

# **Bloggging 102**

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A blog that shares one idea, every day, from the books of the best **ENTREpreneurship GURUS**, that you can read in under 5 minutes.

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# **Search Engine Optimization**

# 10 Tips for SEO

1. Write a good title, like "How to Bake the Perfect Chocolate Chip Cookie."
2. Include links to great content, both within your site and to other great sites.
3. Mention keywords related to your article: cookies, chocolate chip, etc.
4. Don't write too little; Search engines like articles of at least 300 words.
5. Post content regularly, at least once a week.

# 10 Tips for SEO

6. Don't neglect metadata (which really just means information about information): description, tags, keywords.
7. Use keywords in the tags and description for your images.
8. Create three to five categories related to your blog content.
9. Add header tags (H1, H2, H3)
10. Get social! Share on social media and encourage your readers to share them too. Google likes content that's getting shared.

# Monetization

# Monetization

- Ads
- Premium Content
- Affiliate revenue: Resources page (Amazon, Audible, Commission Junction, Bluehost, training, a myriad others in your industry)
- Courses
- Coaching
- Speaking engagements (products & svcs)



# Monetization

- Community Groups
- Masterminds
- Products
- Writing a book
- Sponsors
- Promoted content

# Email List

# Build an Email List

- Email is still one of the best ways to reach people online.
- You own your email list (unlike a fan base on Twitter or Facebook), and you can take it with you wherever you go (even if you start a new blog).
- Email is personal, direct and private.
- A great way to reach out to your subscribers and connect with them. Blogs and social media don't do that.
- Lots of ways to build a good email list. Give away something in exchange for their email address.
- Add value and people will talk about it. Others will want it.
- What data do you gather? GDPR – European Union

# 3 Types of Email

- **Update:** Recent blog posts, an exclusive piece of content for your subscribers... catch your readers up with what's going on with you. Add value!
- **Posts:** Same content posted on a blog is emailed directly to a subscriber. Stay in touch, no need to create new content.
- **Newsletter:** It's usually weekly or monthly, and often has graphics and tons of content. **But it doesn't have to be complicated or long:** Tim Ferriss 5-Bullet Friday.

# Email Drip Campaigns

## 6 essential parts:

1. Welcome new readers and share their incentive bonus. Welcome them, make a promise, and invite them to connect.
2. Share featured content (your best or most popular posts).
3. Ask a Question: Go first, then ask your readers what they are struggling with?
4. Share an inspiring story. If you have a small thing for sale, invite them to buy it. Add value!

# Email Drip Campaigns

## 6 essential parts:

5. Invite them to share something you've given them with a friend.
6. Set Expectations. Encourage them and share what they should expect in the future, and even let them opt out if they don't connect with your long-term vision.

**THANK YOU!!**

**Let's connect:**

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