

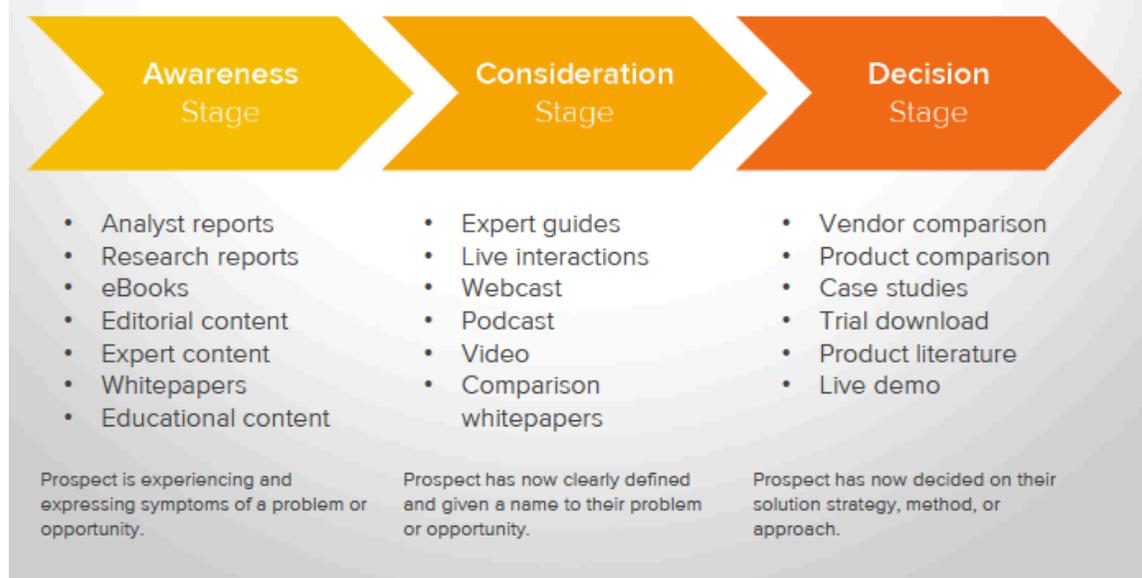
If you write two blogs a week, that is two entirely new *pages* added to your website every week – just from the blog. This practice typically comes down to earning links to content, which greatly aids in SEO. Each time you write a new blog, be sure to add tags, keywords, and a meta description to optimize the page. Nonetheless, simply writing content just to write content is not the best method. The content should be informative and high-quality, making your company’s blog a place of education.

Thought Leadership

I’ve been mentioning how your blog should really be a stream of educational content, but how exactly does this benefit your company? Regardless of the industry, being considered a thought leader creates a sense of trust from current and prospective customers. If you are an engineering product company specializing in electrical outlets, being a trusted source on all things electric – from electricity conducts to electric cars and the latest innovation – will set your company aside from others in the industry. This educational content lets your potential consumers know the wealth of knowledge you have on your product and service, creating a trust.

The content should be based on Buyer Personas and the Buyer’s Journey to build trust through established thought leadership. Buyer Personas represent ideal customers and are the people who you create content for. Start here. The goal should be to solve your personas’ problems through educating them. Similarly, the Buyer’s Journey focuses on what stage the perspective customer falls under – awareness, consideration, or decision. By catering content to fit the proper stage, it ensures that the buyer feels understood and in capable hands.

THE BUYER’S JOURNEY AND CONTENT



Attraction and Conversion

The first stage of the Inbound Methodology is Attract. Within this stage, the goal is to convert strangers to visitors, often using blogs, keywords, and social publishing. Content creation accomplishes all of this. If you are writing on relevant topics that visitors are searching for, and those pages are optimized for search you will start to rank higher in the search results and generate clicks through to your site.

The second stage of the Inbound Methodology is Convert, which involves converting visitors to leads through forms, calls-to-action, and landing pages. While blog content does not necessarily fall under these practices, it leads visitors to these conversion opportunities. One of the best ways to optimize a blog to [promote lead conversion](#) involves adding a call-to-action (CTA) at the end of the blog, encouraging the visitor to click to a landing page that is compelling enough from them to complete a form for your offer, turning them into known leads. By adding a CTA, your content then promotes lead conversion, proving another measureable effective tactic of content creation.



Promotion and Sharing

In modern marketing, you don't simply produce content and leave it on the website to take up space – you share it. Social media sharing first and foremost directly [promotes the content](#) to your followers. After that, it goes a step further, encouraging your following to share the post elsewhere. This can also encourage other publishers to share your content on their platforms as well, such as a similar engineering firm who found your article on electrical switches useful. In this way, your content begins to spread online by having more inbound links to your site, ultimately driving up your site authority with Google.

Immediately after posting a new blog post, you should have an automated email to send to your subscribed email list, letting them know new content is available and encouraging them to engage even further with you. If social sharing buttons are optimized in the email, they can then easily share the content on social media or forward your email along to a colleague, further promoting your content at no extra cost or effort for you. As the content is shared, your company name and site are also shared across emails, social media, and the Internet, gaining even more credibility and potential visitors that could convert to leads down the road.

Even today some people still view blogging as just a personal hobby, but it clearly involves much more than that. In the ever-changing digital world, content creation has become more useful than ever for boosting SEO, establishing thought leadership and trust, attracting visitors and generating leads, and promotion and sharing.

If you are looking to learn more about what inbound marketing entails and what it means for your marketing plan, [download our e-book: "Inbound Marketing: 5 Keys to Generating Leads on Your Website."](#)

RYAN GARDNER