

Blogging 100: Essentials

01 - What is Blogging?	6:18
02 - Why is Blogging Important	2:33
03 - Why Businesses Have Blogs	9:34
04 - Why People Have Blogs	5:26
05 - The Benefits of Blogging	7:46
06 - Blogs Are Social Media	1:18
07 - The Difference Between a Blog and a Website	5:34
08 - Blog Glossary	8:04
09 - Blogging Strategy Overview	3:19
10 - Blogging Trends	9:30
11 - What Makes a Good Blog?	10:05

Total Topics = 11

Total Time = 1:09:27

10 QUESTION QUIZ

Blogging 200: Strategy

12 - Before You Start Blogging	15:24
13 - Steps to Blogging	6:37
14 - Determine Your Strategy	8:19
15 - Blogging Content Strategy - Choosing Theme Topics	8:16
16 - Understand Trending Content with BuzzSumo	-
17 - Setting Up a Blog	5:37
18 - Content Planning	2:09
19 - How to Build a Content Calendar	2:07
20 - Blogging Best Practices	9:42
21 - Promoting Your Content	1:29
22 - Setting Up Tracking - Why It's Important	5:47
23 - How Tracking is Setup	3:47
24 - What Metrics to Track on Your Blog	5:40

Total Topics = 13

Total Time = 1:14:54

10 QUESTION QUIZ

Blogging 300: Management

25 - Create a Catchy Tagline	17:32
26 - How to Add a Blog to Your Website	2:46
27 - How to Configure Your Blog Address	2:50
28 - Blog Design Tips for Adding to Your Webstie	2:46
29 - Creating SEO Friendly URLs	8:52
30 - Blog Templates	10:05
31 - Setting Up the Blog Sidebar	7:26
32 - Making Your Blog Shareable	4:20
33 - Blog Post Frequency	8:12
34 - Anatomy of a Blog Post	12:33
35 - Blog Headlines	4:53
36 - Blog Post Length	2:46
37 - Power Tip for Long Posts	2:14
38 - Blog Calls to Action	5:16
39 - Create Blog Posts Using Long Tail Keywords	3:45
40 - Creating Beautiful Images with Canva	6:29
41 - Using Open Graph Tags	5:17
42 - Blog Images Best Practices	7:06
43 - Technical Audit: Images	4:48
44 - Using Stock Images	9:17

45 - Images That Share Well in Social	7:50
46 - Promoting Blog Posts	2:45
47 - Build a Promotion Plan	5:41
48 - Promoting Your Blog Using SEO	17:58
49 - Promoting Your Blog Using Social Media	5:31
50 - Promoting Your Blog Using Digital Ads	3:00
51 - Promoting Your Blog Using Email Marketing	2:42
52 - How to Set Up Tracking	9:27
53 - What Metrics Are Important	13:28
54 - How to Evaluate Success	23:27

Total Topics = 30

Total Time = 3:41:02

10 QUESTION QUIZ

Blogging 400: Advanced

55 - Wordpress Blog Settings	12:34
56 - Recommended Wordpress Plugins	6:55
57 - Wordpress Plugin Akismet - Combat Comment Spam	3:46
58 - Wordpress Plugin Yoast SEO - Optimize Your Blog	17:55
59 - Wordpress Plugin TinyMCE Advanced - Customize Editing Toolbar	3:46
60 - Wordpress Plugin Jetpack - Add an Email Subscribe Feature to your Blog	3:18
61 - Move Posts Into Directory Setup Redirects	12:47
62 - Why Every Blog Post Needs an Image	3:36
63 - Types of Blog Posts That Write Themselves	11:28
64 - Repurposing Blog Posts	4:32
65 - Re-promoting Blog Posts	2:12
66 - How to Drive More Traffic to Your Blog	7:32
67 - How to Get Links to Your Blog	4:43
68 - How to Get More Blog Subscribers	5:40
69 - Writing for Comments	5:04
70 - Guest Blogging	8:51

Total Topics = 16

Total Time = 1:54:39

10 QUESTION QUIZ

BONUS! Blogging Tool Reviews

Portent Content **Idea Generator**

Focus Your Keyword Research and Get Content Ideas with Answer the Public

Resources:

Blogging Quick-Start Guide
Blogging Checklist
Blogging Tips & Tricks

Course Total Topics = 70

Course Total Time = 8:00:02