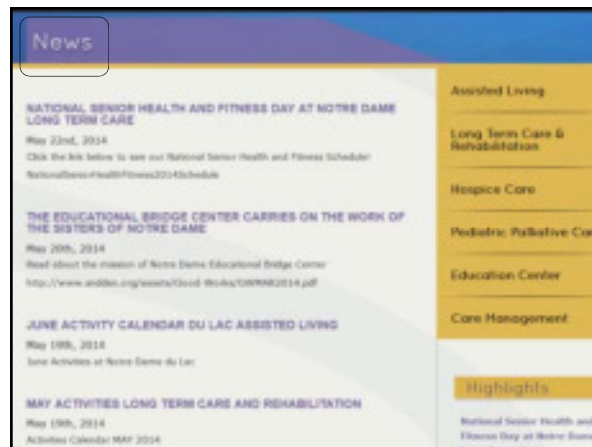


Your Blog & Online Marketing: SEO, Social Media & Email


Connie Parsons, President
Bob Lichtenhan, Account Manager
IlluminAge Communication Partners
www.illuminate.com
connie@illuminate.com



Today's Blogging Webinar

- Content & Organization
- Search Engine Optimization
- Social Media Marketing
- Email Marketing




Content: What to Blog

- News & events
- Articles & resources
- SEO goals: rehabilitation, home care, senior services (geographic)




Organization Matters

- **Categories:** Your top-level way to group related posts together, and to quickly tell readers what a post is about. Similar to, but broader than, [tags](#).
- **Tags:** A useful way to group related posts together and to quickly tell readers what a post is about. Similar to, but more specific than, [categories](#).

Source: <http://en.support.wordpress.com/posts/categories/>

IlluminAge

Outlines or Hierarchy...

- **Aging Issues**
 - Alzheimer's and Dementia
 - Fall Prevention
 - Nutrition
- **Assisted Living**
 - Memory Care
 - Wellness
- **Home Care**
 - Family Matters
 - Chronic Disease Management

IlluminAge

Search Engine Optimization

- **Content:** Include your keywords in copy
- **Meta Data:** Copy in the code view of your website used by search engines to properly index your site and to give searchers a preview of your web page
- **Inbound Links:** used by search engines to analyze the popularity of a website & page; also provide metrics like trust, spam, and authority. Trustworthy sites tend to link to other trusted sites, while spammy sites receive very few links from trusted sources

IlluminAge

Meta Data

- **Title Tag (headline):** 50-60 characters, important info first, compelling and readable; influences ranking
- **Description Tag (ad copy):** 150-160 characters, related to click conversion; does not influence ranking

IlluminAge

CONNECTED!

FIND A LOCATION

REQUEST INFORMATION

THE DISCOVER ALDEN BLOG

You're Never Too Old—Or Too Young—to Take Care of Your Bones!

May is Osteoporosis Awareness and Prevention Month. Osteoporosis is a loss of bone density that can occur at any age. It is responsible for over a million broken bones each year, and is a major cause of fractures, back pain, spinal problems and loss of independence. Ten million Americans are living with osteoporosis today, and []

Older Americans Month 2014 Focuses on Senior Safety

Older adults have made countless contributions and sacrifices to ensure a better life for future generations. Since 1962, communities across the country have shown their gratitude by celebrating Older Americans Month each May. This celebration not only recognizes older Americans, but also demonstrates our nation's commitment to helping them stay healthy and active. This year []

Archives: JUN 2014, MAY 2014, APR 2014, MARCH 2014, FEBRUARY 2014, JANUARY 2014, DECEMBER 2013, NOVEMBER 2013, OCTOBER 2013, SEPTEMBER 2013

Read More About Alden Leader

Photos Likes More +

Status Photo / Video Offer, Event +

<http://www.thealdennetwork.com/youre-never-old-young-take-care-bones/>

You're Never Too Old—Or Too Young—to Take Care of Your Bones!

May is Osteoporosis Awareness and Prevention Month. Osteoporosis is a loss of bone density that can occur as we age. It is responsible for over a million broken bones

WWW.THEALDENNETWORK.COM

Boost Post + Public = Post

Facebook page for The Alden Network. The main post is a link to the blog post: <http://www.thealdennetwork.com/youre-never-old-young-take-care-bones/>. The post includes a photo of a woman drinking milk and text about osteoporosis awareness.

Facebook page for Horizon House. The main post is a photo of a large apartment building with the text: "Horizon House". Below the photo are several smaller posts, including one about a "Spring Annual Fund" and another about "Active Retirement".


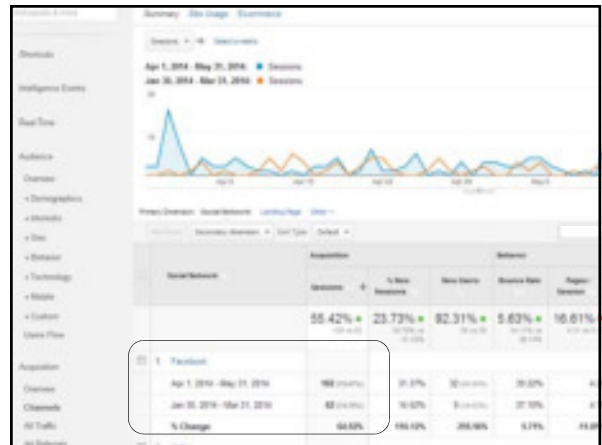
Facebook post from Bright Ideas Blog. The post includes a link to <http://www.illuminate.com/coming-up-61914-your-blog-online-marketing/> and a photo of a hand holding a tablet displaying a website. The text reads: "Bright Ideas Blog - Your Blog & Online Marketing, Social Media & Email June 19th, 10:30 a.m. Pacific Time. A blog can be one of the most powerful tools in your marketing program. It creates a library of information on your site that establishes your organization as..."

Facebook post from Bright Ideas Blog. The post includes a link to <http://www.illuminate.com/coming-up-61914-your-blog-online-marketing/> and a photo of a hand holding a tablet displaying a website. The text reads: "Bright Ideas Blog - Your Blog & Online Marketing, Social Media & Email June 19th, 10:30 a.m. Pacific Time. A blog can be one of the most powerful tools in your marketing program. It creates a library of information on your..."




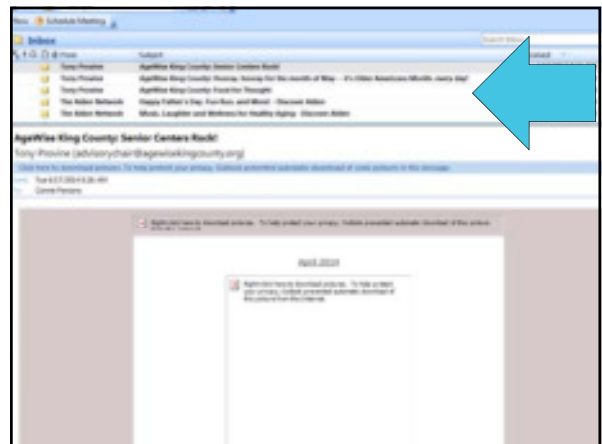
Sharing & Integration Tools

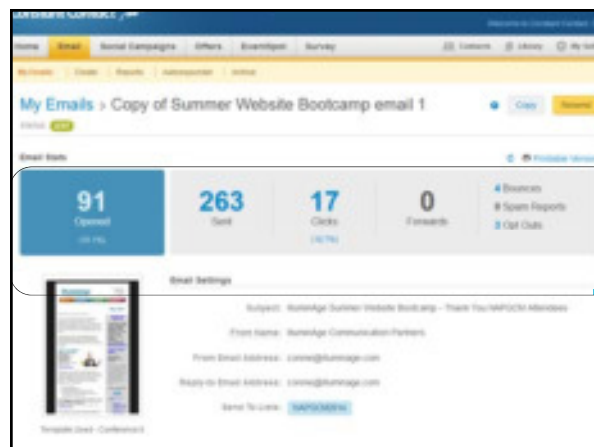
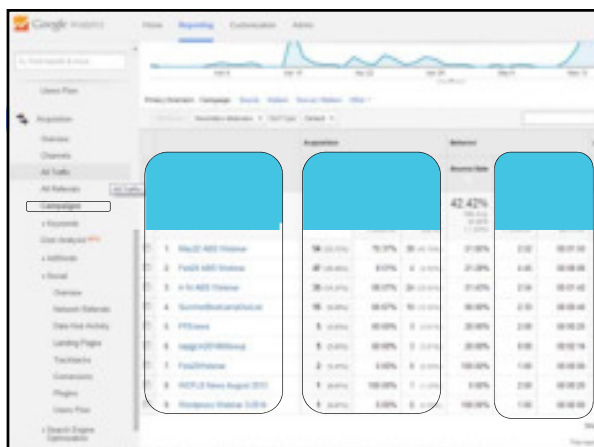
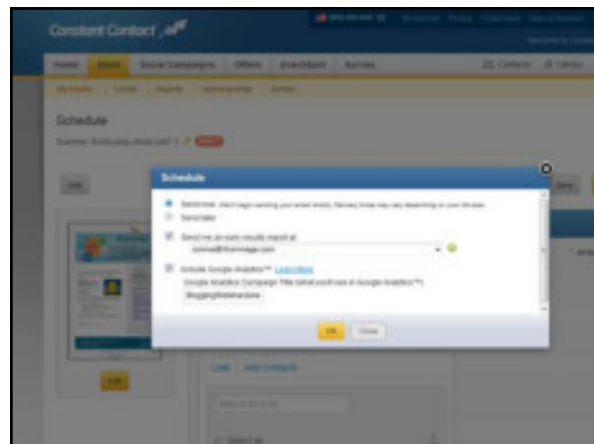
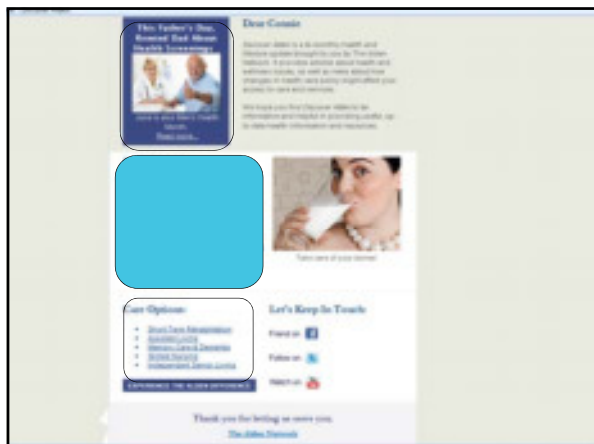
- IFTTT (<https://ifttt.com/>)
Blog to Facebook, Twitter, LinkedIn (more)
- Facebook to Twitter or Vice Versa
Post to one, and select posts will auto post to the other

Email Marketing

- Link to blog articles from your email
- Make your subject line count
- Brand your from address
- Include service or location links
- Send once or twice a month
- Track it!



Blog: What You Can Do

- Enhance website value & visitor experience!
- Search engine optimization
- Social media marketing
- Email marketing

All roads lead back to you....