Blogging your way to business success

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Why blog?

Why blog?

- The difference between personal and corporate blog
- Who are we writing for?
- Blog post types

Good corporate blogs are those which provide value, content that informs and solves problems, encourages interaction and promotes (carefully) at the same time.
Do you have a specific product or service?
Explain how it works, how it will be used, what it helps me, why I need it and what I get from it, "sell it to me" through the story.

Blog post types

10 interesting 404 error pages examples to spark your creativity
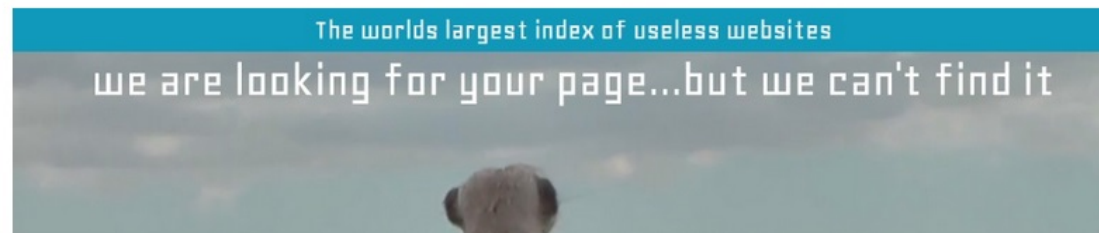
🕐 July 27, 2017   💬 7 Comments

We've all been there, having the trouble of showing up 404 error pages which, we admit, can be overwhelming and upsetting for the visitors, but if done properly, can ease the pain and even help.

How, you might ask?

By being creative and setting up different kind of 404 error pages – if you're not sure how – here are several examples that can help spark your creativity.

01. The Useless Web Index

We dare you to tell us if you saw sweeter error page than this one! Cute as a button meerkats looking around, searching for who knows what, looking all confused and stressed out – so that your visitors wouldn't be, right?
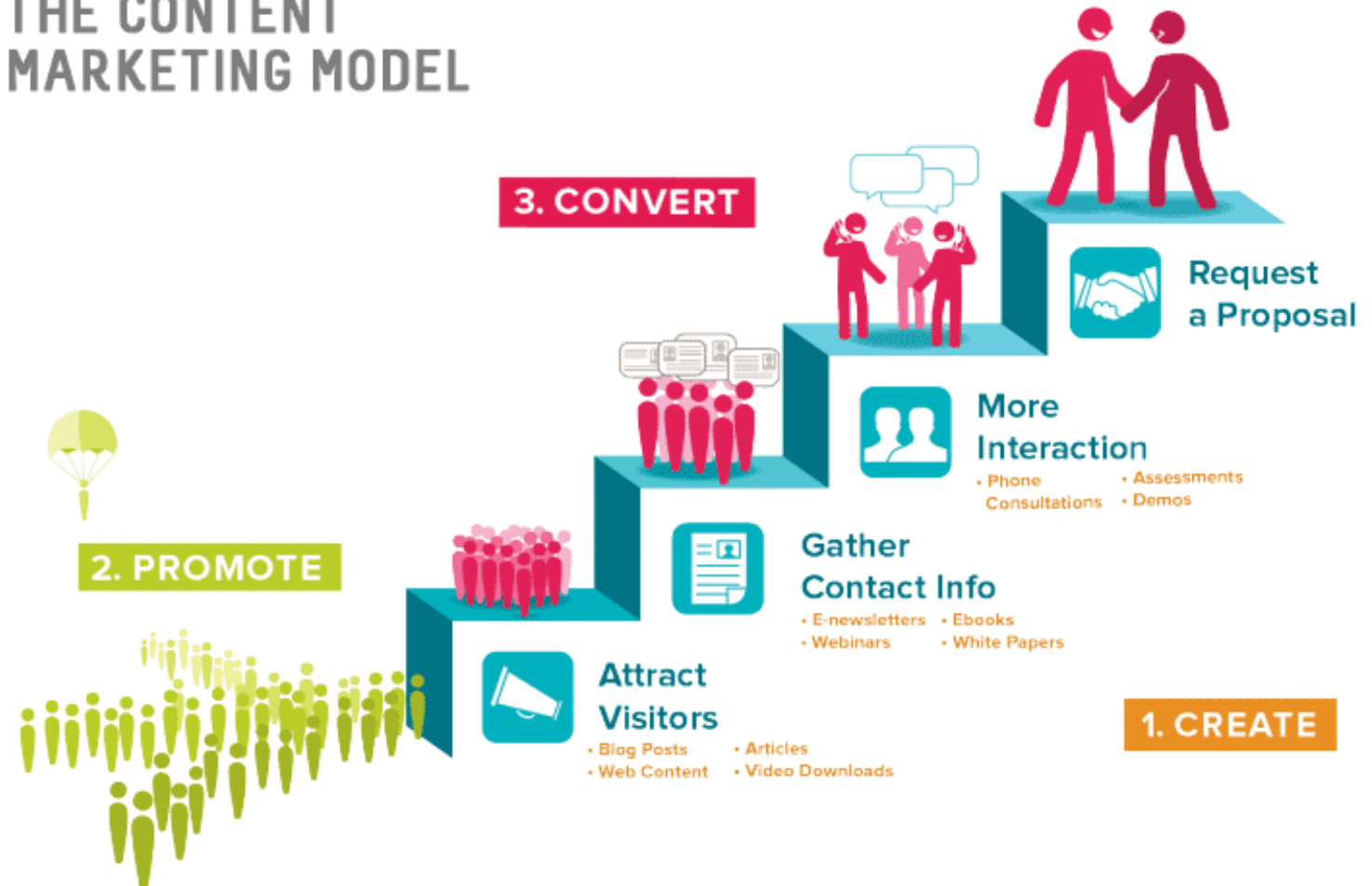
The worlds largest index of useless websites

we are looking for your page...but we can't find it

The purpose of a blog

- Added value
- Visibility
- Differentiation
- Content Marketing service

Seth Godin:
"Content Marketing is
the Only Marketing Left"

THE CONTENT
MARKETING MODEL

3. CONVERT

Request a Proposal

More Interaction
• Phone Consultations
• Assessments
• Demos

2. PROMOTE

Gather Contact Info
• E-newsletters • Ebooks
• Webinars • White Papers

Attract Visitors
• Blog Posts • Articles
• Web Content • Video Downloads

1. CREATE

How to write a blog?

- Unlike the site itself and the PR releases that you might send to the media, the tone you use in a corporate blog does not necessarily have to be rigorous and corporative. **Why?**

The anatomy of the perfect blog post

Title

Meta Description

Content

CTA/Summary

SEO

Specific and straightforward. Needs to grab attention.

Headline

Better and more catchy explanation of a post.

meta description

Large enough font, not too narrow rows, the answer or a promise of the answer.

body copy

One of key features. Images tend to further explain the aim of the article.

image

Lists, sub-headlines, bold sentences to keep reading easy and simple.

body copy

bulletin, list body copy

What do we want our readers to do? Click on the ad, sign for the newsletter, shop through our link, share the article..

call to action

Summary with a question or any otherform of CTA, you want them to comment or do something, right?

body copy

body copy

Visible enough and on the right place for visitors to share the content.

KickStart.rs
Your digital support

Your work doesn't stop there..

Why blog?

Organic search — All Countries

Organic traffic

Organic keywords

Top Content

#	Page
1	Convert hex to rgb or rgba color using PHP | Meks mekshq.com/how-to-convert-hexadecimal-color-code-to-rgb-or-rgba-using-php/ ▾
2	The latest Facebook algorithm change and it's affect on your website | Meks 🔒 mekshq.com/latest-facebook-algorithm-change-2017/ ▾
3	Dropshipping and WordPress - how to get started | Meks 🔒 mekshq.com/dropshipping-wordpress-get-started/ ▾
4	Remove category archives from WordPress (or tag date and author archives) | Meks 🔒 mekshq.com/remove-archives-wordpress-improve-seo/ ▾
5	Change WordPress date format to "time ago" | Meks mekshq.com/change-wordpress-date-format-to-time-ago/ ▾
6	How to disable responsive images srcset in WP 4.4 | Meks mekshq.com/how-to-disable-responsive-images-srcset-in-wp-4-4/ ▾
7	10 interesting 404 error pages examples to spark your creativity | Meks 🔒 mekshq.com/10-interesting-404-error-pages-spark-creativity/ ▾
8	How to choose domain name for your business? | Meks mekshq.com/how-to-choose-domain-name-for-your-business/ ▾
9	Real-life websites using our themes | Meks mekshq.com/websites/ ▾
10	SeaShell WordPress Theme | Meks 🔒 mekshq.com/theme/seashell/ ▾

Do's and Don't

The most common mistakes that occur in the business blog sphere:

- Expecting the success overnight

- Over-promotional posts

- Irregular posts

- No focus

- Too much SEO driven

- Incorrect photos

- Ignoring social networking

- Ignoring Google Analytics

Useful links:

- https://www.copyblogger.com/
http://www.socialmediaexaminer.com/
- https://blog.hubspot.com/
- https://blog.bufferapp.com/
- http://ivanacirkovic.com

KickStart.rs

Your digital support

Email: kontakt@kickstart.rs
Mobile: +381 64 4385185
Twitter: @i_cirkovic