

Blog Training Boot Camp for Business Owners

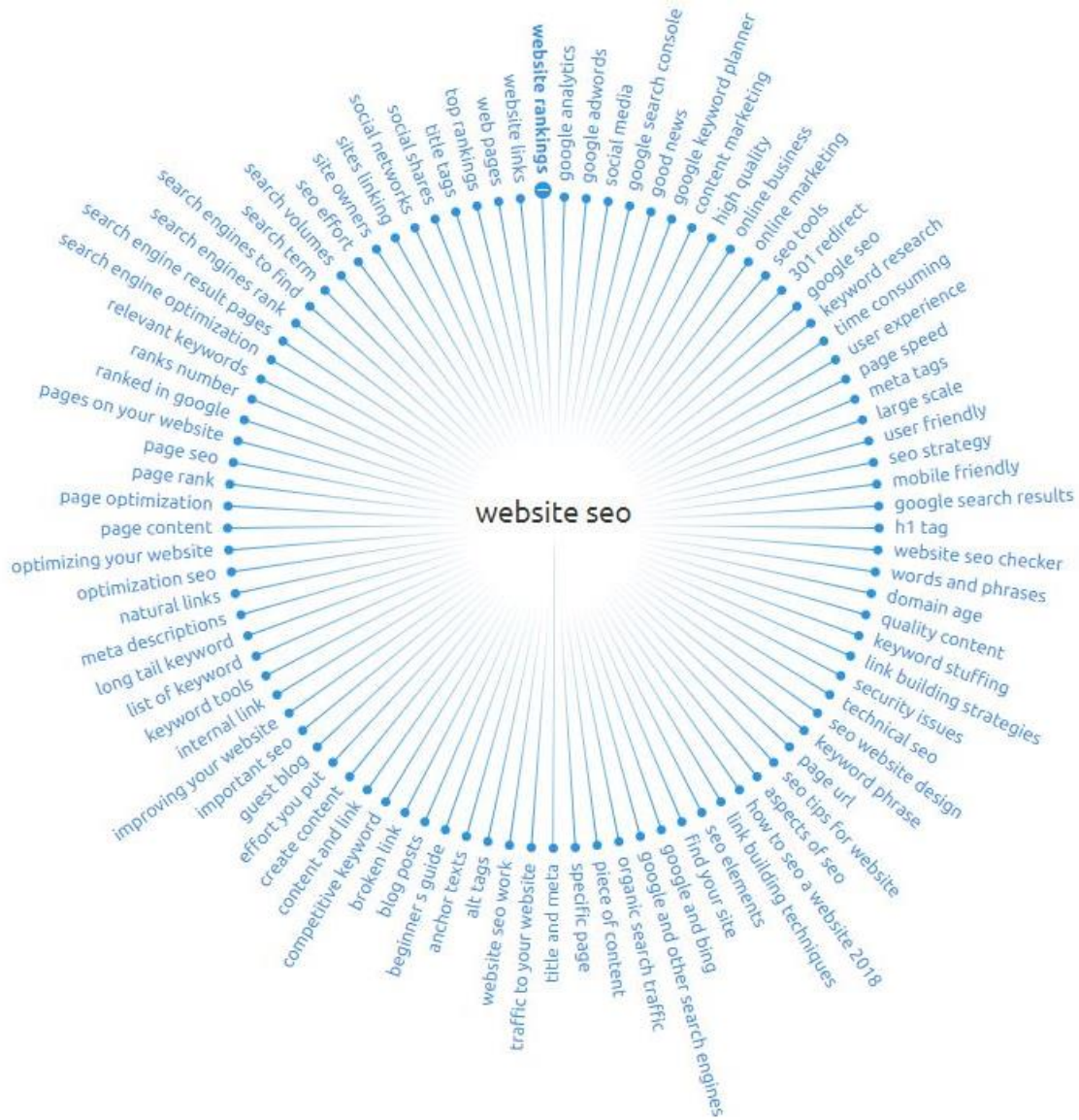
Week 2

- Choose Keywords for SEO
- Brainstorm Catchy Titles
- Write a Draft (template included)

www.MoonMarketingSystem.com

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Choose Keywords for
SEO



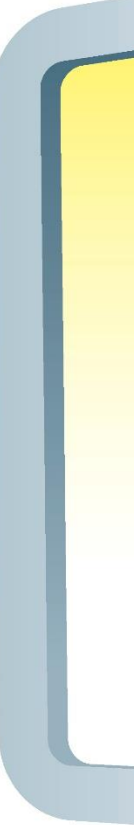
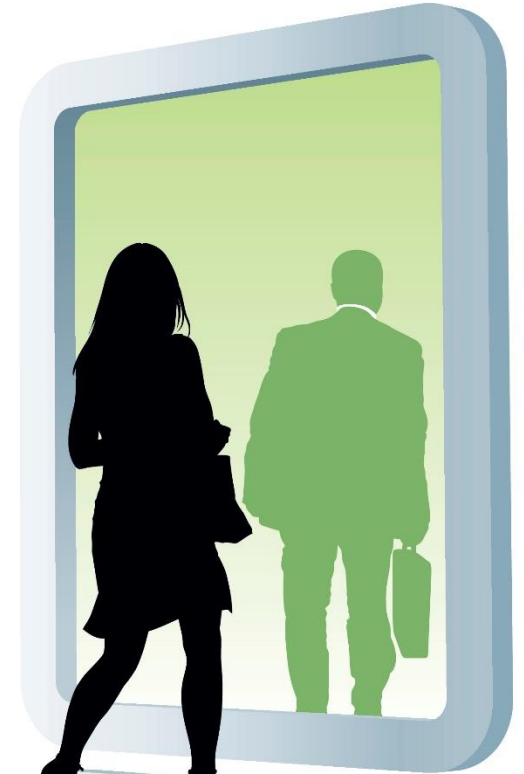
Each

Blog URL

is an entry point
to your website



Open More *Doors* to Your Website





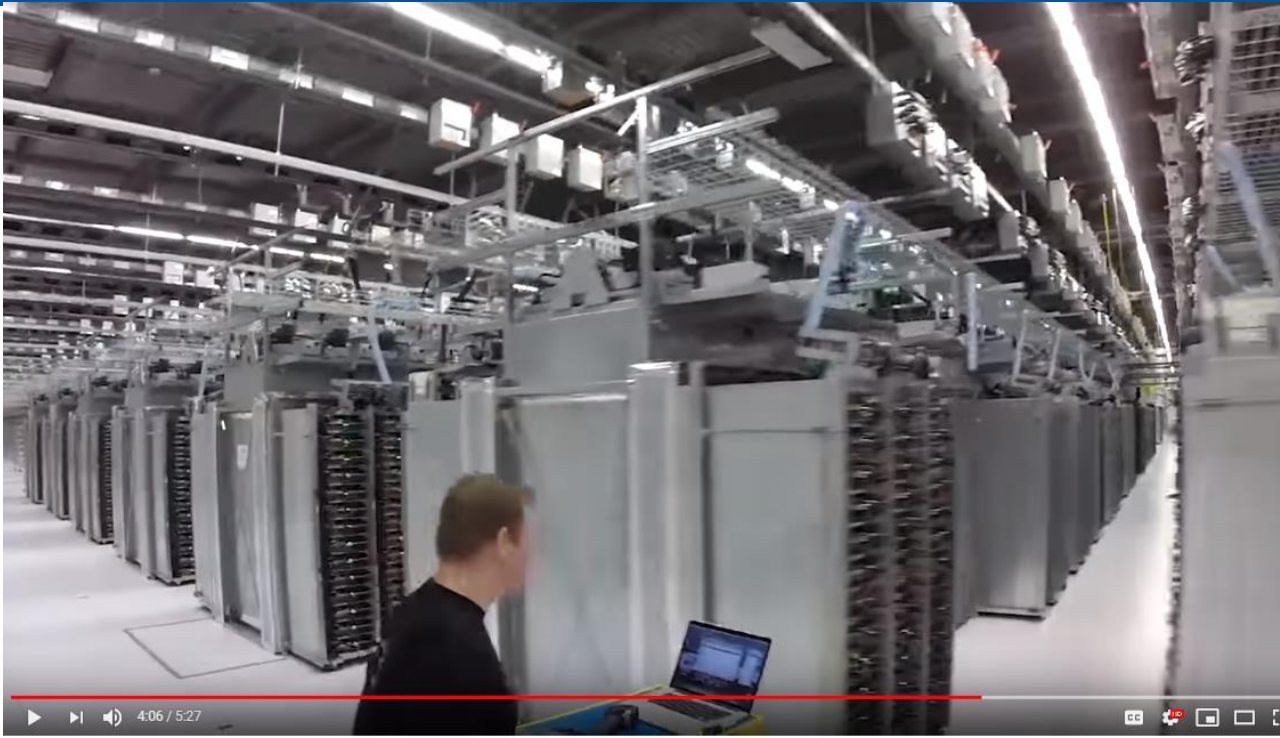
What does the
Search Engine

know

about your
new blog?



Search Engines *Crawl* and *Index* Engines



Google *Data Center*

How to Choose Keywords

Basic Keyword Criteria

Relevant
Specific
Higher Volume
Lower Difficulty Score

Total volume **23,410** | Average difficulty **66.61%**

[Export to XLSX](#) [Update metrics](#) [Delete](#) [Send to other tools](#)

<input type="checkbox"/>	Keyword	Group	Seed Keyword	Volume	Trend	KD %	CPC (USD)	Com.	SERP Feat.	Click Pot.	Top Comp.	
<input type="checkbox"/>	offshore software development	software development	developmen t	6,600		61.84	47.78	0.51	2	20	Show	
<input type="checkbox"/>	agile software development	software development	software developmen t	4,400		75.05	27.91	0.59	4	20	Show	
<input type="checkbox"/>	software development company	software development	software developmen t	2,400		53.17	40.26	0.56	2	20	Show	
<input type="checkbox"/>	custom software development	software development	software developmen t	1,300		60.24	49.33	0.57	2	20	Show	
<input type="checkbox"/>	software development methodologies	software development	software developmen t	1,300		68.63	12	0.21	3	20	Show	
<input type="checkbox"/>	software development manager	software development	software developmen t	1,000		81.47	13.13	0.23	0	90	Show	
<input type="checkbox"/>	software development process	software development	software developmen t	1,000		72.86	13.19	0.19	4	20	Show	
<input type="checkbox"/>	software development lifecycle	software development	software developmen t	880		73	9.46	0.12	3	20	Show	
<input type="checkbox"/>	software development outsourcing	software development	software developmen t	880		58.05	68.83	0.53	2	20	Show	
<input type="checkbox"/>	lean software development	software development	software developmen t	720		67.53	8.23	0.28	2	20	Show	
<input type="checkbox"/>	software development tools			590		72.20	5.87	0.42	2	20	Show	
<input type="checkbox"/>	software development cycle	software development	software developmen t	480		73.32	31.03	0.11	3	20	Show	
<input type="checkbox"/>	software development services	software development	software developmen t	390		47.13	37.81	0.51	2	20	Show	
<input type="checkbox"/>	mobile software development	software development	software developmen t	320		69.83	29.51	0.34	2	20	Show	
<input type="checkbox"/>	software development plan			320		69.23	19.2	0.39	3	20	Show	
<input type="checkbox"/>	software development costs			260		67.54	19.52	0.39	3	50	Show	

Consideration

Awareness

Decision

Drill Down Topics and Sub Topics

Total volume **1,360** | Average difficulty **72.29%**

[Export to XLSX](#)

[Update metrics](#)

[Delete](#)

[Send to other tools](#)

<input type="checkbox"/>	Keyword	Group	Seed Keyword	Volume	Trend	KD %	CPC (USD)	Com.	SERP Feat.	Click Pot.	Top Comp.	
<input type="checkbox"/>	software development tools	software development tools	software development tools	590		72.20	5.87	0.42	2	20	Show	
<input type="checkbox"/>	popular tool used in agile software development	software development tools	software development tools	210		73.09	30.74	0.37	2	100	Show	
<input type="checkbox"/>	agile software development tool	software development tools	software development tools	170		71.11	12.82	0.59	2	100	Show	
<input type="checkbox"/>	mobile software development tools	software development tools	software development tools	90		77.04	38.1	0.97	4	20	Show	
<input type="checkbox"/>	software engineering development tools	software development tools	software development tools	90		73.76	0	0	1	100	Show	
<input type="checkbox"/>	commercial software development tools	software development tools	software development tools	70		70.65	0	0	1	20	Show	
<input type="checkbox"/>	desktop software development tools	software development tools	software development tools	70		70.53	0	0.29	1	20	Show	
<input type="checkbox"/>	process development software tools	software development tools	software development tools	70		69.88	0	0	3	20	Show	

Total volume **210** | Average difficulty **65.95%**

[Export to XLSX](#) [Update metrics](#) [Delete](#) [Send to other](#)

<input type="checkbox"/>	Keyword	Group	Seed Keyword	Volume	Trend	KD %	CPC (USD)	Com.	SERP Feat.	Click Pot.	Top Comp.
<input type="checkbox"/>	agile software development tool	agile software development tools	agile software development tools	170		71.11	12.82	0.59	2	100	Show
<input type="checkbox"/>	agile software development tools free	agile software development tools	agile software development tools	10		64.36	13.54	1	0	90	Show
<input type="checkbox"/>	agile software development tools open source	agile software development tools	agile software development tools	10		59.74	0	0	1	90	Show
<input type="checkbox"/>	jenkins tool used in agile software development	agile software development tools	agile software development tools	10		64.30	0	0.04	2	20	Show
<input type="checkbox"/>	rexx tool for agile software development	agile software development tools	agile software development tools	10		66.08	13.92	0.59	1	100	Show
<input type="checkbox"/>	agile software development scrum tools	agile software development tools	agile software development tools	0		70.07	0	0	2	20	Show

Drill Down

More

(But not too much!)

Find the Most Relevant

On Page SEO

In the Copy

URL

Title

H1

Page Copy

Behind the Scenes

Images Alt text & File size

Metadescription

The screenshot shows a web browser window with the URL <https://www.moonmarketingsystem.com/blog-training-boot-camp-for-business-own>. The page features the Moon Marketing logo and navigation links. The main heading is 'Blog Training Boot Camp for Business Owners', which is annotated with an 'H1' label. Below the heading, there is a sub-heading 'Free 4-Week Webinar Series' and a 'Register Today!' button. The page also includes a section titled 'The Objective' with a 'Page Copy' label. The background image shows a quill pen in an inkwell on a wooden surface.

Title

URL

H1 Blog Training Boot Camp for Business Owners

Free 4-Week Webinar Series
Thursdays @ 12:00 pm PST / 3:00 pm EST
Starts May 16th

Week 1 is complete! Register and you'll get access to the on-demand version plus the upcoming webinars.

[Register Today!](#)

The Objective

Page Copy

Executives will be able to author high-value blog articles that support growth initiatives.

Business owners and other senior executives hold a wealth of information about the industry and market they work in. They're usually highly visible and well-connected. When they share their knowledge, insights, and expertise, people are more likely to listen to and trust the information. Leaders that contribute high-quality content set the stage for others throughout the organization to openly share information that advances learning and business growth.

How your blog is *served up* on a SERP

The diagram illustrates how a search engine result is rendered on a webpage. It consists of three main components:

- Google Search:** A search bar with the text "benefits of essential oils".
- Search Result:** A snippet showing the blog title "10 Reasons Every Home Should Have An Essential Oil Diffuser", the URL "www.naturallivingideas.com/essential-oil-diffuser-benefits/", and a meta description starting with "Jun 29, 2015 - One of the best and most well-known uses for essential oils is their ability to help you unwind at the end of a hard day. While there are several ...".
- Blog Page:** A screenshot of the actual webpage. The page features the "natural LIVING IDEAS" logo, a navigation menu with categories like HOME, HEALTH, NATURAL HOME, BEAUTY, ESSENTIAL OILS, GARDEN, and GREEN LIVING, and the main heading "10 Reasons Every Home Should Have An Essential Oil Diffuser".

Arrows indicate the flow of information: the "Google Search" box points to the search bar; the "Blog Title" box points to the title in the search result; the "Meta Description" box points to the description in the search result; and the search result box points to the corresponding content on the blog page.

Other

SEO Factors



Page speed
Sitemaps
URL's
Original Content
Structured Data
Inbound Links
Mobile Responsive
SSL Certificate
Click Thru Rate
Reviews
Social Interactions
+ 189 More Factors

Create Catchy Blog
Titles

Blog Titles Take

Practice

Include keyword
70 characters or less
50 characters or less is better
Relevant to article
To the point
Purpose or Value

Priority Keywords	Volume	Difficulty
AWS Security	1,900	73.38
AWS Cloud Security	210	74.14
Cloud Security	4,400	80.61

Blog Title	Max 70
Top 4 AWS Security Features That Keep Your Cloud Secure	55
AWS Security Considerations After Migration	43
AWS Security Features That Keep Your Cloud Secure After Migration	65
AWS Security Protects the Integrity of Your Data After Migration	64
AWS Built-in Security Features Put the Control in Your Hands	60
AWS Security Features That Keep Your Cloud Secure	49
AWS Security Features That Keep Your Data Secure in the Cloud	61
4 AWS Security Features You Need to Keep Your Cloud Secure	58
4 Widely-Used AWS Security Features	35

Create a Blog

Draft

Blog

Formula

Top 4 AWS Security Features That Keep Your Cloud Secure

Zachary Sersland Oct 10, 2018 8:30:00 AM

Tweet Share Like 1 Share Email



You've migrated your application to the cloud. Congratulations! Now that your code is in the cloud, you'll need to ensure everything's secure. AWS is responsible for security in terms of security. This means AWS is responsible for the infrastructure of the cloud, including the services that run AWS services. Other security, including the security of your application, is your responsibility.

Intro
State the problem
or purpose.

Here is an overview of four of the most common AWS security features you'll need to keep your cloud secure.

1. Identity Access Management (IAM)

IAM is a free feature of AWS that lets you manage what users have access to what services and resources. Access to resources is denied by default, so you'll have to grant users permissions to access the resources they need. IAM lets you specify the resource a user can access, and what conditions must be true for the user to access the resource. For example, you can restrict access to a specific IP address.

Provide the
answers or
information

- Create groups. IAM lets you create groups of users and assign permissions to those users. This makes it easier to track who has what permissions, as well as adding permissions to many users at once. For example, a group called Admins could be given free reign over AWS, while another group, Developers, may only be given access to Lambda and S3.
- Grant least privilege. Grant users only the permissions they need to perform the tasks they need to perform, and nothing more. Remember, you can always grant more permissions, but you can't get back the databases that were deleted because you made everyone an admin.
- Enable multi-factor authentication, or MFA, for all users. MFA means that, once a user signs in, they'll have to enter an additional code that is sent to them through a secondary device, like a smartphone. With MFA enabled, even if a user's password is compromised, their account won't be accessible.

For more IAM best practices, read the AWS documentation [here](#).

2. S3 Security

Amazon's Simple Storage Service, or S3, provides data storage with high durability and availability. Like other services, S3 denies access from most sources by default. Only bucket and object owners (the AWS account owner) have read/write access by default. Be sure to lock down your S3 buckets to prevent unauthorized users from viewing, uploading, or deleting your files. Unlike other services, there are multiple ways of adding permissions to S3, such as:

- Applying IAM roles to specific users within your AWS account. They can be used to specify what users have access to S3 buckets and what they're allowed to do.
- Using Access Control Lists to control access for AWS accounts, not individual users. These are useful if your organization uses multiple AWS accounts or other organizations need access to your files.
- Using Bucket Policies to lock down access to individual users or entire AWS accounts. Permissions in your application are private and secure.

Internal links

For more information on S3 security, see the S3 White Paper [here](#).

3. Security Groups

Elastic Cloud Compute, or EC2, instances are the servers on which your application is run. Each server lives inside a Virtual Private Cloud, a virtual network you control. These VPCs have Security Groups associated with them which determine what traffic can and cannot enter your VPC.

In a security group, you specify the traffic that can both flow in and out of your VPC. However, security groups are stateful, so if a request was allowed in, its response is allowed out. Traffic is denied by default, so anything not explicitly allowed in will be rejected. It's common for all traffic to be allowed for Outbound traffic (you're the one sending it), but it's important to narrow down the type of inbound traffic you allow. Security groups also let you specify the type of request (HTTP, SSH, etc.), the port range, and the source of traffic.

4. CloudTrail

CloudTrail isn't a service directly affecting your application, but a tool used for tracking user activity, demonstrating compliance, and performing security analysis. CloudTrail creates logs that can be searched to review activity. It's set up by default, so as long as you have an AWS account you can view the logs. CloudTrail is useful for determining if your security configuration is sufficient. From the CloudTrail logs you can view:

- The source IP address of API calls
- Updates to AWS services
- Which account created, modified, or destroyed resources

Restate your intro /
key takeaway

The built-in features AWS offers enables you to manage your digital assets. The power to determine which security features you want access to them is in your hands. While your data is stored securely on the cloud, your organization's unique security requirements remain under your control.

Cloud Readiness Assessment

We'll help evaluate your current workloads and identify the appropriate cloud strategy.

GET STARTED

Call-to-Action

Get Found Online



Rank #8 for AWS Security

Google aws security features

All News Images Videos Shopping More Settings Tools

About 57,900,000 results (0.57 seconds)

AWS security | Filter More than HTTP & HTTPS | aviatrix.io
[www.aviatrix.io/AWS_Security](#)
Why Filter Only On HTTP And HTTPS When Malware Can Use So Many Other Protocols? Like FTP. Create A Powerful Egress Filtering System - Whitelist By DNS Name, By Port, By Protocol.

AWS Cloud Security Compliance | Secure Your Cloud Today | armor.com
[explore.armor.com/AWS-Security/Whitepaper](#)
Certified AWS Security Competency Partner, security for your AWS cloud. 24x7 Monitoring. Contact Us - Questions? Chat Now - Fully Compliant - Instant Pricing Tool

Cloud Security – Amazon Web Services (AWS)
<https://aws.amazon.com/security/>
Infrastructure Security. AWS provides several security capabilities and services to increase privacy and control network access. DDoS Mitigation. Availability is of paramount importance in the cloud. Data Encryption. Inventory and Configuration. Monitoring and Logging. Identity and Access Control. Penetration Testing.
Cloud Security Resources - Security Guidance - Penetration testing on AWS

Cloud Security Products – Amazon Web Services (AWS)
<https://aws.amazon.com/products/security/>
Cloud Security. Identity & Compliance with AWS ... tools and take advantage of built-in Active Directory features such as Group Policy, trusts, and single sign-on.

People also ask

- What is AWS security?
- What security does Amazon use?
- Is Amazon AWS safe?
- How do I secure my AWS account?

Feedback

Cloud Security Resources - Amazon Web Services (AWS)
<https://aws.amazon.com/security/security-resources/>
To learn more about cloud security on the AWS Cloud infrastructure, browse through our developer ...
New Amazon S3 Encryption & Security Features.

Amazon Web Services Security: using the built-in features
<https://cloudacademy.com/blog/amazon-web-services-security/>
Apr 28, 2015 - We're going to focus on how you can leverage some of AWS's built-in security features to meet specific business requirements and protect the ...

51 AWS Security Best Practices Everyone Should Follow | Skyhigh
<https://www.skyhighnetworks.com/cloud-security-blog/aws-security-best-practices/>
For example, while Amazon has built several layers of security features to prevent unauthorized access to AWS including multifactor authentication, it is the ...

The Top 7 AWS Security Issues: What You Need to Know - Threat Stack
<https://www.threatstack.com/.../what-you-need-to-know-about-the-top-7-aws-security-...>
Jul 20, 2018 - A big question we see bubbling up among AWS security user groups ... to figure out where AWS's compliance features end and where another ...

Amazon Web Services: Overview of Security Processes
https://d1.awsstatic.com/whitepapers/Security/AWS_Security_Whitepaper.pdf
configure no matter which AWS service you use. For more information about these security features, see the "AWS Account Security Features" section below.

AWS rolls out new security feature to prevent accidental S3 data leaks ...
<https://www.zdnet.com/.../aws-rolls-out-new-security-feature-to-prevent-accidental-s3-...>
Nov 16, 2018 - Amazon's Web Services division has rolled out new security features to AWS account owners today that are meant to prevent accidental data ...

Top 4 AWS Security Features That Keep Your Cloud Secure ...
<https://www.dragonspears.com/.../top-4-aws-security-features-that-keep-your-cloud-se-...>
Oct 10, 2018 - Now that you've migrated your application to the cloud, you'll need to ensure it remains secure. While AWS protects the infrastructure of the ...

Increase Your Online

Visibility

Sessions ▾

Style: Column ▾

● Organic search





Content Writing Template

Download Now

Get Started



Choose your keywords
Brainstorm titles
Draft your article

Training Provided By



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