

Blog Training Boot Camp for Business Owners

Week 3

- Choose and Optimize Images
- Optimize for Lead Conversion
- Optimize for Search Engines

Choose and Optimize
Images

Why Image Optimization Matters

www.MoonMarketingSystem.com

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Increase Search Engine

Rankings



Attract

Attention



Increase

Engagement



Boost *Conversions*



Choose Your Image

Select the *Best* Image for Your Content



✗ Mary Had a Little Lamb



✓ Mary Had a Little Lamb

Use Images in a *Consistent* Way



✗ Mary Had a Little Lamb



✓ Mary Had a Little Lamb

Don't

Use Unlicensed
Images

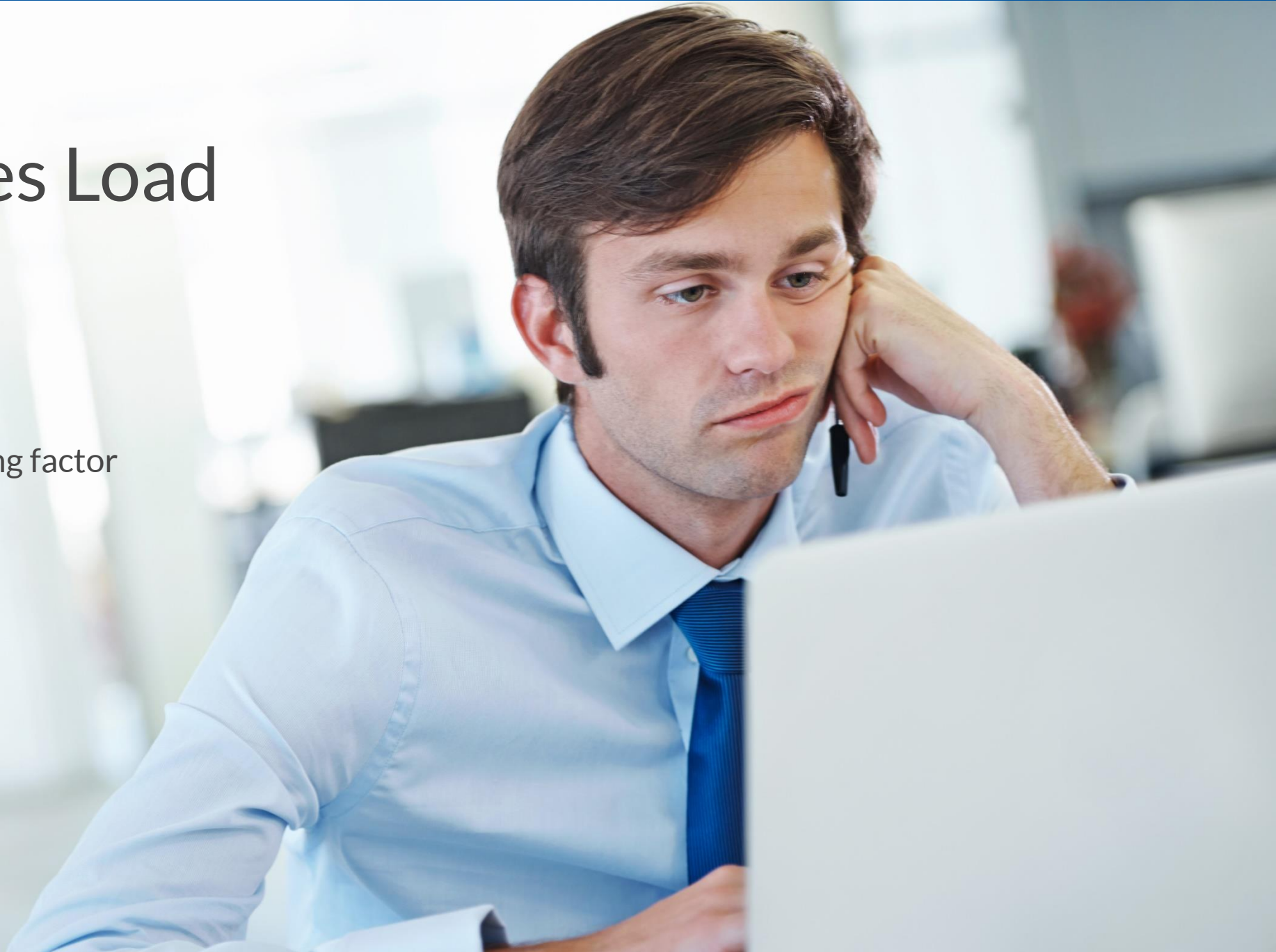


Optimize Your Image

Large Images Load

Slow

*Page speed is a top ranking factor



A young woman with long brown hair, wearing a blue denim shirt, is sitting at a desk in an office. She is laughing joyfully, with her mouth wide open and her eyes closed. Her hands are clenched in fists, suggesting excitement or triumph. In front of her is a silver laptop. The background shows a bright office environment with a window looking out onto a green landscape and some office equipment like a bookshelf and a glass of water on the desk.

Users expect page to
load in less than

2 seconds



Every
second
conversions drop by
20%

Reduce

Image File Size

*500kb or less





Pay Attention to

Quality



5059 x 3373 px
File Size 3.07 MB



1261 x 840 px
File Size 27.7 KB

PNG vs. JPEG



Dimensions Matter for Social Media


 **Krista Moon**
Owner and President | Business Growth Agency
13h

Internet readers have very short attention spans. 60% of readers don't read past the headline. ~HubSpot





 Like  Comment  Share




 99 views of your post in the feed


 **Krista Moon**
Owner and President | Business Growth Agency
17h

My Webinar already started but you can still sign up, catch up, and not miss a thing.
<https://moonsys.co/2XbQH2u>



 1

 Like  Comment  Share

 64 views of your post in the feed

Universal Image Size

*At the time of this writing.

1260 x 630px
2 to 1



Name

Files and Alt Text Appropriately

mouse with splint

<https://www.example.com/hubfs/mouse%20with%20splint.jpg>

ergonomic-wrist-injury

<https://www.example.com/hubfs/ergonomic-wrist-injury.jpg>

Optimize for

Lead Conversion

Be *Relevant*

[YES!] Wait Staff Tips for Upselling at the Table

[NO!] Wait Staff Tips to Get Someone Else to Take Your Shift





Be *Valuable*

Use trusted citations

Thorough topic coverage – 2100 words!

Format for *Readability*

The good news is that there are processes you can implement to simplify the content creation process and make blogging the norm within your organization. Business leaders will be able to quickly create quality blogs that build a following, generate leads, and help salespeople sell.

Here are four ways to create blog articles without having to agonize over the writing process:

1. Partner with a Professional Blog Manager/Writer

The first step is to partner with someone who knows what they're doing. A blog manager will help you develop a content strategy that aligns with your sales process and business objectives. They're also in charge of:

- Project managing the production and promotion of articles
- Organizing content, so it's easy for internal and external readers to use and consume
- Controlling quality to ensure the blogs meet writing, SEO, and brand standards
- Analyzing results to keep the strategy aligned with the needs of prospects and customers

Sometimes the blog manager is also the blog writer, but not always. A blog writer often works under the blog manager and is responsible for writing blog copy on your behalf; your "ghostwriter," if you will. They take what you want to say and transform it into a blog that's well-written, SEO friendly, and technically correct.

2. Record Yourself

Record your thoughts and ideas and send the audio file to your blog writer. This process works well if you have a clear vision of the information you want to portray. The writer can get the recording transcribed and use your verbal explanation to draft the written blog.

Or, you can use the recording as a podcast. The blog writer can create an intro paragraph to pique readers' interest in the topic, then link to the recording.

3. Have a Writer Interview You

A blog writer can ask you questions to help guide a conversation about a particular topic. This approach works well when you aren't exactly sure what you want to say. The writer uses the information gathered during the interview to draft blog copy.

4. Video Yourself or Do A Screen Capture Video

Both of these options require a little more time and planning, but they don't require actually writing articles. You can set up a video camera and just talk about what you want to say. Screen capture videos are easier because you're recording your computer screen and not yourself. If you want to show someone how to do something online, this is a great option.

Headers

Lists

Short Paragraphs
(40-60 words)

Great Mobile
Experience



4 Quick and Easy Ways for Business Leaders to Blog

Posted by Krista Moon on April 25, 2019



Blogging is a profitable marketing tactic that companies from all industries can use to attract and engage target buyers. The two biggest questions marketing executives have to answer when planning their blog strategy are 1) what will they write about, and 2) who will write the articles.

The best blog articles come from people within your organization that have deep industry expertise. Unfortunately, most internal experts or other potential blog contributors don't have time to write, don't like to write, or don't know what to write about. It's not part of the corporate culture, and they've never done anything like that before.

The good news is that there are processes you can implement to simplify the content creation process and make blogging the norm within your organization. Business leaders will be able to quickly create quality blogs that build a following, generate leads, and help salespeople sell.

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Subscribe to Email Updates

Stay Connected



Related Articles

- [3 Ways to Ease the Burden of Blogging](#)
- [The Benefits of Blogging for Business Leaders](#)
- [Why Blogging Should Be Your #1 Marketing Priority](#)
- [Why Blogging Is Important for Business Growth](#)
- [Hiring a Blog Writer: Will You Lose Your Voice?](#)



Topics

- [Alignment](#) (4)
- [Analytics](#) (15)
- [Blog Benefits](#) (6)
- [Blog Ideas](#) (5)
- [Blog Results](#) (5)
- [Blog Strategy](#) (10)
- [Blog Writing](#) (11)
- [Blogging](#) (28)
- [Co-Marketing](#) (2)
- [Competitive Advantage](#) (5)
- [Content](#) (21)
- [Content Strategy](#) (4)
- [Data Management](#) (5)
- [Design](#) (6)

Link
to Other
Relevant Content

Have a Clear *Call-to-* *Action*



Business Growth Action Plan
Objective data and analysis to help you quickly and confidently create sales and marketing plans that drive the best results.

[Request a Free Action Plan](#)

Calls-to-action

Create CTA

Date Range: All time Campaign: Select a campaign Type: All Teams: All teams

Export Data

Search CTAs



PREVIEW	NAME	VIEWS	CLICK RATE	CLICKS	LOCATIONS	LAST MODIFIED
	Resource: Blog Writing Template for Perfectly Optimized Content Simple	305	1.31%	4	3	May 27, 2019
	(inline) Blog Writing Template for Perfectly Optimized Content Simple	482	2.7%	13	3	May 27, 2019
	Webinar - Blog Training Boot Camp for Business Owners Multivariate	68	2.94%	2	12	May 4, 2019

Optimize for

SEO

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', with a sub-heading 'Free 4-Week Webinar Series' and details 'Thursdays @ 12:00 pm PST / 3:00 pm EST Starts May 16th'. A call to action button says 'Register Today!'. The page copy includes the heading 'The Objective' and a paragraph about executives sharing knowledge.

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!

Page Copy

The Objective

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 the relationship between a search engine result and the actual content of a blog post. It consists of three main components:

- Google Search:** A search bar with the text "benefits of essential oils".
- Search Result:** A box containing the following information:
 - Blog Title:** "10 Reasons Every Home Should Have An Essential Oil Diffuser"
 - URL:** "www.naturallivingideas.com/essential-oil-diffuser-benefits/"
 - Meta Description:** "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 blog page, showing the "natural LIVING IDEAS" logo, a navigation menu (HOME, HEALTH, NATURAL HOME, BEAUTY, ESSENTIAL OILS, GARDEN, GREEN LIVING), and the main heading "10 Reasons Every Home Should Have An Essential Oil Diffuser".

Arrows indicate the mapping: "Google Search" points to the search bar; "Blog Title" points to the title in the search result; "Meta Description" points to the description in the search result; and the "Blog Title" and "Meta Description" also point to the corresponding content on the actual blog page.



Be *Secure*

H

T

T

P

S

Clean Your *Code*

<p>While there are no guarantees in life, there are two things you can do to onboard your new marketing hire and launch a successful new relationship that maximizes your chances of getting the best return on investment. And one thing I can tell you from the perspective of an agency, if these two things don't happen, we can't do our best work.</p>



<p>As a supervisor, you have a lot of control over what your employees do by prioritizing the importance of ergonomics in the workplace. If you are not confident in your ergonomics knowledge, it's never too late to learn and bring your staff along with you. Working together on improving office ergonomics is fun and rewarding for both you and your team. It shows you care about their health, wellness, and safety. And that builds for a strong link and happy employees!</p>



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

Get Started



Choose and Optimize Your Images
Optimize for Lead Conversion
Optimize for SEO

Training Provided By



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