

wikimotive Presents:
**BLOGGING FOR
BUSINESS**



Wikimotive is your wall-to-wall digital marketing solution, guaranteed to unite your social media world into a single, cohesive system.



**Lead Generation
& Management**



Blogging



Social Media



**Search Engine
Marketing &
Optimization**



Web Design



Banner Design



Blogging for Business

By Timothy Martell



Timothy Martell is a marketing expert regularly sought out by both media and industry leaders for his opinion on social media marketing campaigns that really work. Timothy has been seen on MSNBC and Dateline, has been interviewed twice by Facebook for his successful dealership advertising campaigns, has been a featured speaker at automotive conferences such as, DMSC, AMBC, and the Driving Sales Executive Summit and has been featured on the cover of AutoSuccess magazine. Timothy is known for pushing the boundaries of conventional automotive thinking and producing social media campaigns that generate massive numbers of followers leading to record ROI. Martell founded Wikimotive in 2010; a company that provides all-encompassing digital marketing strategies for automotive dealerships including website design, customized SEO, and social media marketing that focus on targeting and acquiring many thousands of consumers who ultimately become followers of his client's social media outlets.

Critically acclaimed as a “Social Media Rockstar,” Martell’s marketing systems consistently produce results that are of “Rockstar” status. Wikimotive’s social media management systems remove the tedium of finding and identifying consumer-engaging content from the dealer all while educating the dealer’s key personnel on how to utilize the most important social media platforms in order to generate and retain business.

To learn more about Timothy Martell and Wikimotive and to find out how to receive a free digital marketing evaluation visit wikimotive.com or call toll free 1-888-692-9818.

INTRODUCTION

If you've been paying attention to search engine optimization, you're probably asking, "Why the heck is blogging so important?" It may seem frivolous at first, but the reality is that a blog functions as the communication hub for all of your digital marketing efforts. It can also power your in-house search engine optimization efforts.

To fully implement a successful blogging strategy, you'll likely need some help. At Wikimotive, we specialize in creating effective blogging solutions; all finely honed to bolster your existing social media and SEO efforts.

Want to know our secrets? Well, you're in the right place. In this eBook we'll take you from traditional advertising dinosaur to new media wizard; just implement our techniques for 30 days and you'll be STUNNED by the results!



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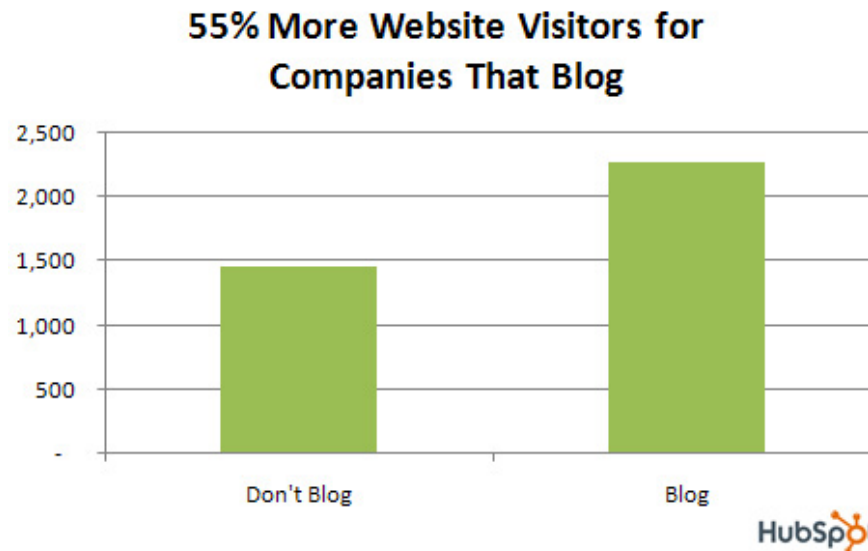
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BLOGGING, SOCIAL MEDIA, & SEO

HOW BLOGGING AFFECTS SEO

Let's just get it out there right away, blogging has a significant impact on your SEO Efforts. Companies that blog get 55% more traffic and 70% more leads, as well as a myriad of other benefits.



With the newest updates to Google and other search engines, blogging is more valuable than ever. Original, quality content is being held in the highest regard, so the old tactic of just strewing links about the web is becoming obsolete. A good blog will be entirely comprised of unique content and each entry will provide a link back to your [landing pages](#). Every blog entry you post is another strong link in the bank. More importantly, it's a link that will always be looked upon favorably by search engines, because the content is more than just the link it contains; the blogs themselves have inherent value.

HOW BLOGGING AFFECTS SOCIAL MEDIA

Bloggging is the cornerstone of your social media efforts. If you know anything about [social media best practices](#), you know that you get optimal results when you post multiple times a day. Your blog should be the first thing you syndicate every morning. If your blog is quality material (and it will be after you finish this book) then it will provide some great traction on sites like Facebook and Twitter.



Think of it as widening your sales funnel. People will click through your blog, and because of the inherent social nature of social media, all of their friends will then see your blog on their feeds. The more visitors to the blog, the better the chance of someone navigating through to your landing pages. Sales is a numbers game, and syndicating your blog on social media is a great way to propagate your content exponentially for a fraction of the cost of traditional advertising.



CREATING YOUR BLOG

WHERE TO BUILD IT

When it comes to building your blog, your best bet is NOT to put it on your main domain. You're better off building it on a subdomain or a new domain entirely. If you build your blog on the same domain as your business, the links will be counted as internal links, which hold less value from an SEO standpoint. If you put your blog on a unique domain, the links will be normal inbound links, which traditionally have the most value.



HOW TO BUILD IT

Setting up your own blog can be a relatively simple task, but it's fairly complex to make it successful both visually and technically. You can get by with a Wordpress install and a default theme (many companies do) but ask yourself this: would you use a default theme for your website? If you want to appear professional and stand out from the crowd, the answer is, "NO!"

Your first step should be to scour the web and find a theme that you love. There are literally millions out there, so you should be able to find one that appeals to your sensibilities. The next thing you need is some branding; most themes make it pretty easy to insert a logo and other imagery that you probably already have, so just make sure it's the right resolution and cropped appropriately. If you have some serious technical skill, look around for a theme that allows for heavy customization and build a blog that is completely unique to your brand.



HOW TO BUILD IT

Once the basic layout of your blog is complete, you're only halfway there. Next is the most important part: optimizing your blog for SEO. This is where we get into developer territory, so we'll just list the basics of what you need to be able to control on the backend:

- 1 Title tags
- 2 Meta description
- 3 Meta Keywords
- 4 Robot meta tags
- 5 Analytics Tracking

HOW TO BUILD IT

The last part of building your blog on Wordpress is the plugins.

The first thing you need is one that will add like, +1, and tweet buttons to all your posts so your readers can share your content. We recommend “Add This Social Bookmarking Widget,” it’s simple and easy to set up.

The next thing you should have is Google XML Sitemaps, which will automatically set up a Google optimized site map of your blog.

Lastly, you’ll want WPtouch or any other mobile browsing plugin, so that your readers can still get your content in an easy to manage way on their smartphones or tablets.

Those are the essentials, with various plugins you can always be improving your blog and making it more unique, but be careful; adding too many will slow it down to a crawl.



If you're not a developer, or if you just don't have time for another project, Wikimotive can help. We'll gladly get your blog up and running for a low, one-time fee. We'll design you a custom blog complete with graphics, optimize your backend for easy SEO, and then show you how to use it. Heck, for a low monthly fee, we'll even write the blogs for you.



No Contracts • No Commitments • Just Results



WHAT TO WRITE

KNOW YOUR AUDIENCE

When starting your blog, the first thing you should do is identify your audience. In this case, your audience is anyone you'd like to market to, so it can be as focused or broad as you'd like. In all likelihood, you're already advertising and have already identified your target demographic...now you just have to get to know them.

This is what makes the internet such an amazing tool. You don't have to guess what your audience is interested in, you can just go check. Don't assume that you already know either, spend a little time and immerse yourself. Start with Facebook and Twitter, pick a bunch of people who are already your fans/followers and see what they like and share most often. Every demographic has subcultures and inside jokes; if you get a good grasp on what yours likes, then your blog will be a runaway success.



WHAT NOT TO WRITE

When you start writing blogs, your marketing instinct will make you want to write about your own product or brand.



DON'T DO IT

At least don't do it all the time. In reality, only one in every four blogs should be directly related to something your business is doing. The idea behind blogging is to make content that your demographic looks forward to reading. People aren't going to return day after day to read about the new sales promotion, product or service you're offering. You want interesting and eclectic content that will garner a readership. This way, when you do finally write about your big sale, people are there to read about it.

So what do you write about?

Your first step is to write about the topics your fans/followers seem to be the most interested in, but for many businesses that will be a fairly wide range. Here are a few general topics that work for pretty much any audience:



- 1 Weird News
- 2 Reviews
- 3 Sports
- 4 Your Industry

WEIRD NEWS

Sad to say, but most people couldn't care less about politics or world news. What really gets people's interest is the bizarre. Find the strangest, craziest news from around the web, and your guaranteed to garner some interest.

Luckily, you don't have to scour the web for your weird news, there are plenty of places that make a business of weird news aggregation. Reddit.com is a great place to find interesting, breaking stories. Another great option is the Huffington Post, as they actually have an entire section devoted entirely to weird news. If you search around you'll find plenty of places. Just remember, the weirder the better!

Dances With Goats!

JULY 24, 2012



People do a lot of weird things to commune with nature. You always hear strange stories about people who just give up all of their material possessions and go live in the woods. It turns out, it gets a lot stranger than that though. Let us here at Marlboro Nissan, your [Nissan Dealer Marlborough MA](#), tell you all about it.



In Salt Lake City, a man was spotted living amongst a herd of wild goats. That's not the weird part though. The strangest thing? The man was dressed in a head to toe goat costume.

Now, people are free to dress however they want, but this goat costume raises some concerns. In the mountains of northern Utah, [hunting](#) is a very popular pastime; the wildlife officials in the state are concerned that the man may be shot as hunting season approaches.

"My very first concern is the person doesn't understand the risks," says wildlife official Phil Douglass said. "Who's to say what could happen."

A man hiking alone along a mountain peak spotted the costumed man amongst a herd of actual goats. The man took some pictures and brought them to the wildlife official's attention.

REVIEWS

A great way to get readers is to review the latest...anything really!

Movie reviews are universally popular, pick the current blockbuster or the latest indie flick that's gathering a cult following and post your two-cents. The same is true for books and TV shows. You should also review things in your own industry. Say you're an automotive dealer, you can review the newest car. Try not to review one you sell (it will seem phony) or a competitor's (if it's mean, you're bitter...if it's nice, you're a dope). Instead, review the newest super-car or concept-car. Whatever you're reviewing, remember that it never hurts to be the contrarian...



SPORTS

Obviously there are a couple demographics that don't care about sports, but the majority of businesses would do well to include the occasional sports blog. This is especially true if your business is local or regional.

If you're a national brand, write about the biggest story in sports. There's always some major triumph or scandal going on so you should have plenty of fodder.

If you're regional, write about the home team! Don't blog about recaps, because people can get that anywhere. Instead, take a controversial stance about the team to incite some discussion and debate.

Ray Allen, Hero or Traitor?

JULY 12, 2012



It's official: Ray Allen is shipping out to Miami. The Big Three is over. The greatest 3-point shooter of all time has left for Florida of all places. But really, who's the villain here? Boston fans are screaming, "Traitor, More like Judas Shuttlesworth, and Yankees Suck!" Is it fair though? Let us here at Marlboro Nissan, your [Marlboro Nissan New Car Dealer](#), give you both sides.



Ray Allen is a man that left Seattle for a shot at a title. He sacrificed his stats, took a back seat to Pierce and KG, and gave Boston exactly what is wanted: another NBA Championship.

Boston likes to look at Allen and see a Celtic, but we're ignoring that Ray Allen isn't a [Celtic](#). Yes, he has spent 5 great years here revitalizing basketball in our fair city, but we forget that he has played ball for what will be 18 years and 4 different teams. He was a Buck, a Sonic, a Celtic, and now a member of the Heat. This isn't Johnny Damon leaving for New York.

Ray has been the 3rd wheel here in Boston for the past 3 years, and when the C's have underperformed, it's been his name popping up in trade rumors. Yes, he could've resigned. What's to say that management wouldn't have just traded him when the season started going south though? What would have been Allen's new role anyways, coming off the bench behind Terry and Bradley?

YOUR INDUSTRY

When you're writing the one blog in every four that is about your business, remember that it doesn't have to be about YOUR business. Chances are that there are noteworthy things happening all over your industry. For instance, if you're a Chevy dealership, don't just write about your summer Sale-O-Bration. Instead, find an interesting story that still makes people think of your business. Write about how someone on eBay is selling the Corvette that used to belong to Neil Armstrong (true story, Google it). That way people are getting an interesting story they'll want to share, but still seeing your blog associated with the product you sell.

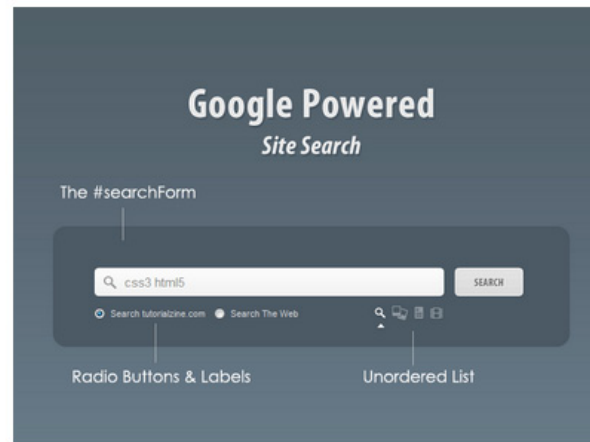
Using Site Search To Boost Your Sites Conversion Rate

by TIMOTHY MARTELL on AUGUST 21, 2012

✓ Like 7 Tweet 132 Share 2

One measurement of website success tends to get overlooked a lot in favor of other, bigger numbers like traffic and bounce rate. That measurement is conversion rate, what percentage of visitors to your website convert into a lead. One of the biggest factors when it comes to [optimizing your site](#) for higher conversion rates is usability, if users can't successfully navigate your site how do you expect to get leads out of them?

One way to easily boost your sites usability is to add site search. In a study done by [Branded3.com](#) 27 websites were evaluated for conversion data and it was found that "users



HEADLINE AND IMAGE

In many ways, the headline and image associated with each blog are the most important parts. When you syndicate your blog, people will only see the picture and/or the headline, so it's vital that they're as engaging as possible.

When you write your blog, think of the headline a newspaper would use...and then use the opposite. You want your headlines to tease the viewer, making them feel that they HAVE to get the full story.

The picture you post with each blog entry will be the face of that blog, and the reality is that people won't click it if it looks boring. Most of the time your story will have an obvious picture associated with it, but those pictures are usually pretty bland. Here's a rule of thumb that has been proven successful for blogs in every industry, choose images that are:

1 Cute

Menino Puts His Foot Down On Chick-Fil-A

JULY 26, 2012

+1 1 Like 2 Tweet 28 Pin it Share

Massachusetts has long been one of the most liberal states in the union, especially when it comes to social issues. Gay marriage is an issue that is still at large nationally, but Mass. has long since put it to rest. Let us here at Marlboro Nissan, your [Nissan Dealer Marlboro MA](#), tell you about how Mayor Menino is standing up for the principals of our state.



In a July 20th letter that went viral today, [Mayor Thomas Menino](#) condemned Chick-fil-A president Dan Cathy. Menino's letter is in response to Cathy's anti-gay marriage stance. The letter is clearly worded and bluntly in favor of Gay rights. Check it out here.

2 Controversial

Simple Cure For The Hiccups!

JULY 7, 2012

1 Like 1 Tweet 57 Pin it Share

There are a lot of relatively minor ailments that plague the general public on a daily basis. You have the cold, a headache, an annoyance but nothing to write home about. The more serious is the flu, a few days of misery but doing no harm for the average adult. There's even that where your eye starts twitching and you can't make that's pretty terrible right? But listen, there's no ailment that trumps all other in terms of embarrassment and humiliation. We here at [Boston MA Used Car Dealer](#) want to let you know, hiccups.



3 Comical

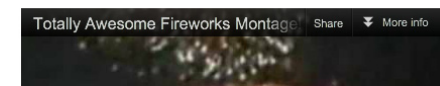
Fireworks Wins and Fails!

JULY 5, 2012

+1 0 Like 4 Tweet 27 Pin it Share

The Fourth of July is a beautiful day for our nation. A holiday that we celebrate as Americans by taking a day off to enjoy all the things that Americans love, like partying, grilling, and explosions. Fireworks displays are the highlight of the day. It's great to go out to your favorite big display, spread out your blanket and just soak it in. On the other hand, it may be even better to watch the shows done by amateurs; because succeed or fail, you know you're going to be entertained. Let us here at your [Nissan Sentra Dealer Beverly](#) share a great fireworks compilation video, in honor of yesterday's festivities.

This video comes courtesy of [Break.com](#).



LINKING FOR SEO

We've established that a blog is great for your SEO, and now we'll tell you how to get the most out of it. In every blog post, be sure to include about 2-4 links, depending on the length of the post. Additionally, be sure to practice good neighbor techniques. Search engines look favorably upon blogs that link to more than just one site, so be sure to do that. Somewhere in the body of your blog, include a link to something relevant to the story. This link should go to a different place every blog. You don't want to confer PageRank for this link though, so be sure to apply a no-follow tag to it.



FREQUENCY AND LENGTH

Ideally, you want to blog once a day. This can get pretty time consuming so it may be something you want to outsource. If daily proves to be too much for you, the minimum we recommend is twice a week. Any less than that and your blog will be too weak to make a big difference on your business. Also, try to post the same days every week so people know when to look for your content. The first day they come expecting something new and find nothing might be the day you lose them.

As for the blogs themselves, try to stay in the 250-350 word range. Less than 250 and you're not getting much value; longer than 350 and people won't read it.



CONCLUSION

SUMMARY

Now that you've read about setting up a successful blog, here are some of the key takeaways:

- 1 Companies that blog get 55% more traffic and 70% more leads
- 2 A good blog will be the driving force behind a search engine friendly social media and SEO strategy
- 3 Set up your blog on a subdomain or other unique domain
- 4 Don't use a default Wordpress theme, find something unique and deserving of your content
- 5 Don't be afraid to customize
- 6 Ensure your SEO tools on the backend
- 7 Learn about and write for your audience
- 8 Don't write exclusively about yourself
- 9 Write a blog you and your friends would enjoy reading
- 10 Ensure every blog has an attention-grabbing headline and graphic
- 11 Have fun letting out your creative side

This may seem like a lot to take in, but you don't have to do it alone. Developing a quality blog with a strong SEO backend and engaging content isn't an easy job. You have to be a developer, designer, and writer all rolled into one.

If you have someone like that on your staff, consider yourself lucky! If not, Wikimotive is here to help. We can do as much or as little as you need, all on a month to month basis. That means no contracts and no risky commitments. You keep us around as long as you like and we promise to bust our humps giving you the best service at the best rate.

Our blogging service handles everything your business needs to succeed:

- 1 Subdomain/Unique domain acquisition
- 2 Original design including layout and graphics
- 3 Cutting edge SEO optimization
- 4 Professional (native English) writers crafting blogs specifically for your business
- 5 Custom, tasteful blogs written about your upcoming promotions that can double as advertisement copy

wikimotive

Even if you just need help getting started, or have a question about one of our tips, never hesitate to contact us. Here at Wikimotive, we don't want to just be another vendor; we want to be a trusted asset and friendly community member.

Remember:

