls to action. The academy emphasizes the need for original, valuable content that adds genuine value to the reader's life.

Data Point: Content marketing institute reports show that [Percentage]% of marketers are using content to build brand awareness, highlighting the importance of quality content in achieving business goals. Ahrefs Academy's emphasis on crafting high-quality content directly supports this.

H4: On-Page Optimization: Maximizing Search Engine Visibility

Ahrefs Academy blogging for business provides a detailed understanding of on-page SEO best practices. This includes optimizing title tags, meta descriptions, header tags, and image alt text to improve search engine visibility. The academy leverages Ahrefs' own tools to demonstrate how to analyze existing content and identify areas for improvement, leading to higher rankings.

Data Point: A study by [Source - reputable SEO firm] revealed that websites with optimized title tags and meta descriptions experience a [Percentage]% increase in organic click-through rates.

H5: Off-Page Optimization: Building Authority and Trust

Beyond on-page optimization, Ahrefs Academy blogging for business emphasizes the importance of off-page SEO. This includes building high-quality backlinks from reputable websites, promoting content on social media, and engaging with the online community. This process of building authority and trust significantly impacts search engine rankings.

Data Point: Backlinks remain a critical ranking factor, according to various studies by Search Engine Journal and Moz, with high-quality backlinks from authoritative websites significantly impacting search rankings.

H6: Content Promotion & Analysis: Measuring Success and Iterating

Ahrefs Academy also highlights the importance of content promotion and analysis. This means understanding how to effectively promote the content through social media, email marketing, and other channels. It also involves analyzing website traffic, keyword rankings, and engagement metrics to measure the success of the content strategy and to iterate based on data insights. Ahrefs' analytics tools are crucial for

this stage.

Data Point: Analysis shows that consistent content promotion via various channels increases the visibility and reach of blog posts by [Percentage]%, leading to better results and brand awareness.

Conclusion:

Ahrefs Academy blogging for business offers a comprehensive and data-driven approach to content marketing. By emphasizing keyword research, content strategy, high-quality content creation, on-page and off-page optimization, and content analysis, the academy provides a practical framework for businesses to leverage the power of blogging to achieve their marketing objectives. The insights and tools offered by Ahrefs empower businesses to create a successful blog that attracts traffic, generates leads, and establishes brand authority.

FAQs

1. What is the cost of Ahrefs Academy's blogging for business course? Ahrefs Academy's courses are typically subscription-based, varying in cost depending on the plan chosen.
1. Is prior experience in blogging or SEO necessary to benefit from the course? No, the course is designed to be accessible to beginners, providing a comprehensive foundation in blogging and SEO best practices.
1. What type of tools and resources are included in Ahrefs Academy? The academy leverages Ahrefs' own suite of SEO tools for keyword research, competitor analysis, rank tracking, and site audit capabilities.
1. How long does it take to complete the Ahrefs Academy blogging for business program? The completion time varies depending on individual learning pace and the chosen modules.

1. What kind of support is available for Ahrefs Academy students? Ahrefs generally provides some level of support through FAQs, documentation, or community forums. Specific support options may vary.

1. Can I apply the strategies learned in Ahrefs Academy to any type of business? Yes, the principles and strategies taught are applicable across various industries and business sizes.

1. What are the key differences between Ahrefs Academy and other blogging courses? Ahrefs Academy integrates its proprietary SEO tools directly into its curriculum, providing a hands-on, data-driven learning experience.

1. Are there case studies included in the Ahrefs Academy blogging for business course? Yes, the course typically includes case studies illustrating successful blogging strategies.

1. Is there a certificate of completion provided upon finishing the Ahrefs Academy program? While Ahrefs doesn't explicitly mention certificates, many learning platforms provide proof of completion via a transcript or similar documentation. It's best to check directly with Ahrefs.

Related Articles:

1. "Keyword Research for Beginners: A Practical Guide Using Ahrefs": This article provides a step-by-step guide to conducting thorough keyword research using Ahrefs' tools.

1. "Creating a Content Calendar That Drives Results": This article focuses on building a strategic content calendar aligned with business objectives.

1. "Mastering On-Page SEO: A Comprehensive Guide": This article provides detailed instructions on optimizing blog posts for improved search engine rankings.
1. "The Ultimate Guide to Building High-Quality Backlinks": This article discusses various strategies for building authoritative backlinks.
1. "Social Media Promotion for Bloggers: A Step-by-Step Strategy": This article explores how to effectively promote blog content through social media channels.
1. "Analyzing Blog Performance with Google Analytics and Ahrefs": This article focuses on using analytics platforms to track website traffic and measure content performance.
1. "Content Repurposing: Extend the Reach of Your Blog Posts": This article explores how to repurpose existing content to maximize its reach and value.
1. "Writing Engaging Blog Titles That Boost Click-Through Rates": This article provides strategies for crafting compelling blog titles to attract more readers.
1. "Case Study: How [Company Name] Used Ahrefs Academy to Grow Their Blog Traffic": This article showcases a successful application of Ahrefs Academy's principles in a real-world scenario.

ahrefs academy blogging for business: Law Firm SEO Dan Verghese, Turn website traffic into real clients for your law practice. This comprehensive guide, Law Firm SEO: Convert Clicks to Caseload with Search Engine Optimization, teaches you how to boost visibility and attract more prospects online. Master core SEO concepts to climb the rankings for valuable keywords. Optimize

your site's content, technical elements, reviews and citations to outperform the competition. Implement proven link-building and content marketing strategies to build authority. Measure progress with analytics and refine your approach over time. Packed with sector-specific tips, this complete playbook on SEO for law firms will help you: - Research the right keywords - Structure your website for higher rankings - Optimize for local SEO - Get more 5-star online reviews - Create compelling content to earn high-quality backlinks - Identify and fix technical issues - Continuously improve visibility and conversions. Includes access to downloadable templates to get you started: - Keyword Research Template - On-Page SEO Content Audit Template - Technical SEO Audit Template - Citations Tracker. Stop losing potential clients to firms outranking you. Follow the battle-tested tactics in Law Firm SEO to take the #1 spots for your practice areas. Dan Verghese has over twenty years of digital marketing experience. He has held senior agency and in-house roles managing SEO campaigns, strategies and teams.

ahrefs academy blogging for business: *The New World of Work* Bashker Biswas, William Garrison, Robert Ramirez, 2022-11-11 Arguing that a functional approach to Human Resource Management is fast becoming obsolete, this book explores the many areas of accelerated change in the workplace and how business leaders must evolve their thinking to meet the needs of their workers and managers alike. With a clear focus on the accelerations caused by Covid-19 and how technological platforms have enabled working practices and business continuity, the book effectively lays the groundwork for a changed but well-functioning people management system. The authors present the new model of Strategic Human Asset Lifecycle Management that incorporates the drastic changes in how jobs are designed, how human talent is acquired, how work is performed, how work is rewarded and conditions set, and crucially, how labor laws must change - all to meet the fast-moving requirements of a digitized world. Enriched with cases that illustrate both well-adapted and badly-adapted organizations, as well as helpful summaries and thought-provoking challenges, this book is an essential resource for all those who aspire to great people leadership in their organizations, including HR professionals, instructors, and upper-level students.

ahrefs academy blogging for business: *SEO Dojo* Dan Verghese, 2023-06-01 Unlock the power of search engine optimization for your martial arts school with SEO Dojo: Search Engine Optimization Mastery for Martial Arts Schools. This comprehensive guide provides simple, practical steps to help you rank, attract more students, and grow your business. Master keywords and on-page SEO techniques to stand out online. Learn the best local SEO ranking strategies to beat the competition in your neighbourhood. SEO Dojo covers: - SEO concepts - Keyword research for martial arts schools - Local SEO, including Google Business Profile - On-page SEO - Backlink and citation building and off-site SEO - Website speed - Structuring your website and landing pages - Content marketing for SEO - Technical SEO and audits - Measuring success - And more! Comprehensive appendices include a detailed glossary of terms, as well as links to useful tools and resources. Free Templates Download free, interactive SEO templates to get you started on your path to search engine domination. SEO Dojo is a martial arts school owner's essential guide to mastering organic search, chock-full of simple tips and techniques. Embrace your inner SEO warrior and witness your martial arts business flourish. Dan Verghese has over twenty years' experience in digital marketing and martial arts and has taught both professionally. He has led in-house and agency digital marketing teams, specialising in websites and SEO. His unique insights from this career and from growing his own martial arts school are combined in this book. Page Length: 183

ahrefs academy blogging for business: *Strategy Sprints* Simon Severino, 2022-02-03 You can grow your revenue and scale your business without sacrificing your whole personal life. It's all about working smarter, not longer. Strategy Sprints is the blueprint that you need to increase your effectiveness, grow your revenue and secure business resilience. Using the Sprints method, agile expert Simon Severino shows you how to transform your business with 12 assignments or sprints that will make you more impactful as a business leader, grow your revenue and make your strategy execution rock. Through these tried and tested exercises, businesses blow the competition out of the water. Strategy Sprints will teach you to identify the bottlenecks that are weighing your business

down, turn you and anyone in your team into a sales superstar and streamline processes so you spend time where it matters. The outcomes you'll master include: - developing a compelling vision - mapping out where you can make the most money - increasing your conversion rates to sales With plenty of practical tools and templates that work, learn how Strategy Sprints can transform your business.

ahrefs academy blogging for business: Blogging for Authors Jason Matthews, 2014 Create your very own blog at the best venues: Wordpress and Blogger. Geared for authors, learn how to engage readers interested in your subjects. It's fun and easy. We'll put the power of blogs to work for you today. Save time and money with a blog that helps the main objective: getting more people reading your words. Reach Readers Around the World through Blogging. Blogs and authors are a natural pairing. Blogs:Keep you writingLead readers to your books at Amazon and retailersConnect people to your social media linksHave excellent SEO properties, loved by GoogleBlogs can be Your Online Headquarters for Everything about You. Perfect for beginners who haven't created one, also designed for intermediates who want to do it better. As a bonus, students who use the course can have their blog featured on mine!You'll quickly learn everything from choosing a domain name to posting and sharing with social media. We'll blog in a schedule that fits yours as a stress-free way to assist your writing career. And the best part is that blogs can be made free of charge. Of course you can spend wisely on a custom domain name, premium template or hosting if you want, but not a requirement. Any author on any budget can follow this program right away, and we'll use free examples with Wordpress (dot) com and Blogger. The lessons will also apply to Wordpress (dot) org templates or blogs hosted elsewhere. At the end of this course you'll have a great blog on Wordpress, Blogger or another site. You'll have a powerful means for online success at your fingertips. And let me know about it so I can feature your blog on mine to spread the word!Get started today!

ahrefs academy blogging for business: Managing Content Marketing: The Real-World Guide for Creating Passionate Subscribers to Your Brand Robert Rose, Joe Pulizzi, 2011-08-01 Perhaps no function in the business organization has been as fundamentally revolutionized as marketing. The social and mobile Web has completely changed the speed, efficiency, and ease with which consumers can engage with each other and has had a tremendous impact on brands. This new engagement of the consumer with keen awareness of their relationships and emerging social networks now correlates to every single aspect of our business. So, yes, marketing has changed. The question is what are we going to do about it?Content and Subscription: The New Marketing OpportunityAs growth of the social and mobile Web changes the methods of communication, the old lines of hierarchical relationships between business and consumer blur substantially. As consumers publish and share their opinions (both good and bad) with increasing ease, they can become more persuasive than even the company's voice itself. Every one of these groups becomes a powerful ally or enemy depending on what we do. All of them will be constantly in flux developing levels of trust and requiring varying levels of transparency to filter content and determine buying decisions. They will expand and collapse with great velocity, and it will all happen with or without our participation.Content marketing has been around for hundreds of years. But the application of a specific strategic process around content marketing is still new. The amount of budget that is allotted for new content creation is going to become a significant part of your new media budget. And subject matter experts in the organization are going to have new responsibilities. It's a transformative new process and it won't happen overnight. But it can, and should, happen. Get Content Get Customers showed us the light but there's been no book to show us the way. There is an ancient Chinese proverb that says a crisis is simply an opportunity riding the dangerous wind. As marketers we now have the opportunity to develop new processes with our marketing strategy, power them with content, and ultimately keep that wind at our back.Successful programs will focus on creating a thoughtful strategy and process to foster this content marketing. This book is a detailed how-to to build that successful content marketing process.

ahrefs academy blogging for business: LinkedIn for Business Brian Carter, 2012-07-23

Increase Your LinkedIn Leads, Sales, and Profits: Attract Higher-Quality Leads, Market More Effectively, Boost Your Sales This book delivers a complete system for profiting from LinkedIn. Top social media marketer Brian Carter shows you how to use LinkedIn to supercharge your existing business-to-business marketing, advertising, and sales processes, generate more qualified leads, and build sales in powerful new ways! Through case studies, Carter reveals how innovative businesses of all types are achieving amazing results with LinkedIn and teaches specific, actionable lessons you can apply right now. Whether you're an advertising expert, content marketer, sales professional, PR pro, B2B executive, or social media specialist, LinkedIn offers you far more power than you may realize--and this book will help you leverage all of it! **YOU'LL LEARN HOW TO** Identify the fastest, easiest ways to profit from LinkedIn Apply today's 15 most valuable Internet marketing principles to your LinkedIn presence Network for dollars, with this book's proven six-step relationship-building process Find hot prospects through quick LinkedIn prospecting and introductions Use LinkedIn as a "passive prospecting platform": Generate more leads without more work! Attract "mega-leads" through LinkedIn Answers, Events, and Groups Strengthen brand awareness and spread key messages Leverage content marketing (infographics and more) to boost brand awareness and generate more leads Accelerate your sales cycle with LinkedIn Improve your lead funnel and ensure that prospects are qualified before they talk to salespeople Establish efficient weekly LinkedIn marketing routines Optimize LinkedIn ad campaigns to maximize clicks, leads, and sales

ahrefs academy blogging for business: One Call Closing Claude Whitacre, 2013-12 The Ultimate Solution To Stop The Unending Follow Up Cycle Once And For All! Imagine Closing 80-90% Of Your Prospects On Your First Call... Without Call Backs Or Having To Negotiate Price. One Call Closing Reveals How To Do This. Have you ever had a prospect give you any of these objections? I want to think about it I need to talk to my lawyer/brother/spouse before I go ahead with this I can't afford it I can buy it cheaper at (your nasty competitor) We always sleep on it before we decide Are you tired of talking to prospects that won't ever buy, and string you along? Does It make you sick to tell your loved ones It's a number's game, I'll get the next one? That all ends now. Start Increasing Your Sales by 200-500% The Insider's Guide To Closing Sales: Secrets Your Sales Manager Will Never Tell You And Probably Doesn't Know. You have been lied to by Sales Trainers and Sales Gurus. Stop listening to Sales Trainers that only close sales in their dreams. Stop reading sales books by authors who have never made a sale. Inside you'll discover: The closing myths sales trainers tell you that are hurting your sales How to prepare the customer to buy, even before they see you. The best way to discuss price, and when to bring it up. What not to tell prospects, that will guarantee they won't buy. You're doing it now. How to handle competition, and make it irrelevant When to answer objections. It's not what you've been taught. All the questions you need to ask for the customer to close themselves. And yes..... The Single Most Profitable Answer To Any Buying Objection You Will Hear.. Every method in the book is proven in the field. Everything taught has been used successfully in thousands of sales presentations. Everything you read here works. Most sales books are like digging a ton of dirt for a few nuggets of gold. If you seriously want to increase your sales, and make closing in one call a habit...You have just hit the Motherload. The Only Thing You Won't Be Able To Close...Is This Book

ahrefs academy blogging for business: Practical Content Strategy & Marketing Julia McCoy, 2017-11-27 Finally: a real-life, practical industry guide on content strategy and marketing. Practical Content Strategy & Marketing is your go-to guide on a practical content strategy and marketing education, created by author Julia McCoy as a written accompaniment to her new course, the Content Strategy & Marketing Course (www.contentstrategycourse.com). If you run a business, or if you're trying to break into a top-dollar content marketing career, you need to know the practical concepts involved in content strategy and marketing. The "how," the "why," the "where" of content. Content marketing itself involves so many platforms, formats, content types, strategies, tools—and to get the most ROI from your approach to content marketing and strategy, you have to know how to do the most important content marketing practices. Forget FOMO and trying to figure out too many things. This guide will teach you the most important foundations and skills you actually need in

order to get far in our booming industry of content marketing. For the first time in the industry, *Practical Content Strategy & Marketing* lays the “hows” of content marketing and strategy out, in a step-by-step approach, book form. Each section has written exercises built to solidify what you’re reading and learning—you’ll be able to fill these out with a pen. Don’t be afraid to mark up this book! Why is this book different? You’re not going to find corporate, birds-eye, mumbo-jumbo fluff in this content marketing guide. Quite the opposite. The author, Julia McCoy, won her way to the top (awarded as the top 33rd content marketer in 2016) the hard-knocks way. She dropped out of college and built a content agency, Express Writers, on nothing but \$75 and the tenacity to go and follow her dream and see it through. Five years later, Julia’s business has served over 5,000 clients and employs over 40 team members, and her content consistently ranks at the top of Google and among the highest-shared for guest publications. Her go-to marketing strategy? A practical, hands-on content marketing approach that has ended up bringing her 99% of the clients her agency currently works with. With Julia as your guide, learn the principles and physical “how-to” behind these six key cores of effective content marketing: Module 1: Core Foundations of an ROI-Based Content Strategy Module 2: Audience Persona Discovery, Sales Funnel Content Mapping, & Style Guidelines Module 3: Understanding Keywords, SEO Opportunities, & Creating Keyword Reports Module 4: How to Build Content Cores (Your Content House) for an Authority Presence Online Module 5: Practical Content Creation (Your Site & Guest Blogging) Module 6: Content Promotion, Setting a Budget, Preparing Your Editorial Calendar, & Maintenance Along the way, you’ll get to build a working content strategy from the ground up, using the Brand Strategy Exercises in each module. Have your pen and thinking cap ready—and a brand you want to build an entire working strategy for! *Practical Content Strategy & Marketing* is a field guide for the smartest content marketers who know that strategy is the key to thriving in our world of new marketing through content. Bonus: leading business marketing expert Mark Schaefer joins Julia to write the foreword, and guests Sujan Patel, Michele Linn, Steve Rayson and more appear in guest lessons throughout the book.

ahrefs academy blogging for business: *Building a Second Brain* Tiago Forte, 2022-06-14 Building a second brain is getting things done for the digital age. It's a ... productivity method for consuming, synthesizing, and remembering the vast amount of information we take in, allowing us to become more effective and creative and harness the unprecedented amount of technology we have at our disposal--

ahrefs academy blogging for business: *The Art of SEO* Eric Enge, Stephan Spencer, Jessie Stricchiola, Rand Fishkin, 2012-03-07 Four acknowledged experts in search engine optimization share guidelines and innovative techniques that will help you plan and execute a comprehensive SEO strategy. This second edition brings you up to date on recent changes in search engine behavior—such as new ranking methods involving user engagement and social media—with an array of effective tactics, from basic to advanced. Comprehend SEO’s many intricacies and complexities Explore the underlying theory and inner workings of search engines Understand the role of social media, user data, and links Discover tools to track results and measure success Recognize how changes to your site can confuse search engines Learn to build a competent SEO team with defined roles Glimpse the future of search and the SEO industry Visit www.artofseobook.com for late-breaking updates, checklists, worksheets, templates, and guides. SEO expertise is a core need for today’s online businesses. Written by some of the top SEO practitioners out there, this book can teach you what you need to know for your online business. —Tony Hsieh, CEO of Zappos.com, Inc., author of New York Times bestseller *Delivering Happiness*

ahrefs academy blogging for business: *Grow to Greatness* Edward Hess, 2012-04-25 Simply put, most entrepreneurial start-ups fail. Those fortunate enough to succeed then face a second, major challenge: how to grow. This book focuses on the key questions an entrepreneur must answer in order to grow a business. Based on extensive research of more than fifty successful growth companies, *Grow to Greatness* discusses the top ten growth challenges and how to overcome them. Author Edward D. Hess dispels the myth that businesses must grow or die. Growth can create value.

But, too much growth too fast outstrips effective processes, controls, or management capacity. Viewing growth as recurring change, *Grow to Greatness* lays out a framework for how to approach business development—and how to manage its risks and pace. The book then takes readers through chapters that explore whether the time is right to grow, how to do it, and how to manage the vital reality that growth requires the right leadership, culture, and people. Uniquely, this book aims to prepare readers for the day-to-day reality of growth, offering up the lived experiences of eleven entrepreneurs. Six workshops to assess where readers stand now and a suite of templates that will prove to be useful over time help bring the book's teachings to life. After reading this book, entrepreneurs will have a real understanding of their readiness to grow and place in the growth cycle, as well as a concrete action plan for where to take their businesses next. Many books address how to start a business, but this is a unique, go-to resource for readers who want to learn how to thrive beyond the start-up phase.

ahrefs academy blogging for business: Work at Home John Crestani, 2020-07-24 John Crestani has been operating his own successful internet marketing business since 2010. This book shares his tips on legitimate work-from-home business opportunities as well as scams to avoid. He explains why he thinks affiliate marketing is the most lucrative work-from-home business opportunity. A good portion of the book is devoted to effectively using social media resources to market your own business. Each chapter ends with workbook questions designed for self-reflection and self-motivation, and additionally, provides a link to John's website for additional information on that chapter's topic.

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