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

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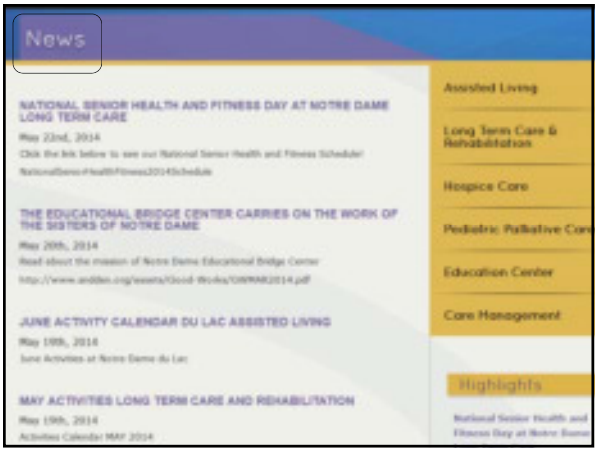

Today's Blogging Webinar

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

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Content: What to Blog

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

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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/

Outlines or Hierarchy…

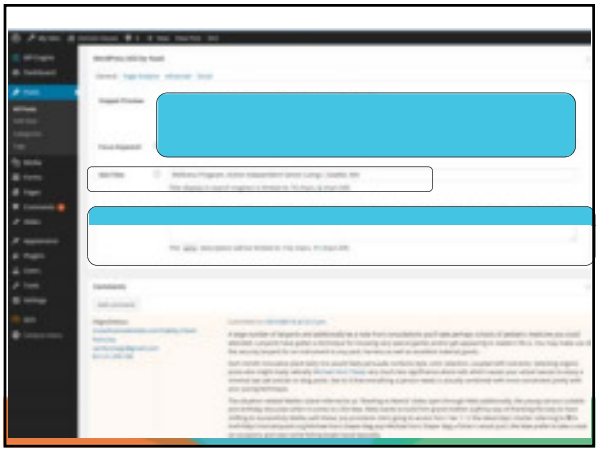
- **Aging Issues**
  - Alzheimer's and Dementia
  - Fall Prevention
  - Nutrition
- **Assisted Living**
  - Memory Care
  - Wellness
- **Home Care**
  - Family Matters
  - Chronic Disease Management

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

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



Inbound Links

- Link from a website *to your web page*
- More likely if you provide quality content & resources
- Trustworthy, authoritative, reputable

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Leverage Your Content

- Publish to your blog
- Create a library of resources
- Distribute across multiple platforms
- Drive traffic back to your website

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Social Media Marketing

- Post from the blog to social media
- Automation
- Increase website traffic

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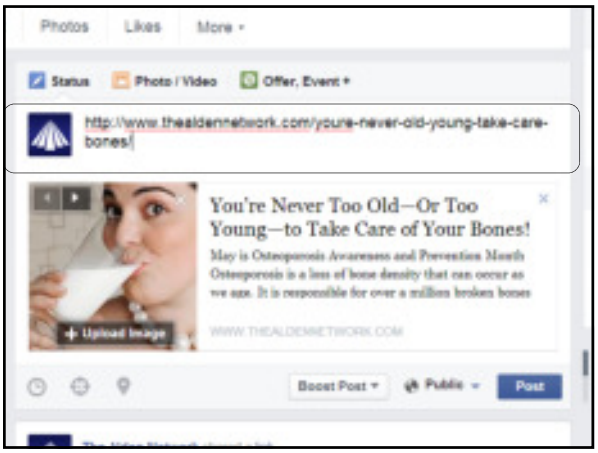
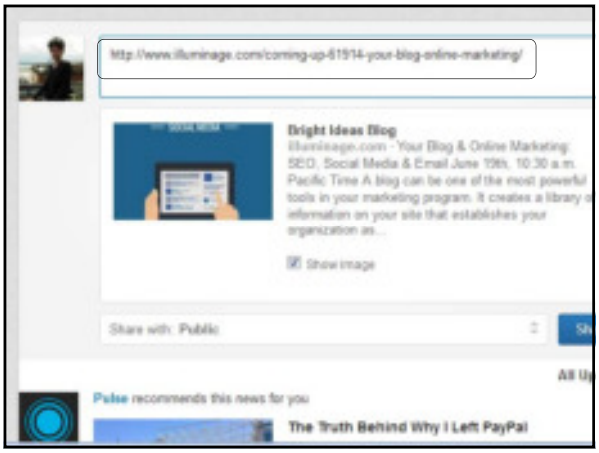
CONNECTED!
FIND A LOCATION
REQUEST INFORMATION
THE DISCOVER ALDEN BLOG
You're Never Too Old—Or Too Young—to Take Care of Your Bones!
Older Americans Month 2014 Focuses on Senior Safety


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
Upload Image
Boost Post
Public
Post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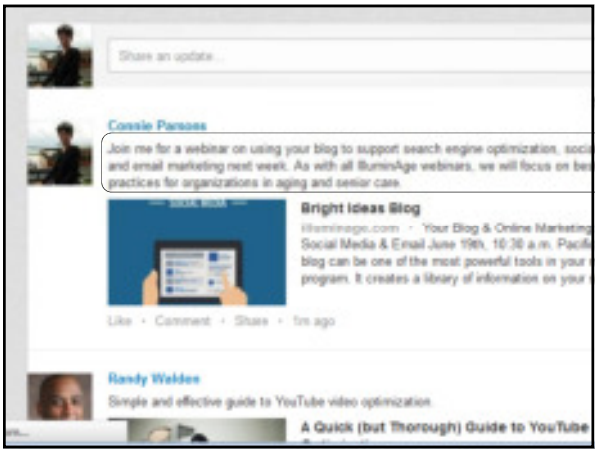
Show image
Share with: Public
Pulse recommends this news for you
The Truth Behind Why I Left PayPal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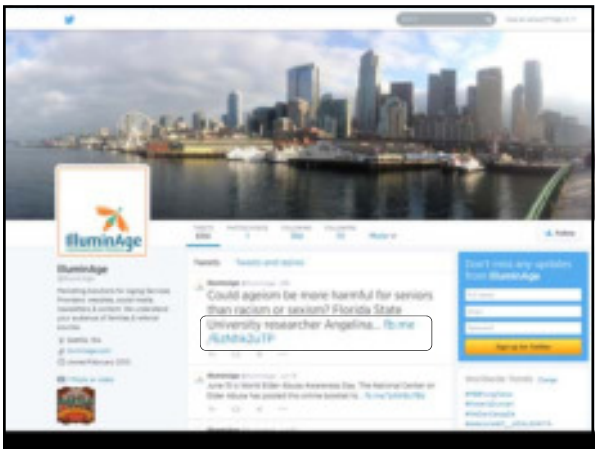
Randy Walden
Simple and effective guide to YouTube video optimization
A Quick (but Thorough) Guide to YouTube



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

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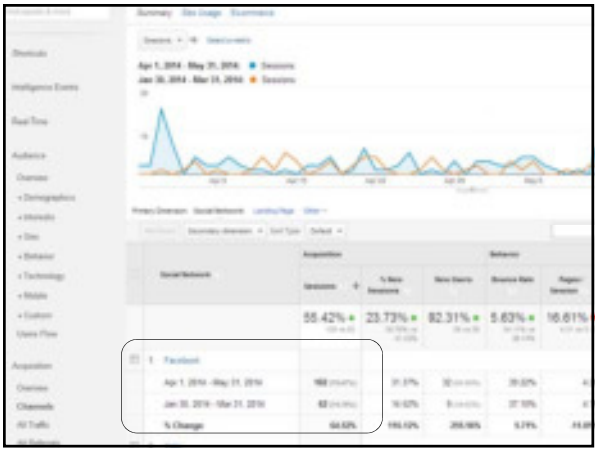

Email Marketing

- 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!

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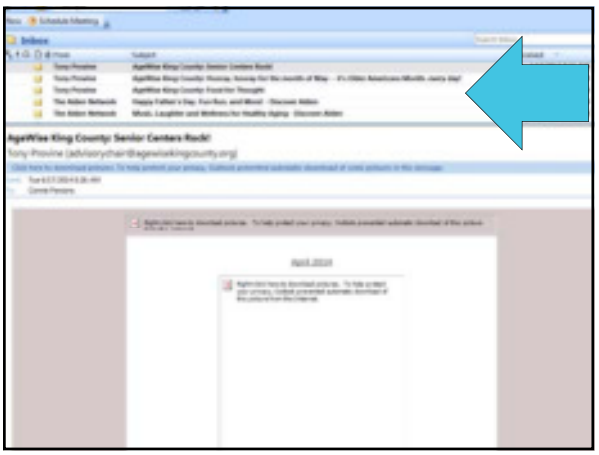
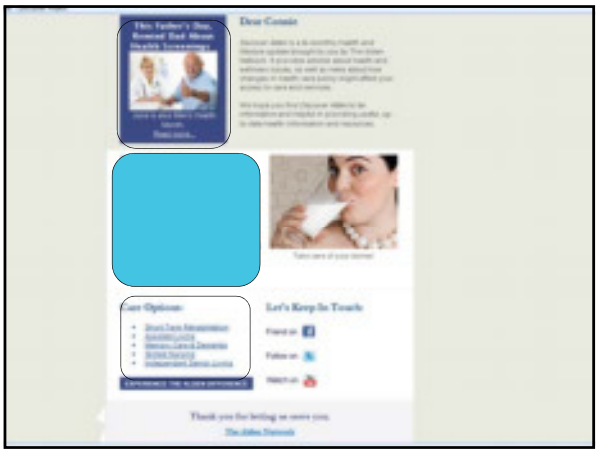
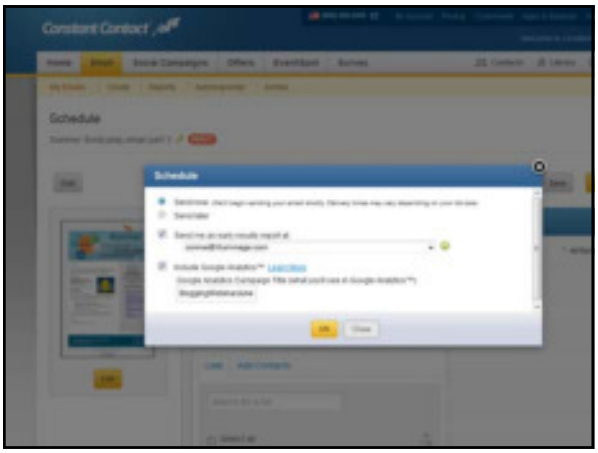
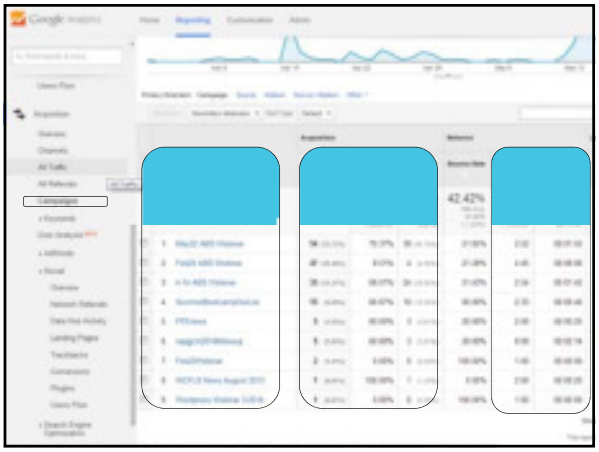
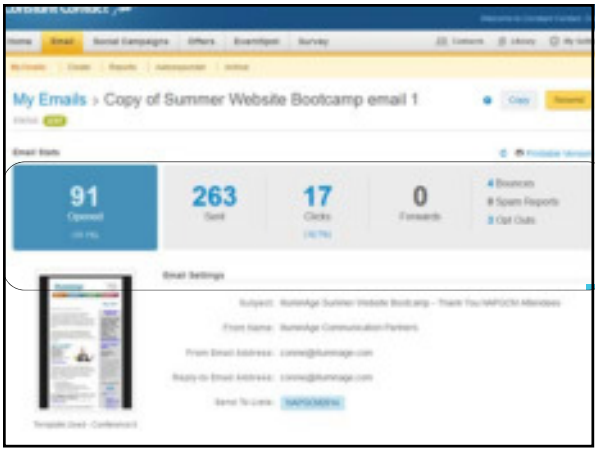




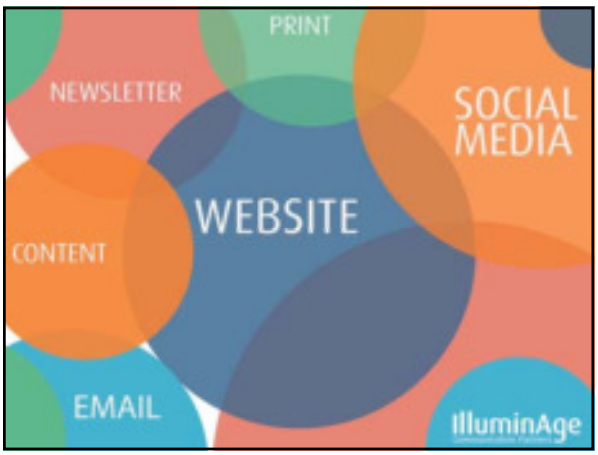






Blog: What You Can Do

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

All roads lead back to you….

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