

# *Small Biz* **BLOG WRITING** *guide*



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# READY TO WRITE?



## THANKS FOR SNAGGING MY QUICK START GUIDE!

If you are snagging this printable it means you've decided that you may want to add some blog posts to your small business website to help your SEO, show your expertise, and connect with customers!

Here's how the process works!

1

### Make a List of Problems Your Business Solves

The best place to start is to list the top 5-10 problems your business solves for your customers. Maybe it's the top 5-10 things they come to your business for. This works for both product based and service based businesses. On the next page, I give you examples based on different types of businesses.

2

### Outline Articles

Once you have the list, you'll go problem by problem and outline what you want to write about that topic. I've included outlines you can follow in this little kit too.

3

### Write & Publish Articles

Once you have an outline, you can take that topic and flesh out your whole article. You can have a friend, family member or employee edit the post and then it will be ready to go live.

4

### Update Your Website Navigation

Once you publish the article, you'll want your customer to be able to navigate to articles. This means making sure it's searchable and that they can navigate to it from the homepage.

# Post Idea Prompts

- 1. What's the most common complaint your customers or clients have?**
- 2. What are the top 5 reasons/symptoms/problems people come to your business for help?**
- 3. Start with your products and work backward. List your products or services and what problems they solve.**
- 4. What are the top 5 reasons your customers DON'T come to your business for help (example DIY, Cheaper Alternative, etc)**

## Keywords

Keyword is a phrase you'll often hear or read when researching SEO (Search Engine Optimization). If you aren't generating your income through content creation and are generating your income through your products and/or services, then you won't need to go too crazy with this.

The most important thing about keywords is using a phrase that your customer would use in their attempts to find answers to their problems.

For example:

If you are a medspa, your customer might use the keyword phrase, "get rid of cellulite," in their attempt to find out if you offer that at your business.

So your article should include in the title, the body of the article, and in the URL the words "get rid of cellulite".

Example Title: 5 Ways to Get Rid of Cellulite

Within this article, you can list four things they could do on their own and then one that tells them that you have a product or service that helps with this.



# Post Ideas **Brainstorm** *(examples)*

- How to get rid of cellulite - MedSpa
- How to keep grass from turning brown - Lawn Care Business
- How to stop cracked feet. - Body Butter Company
- When is the right time for Lasik surgery? - Eye Doctor
- Should I fill my kids cavities? - Dentist
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# BLOG POST *outline template*

Post Title:

KeyWord Research:


Intro/Connect with Audience:


Point 1:

Point 2:

Point 3:

Point 4:

Point 5:

Call to Action:

# AUTHORITATIVE *outline template*



In-Depth Post Title:

KeyWord Research:


Introduction:

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What items do I need to cover in this post to help my attempt at making this THE MOST informative post on this topic?

# AUTHORITATIVE outline template **2**

Continued...What items do I need to cover in this post to help my attempt at making this THE MOST informative post on this topic?