

Blog Checklist for Coaches



**Top 10 Tips to Make You a
Better Blogger**

Blog Checklist for Coaches

1. Identify the Specific Audience

If you're trying to attract more executive coaching clients, for example, write blog topics that explain the benefits to getting ahead in a company. Feature a case study. Or tell a success story. Using the "problem-solution" approach works well.

2. Tie the Topic to One of Your Service Offering Pages

Using the executive coaching example again, if your blog post explains the benefits of executive coaching, make it relevant to your core executive coaching offerings.

3. Use One Primary Keyword in the Blog Title

Including a primary phrase in the blog title is the most effective way to help the search engines like Google identify what your blog post is about with the goal of returning it in a search result.

4. Write 400-500 Word MINIMUM

For SEO, Google actually prefers longer blog posts. Content that is too short or too sparse will not really draw attention from the search engine spiders. And by having longer content it gives you more opportunities to add subheads and weave keywords into the copy in a natural way.

5. Spread Longtail Keyword Phrases Throughout the Post

Longtail keyword phrases are usually 3 words or more. For example, “benefits of executive coaching” would be a longtail phrase. Sprinkle them throughout the blog post, first paragraph, middle and end paragraph if possible. For a 400 – 500-word blog post, use 3 - 5 long tail phrases throughout. To help you with longtail keyword suggestions, check out the free version of www.serpstat.com .

6. Use Subheads and Include Keywords

Subheads not only break up the copy and makes it skimmable but they are the perfect place to place keywords since the search engines give more importance to the subhead text and titles than the body copy. **TIP:** write the paragraphs first and then reverse engineer the subhead: just state what the upcoming paragraph is about in the subhead.

7. Add Graphics

Not only do graphics add visual flourishes but they can also be used to make a point or highlight important information. Images make the overall blog post more appealing to read. But the secret weapon of graphics is to add keywords to the image ALT tags and the actual file name to help your SEO. For example, instead of naming an image file something benign like image.jpg, name it keyword-phrase.jpg. and add the same keyword to the ALT tag, too.

8. Add Links to Other Relevant Pages on Your Site

Not only does linking to other, relevant pages on your own site make the blog post more useful, it sends strong SEO signals and reinforces the topic/subject/keywords between the two. A blog post about the benefits of Life Coaching that links to your page about your life coaching services is not only good for your SEO but it's smart business to help drive traffic to your main services ---- which is what this all about, right?

9. Add Links to Other Quality Sites

In addition to linking to your own related pages within your blog post, add an "Additional Resources" section at the bottom of the post and link to 3 - 4 authoritative sites on the same topic. It builds your credibility and also helps your SEO.

10. Add Strong Calls to Action

The purpose of all this blogging is to increase your businesses visibility and attract more sales via the search engines. So it makes sense that when you get people to the blog post that they found in search, make sure you provide a distinctive call to action (CTA) at the end. The CTAmight be a link to a download of a special report you're offering, a contact form, a complimentary phone consultation, or even an offer to follow you on social media. It's an opportunity to strengthen the bond even further.



SUMMARY: No-one likes to be sold to. The latest effective marketing techniques involve educating your prospects to help them make a buying decision --- from you! Blogging will help you do that.

LEARN MORE:

Whether you are a beginning blogger, want to improve your blogging or need supplemental blogging, we can help.

For more information, please visit:

<https://samsonmedia.net/for-life-coaches> or

<https://samsonmedia.net/category/blogging/>

Thank you

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