Blog writing for business
Training course outline

Teaches everything you need to create and maintain an effective blog that will raise your company profile and improve your website ranking in search engines.

Course summary

Teaches everything you need to know to begin hosting a successful blog.

The course is practical and hands-on. It begins with a short overview of the benefits of blogging, and quickly gets you to create your own blog. You use this blog to learn and practice during the course.

Duration

One day.

Who should attend?

Typical delegates include managers and professional staff who need to be able to produce clear and effective blogs.

In-class or live online

You can attend this course in-person at any of our centres, or participate live online from your place of work or home.

To read about our approach to online training, see armada.co.uk/live-online-training.

General information

Blog writing for business courses are hosted by highly experienced trainers who are experts in the field of writing for business.

This training is arranged on-request, i.e. one-to-one or a 'closed course' for your group. This means that it can be:

- Provided when it suits you.
- Adapted to reflect your work.

Whilst attending training at our centres, delegates have the use of a computer to practice the techniques taught. Refreshments and lunch are provided.

Course fees can be paid by card or bank transfer. We accept purchase orders from UK-registered companies and public sector organisations.

If you're self-funding your training, you can pay in staged payments, interest-free, over 12 months.

Course materials and certificate

Delegates receive:

- Comprehensive training course materials.
- An e-certificate confirming successful completion of a *Blog writing for business* course.

Method of delivery

Training is designed for the busy professional, being short and intensive and combining lecture and demonstration. Practical exercises carried out under guidance help delegates to learn the techniques taught.

Delegates have ample opportunity to discuss specific requirements with the trainer.

After course support

Following business blogging training, you're entitled to 30 days' email support from your trainer.

Further information

For further details, see armada.co.uk/course/blogging-for-business-training. For a quote and details of our availability, please contact us.

Course syllabus

See over.

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Course syllabus

Topics	Sub-topics
Introduction	What is a blog – definitions and essentials
	An introduction to blogging, drawing on relevant case studies
	The power of blogs – how they can benefit a business
Setting up a blog	Guidance on different platforms – WordPress and Blogger
	The pros and cons of using externally hosted versus self-hosted blogs
	Ideas for good content
	The importance of knowing your audience
	Developing a blogging strategy
Increasing your blog's effectiveness	Answers to all your questions on what makes a good blog – ideal length, frequency, subject, writing style, etc.
	Tips for writing with impact
	Ways to make your blogs attractive to readers and improve your blog's design
	Expanding your blog's content with links, photos and video content
	Including features with widgets and plugins
	Dealing with blogger's block, readers' comments and other challenges
	Blogging pitfalls and how to avoid them
Your blog in context	Promoting your blog with keywords
	Integrating your blog and website for SEO, improving your website's ranking on search engines
	Monitoring and evaluating your blog
	Using your blog for wider marketing activities
	Making money from affiliate marketing