



A SIMPLE GUIDE TO BLOGGING AND SOCIAL MEDIA





INTRODUCTION

Whether they're for personal or business use, blogs and social media channels offer great platforms that enable you to share informative content and build a strong image and audience around your brand.

Blogs are often created by people who want a place to document their life and travels, and to open a door to a digital world which is rapidly growing. As well as these personal uses, many businesses are harnessing blogs in a similar way as they look to provide their readers with relevant industry content, promote their products and services and increase brand awareness.

With social media playing a huge part in the day to day lives of over three billion users worldwide, combining blogging and social channels is the perfect way to enhance your brand or simply connect with a new digital audience.

In this eBook, we offer tips and insights on how to set up your own blog, implement social media and monitor a blog's success.

THE BASICS: A GUIDE TO BLOGGING

Platforms, hosting & domains

One of the best and most versatile platforms to create a blog on is WordPress. It's an easy platform to navigate and there are a range of online resources which provide you with helpful step-by-step information on how to create your own WordPress blog.

To make this as uncomplicated as possible, you can also host your blog on WordPress. Once you become more experienced, you can then look at other potential platforms that may be better suited to your needs.



A domain name is your blog's URL, for example click.co.uk. Domains range in price and can be bought from the likes of GoDaddy. Websites like this provide expert support if you have any questions, but make sure you check your preferred domain name is available before you start investing time and money on branding etc.

WordPress plugins

Whether your blog is for personal or business use, a handy plugin to have is Google Analytics as this allows you to track the performance of your site. We'll go into detail later on in the eBook about this plugin and what it actually provides.

Other useful plugins include Contact Form 7, which gives you a way to insert a contact form onto your site that filters spammy submissions, as well as more simple plugins like Simple Social icons, which allows you to link your social channels to your blog.

Click comment - A fast website is essential. The W3 Total Cache plugin reduces page loading times, allows you to easily minify the CSS and HTML without changing the code yourself, and creates a cache of your site so it will load much faster.

GET SAVVY ON SOCIAL

How to grow your followers

The best way to grow your social following is by being consistent in sharing content and speaking to your audience. If you have a social icons plugin on your blog, then this will help as well. Readers like to be able to access your social channels easily and if they like what you share, they're going to follow you.

Whether you're scrolling through Instagram or Twitter, you're going to come across a variety of hashtags. Your timeline will constantly be updating, therefore using relevant hashtags gives your content a better chance of being discovered further down the line.

If your social channels are for business use then you can promote them through email marketing, reminding recipients that your brand is on social and what they can expect to see on your channels. You can also set some budget aside to help promote your posts through paid social on the likes on Instagram, Twitter and Facebook.

How many times should I post content on social?

If your social accounts are for your own personal blog then feel free to post as much or as little as you like. If you're running social accounts for a business then aim for a post in the morning and one in the afternoon. For example, you could share one post about a service you provide and then the second one could be about an interesting industry article you've discovered.



Click comment - If you're posting on Instagram, we recommend using around 13 hashtags per post

HOW TO TRACK & IMPROVE YOUR BLOG'S PERFORMANCE

Google Analytics

The best way to track how your blog is performing is via Google Analytics. This is a free tool which provides insights into the ways in which users find and use your site. By inserting a number of lines of tracking code into your blog's coding, you can find out information such as the age and gender of your blog's users.

Keyword research

This process is more directed towards a blog used for business purposes, but this doesn't mean you can't have a go for a personal blog as well. Keyword research helps you discover the search terms your users are looking for, meaning you can tailor your content around these keywords, helping to improve your visibility on search engines.



Increasing domain authority

There are many ways to increase your blog's domain authority. One of these is through guest posting on other websites. By sharing relevant, quality content on external websites, you're gaining authority from other authoritative sites within your industry and driving more traffic to your blog.

Click comment - You can look for guest posting opportunities on social by searching terms such as #GuestPost or joining blogger opportunity groups

We hope this eBook has provided you with the basics on how to create a blog and track and improve its performance, as well as how to get savvy on social. Join in the conversation using #BloggerGuide and tag @ClickConsultLtd.

Sources:

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