

LIFECYCLE OF A BLOG POST

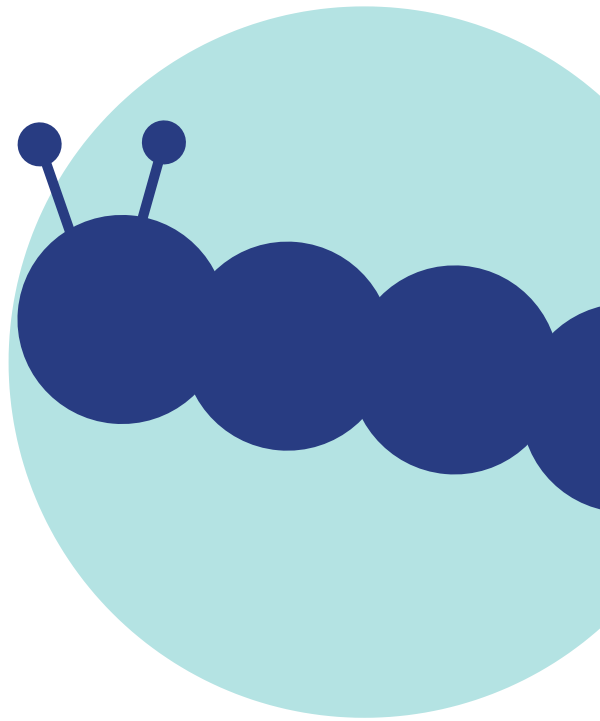


STAGE 1: POSTING

Your blog post is freshly crafted and you post it on your website. It's formatted, has attractive images, uses headings and subheadings to break up the text, and is a topic that solves a nagging pain point of your ideal audience. You include a call-to-action so you can collect emails for your list. You hit publish!

STAGE 2: PROMOTING

You share your post on all your social networks. Some more than once (being careful to change the image and text). You record a short video of yourself saying part of the post and share that as a video post. You ask friends to 'like' it. You mention it in chat groups and forums. You watch the traffic come to your post and your list grow! .



STAGE 3: SUPPORTING

You use this post as a link in your email campaigns as proof of your knowledge. You rewrite (and tweak) and use as a guest post for complimentary businesses. You use this post as a link in a future post to provide background information and support on the topic. You keep this post URL handy and share in your DMs as quick and easy support.

STAGE 4: ATTRACTING

Based on your researched topic and keywords (and their placement) in your blog post you begin attracting longtail organic search traffic. This attracts new visitors for years to come! .

