

 **Alignable** WEBINAR

Harnessing the Power of Blogging

Mastering Google's Helpful Content and E-E-A-T



Hosted by:

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Harnessing The Power of Blogging!

Let's explore how to leverage blogging as a powerful tool in your business marketing and search engine optimization. Use this presentation packed with professional guidance and recommendations!

Topics included in this presentation:

- The Power of Blog Posts
- Topic Authority and Relevance
- E-E-A-T Optimization
- Navigating the Digital Consumer Journey
- Google's Helpful Content Algorithm
- Content Writing and AI



**Let's Explore Google's Helpful
Content Algorithm and
E-E-A-T Optimization**

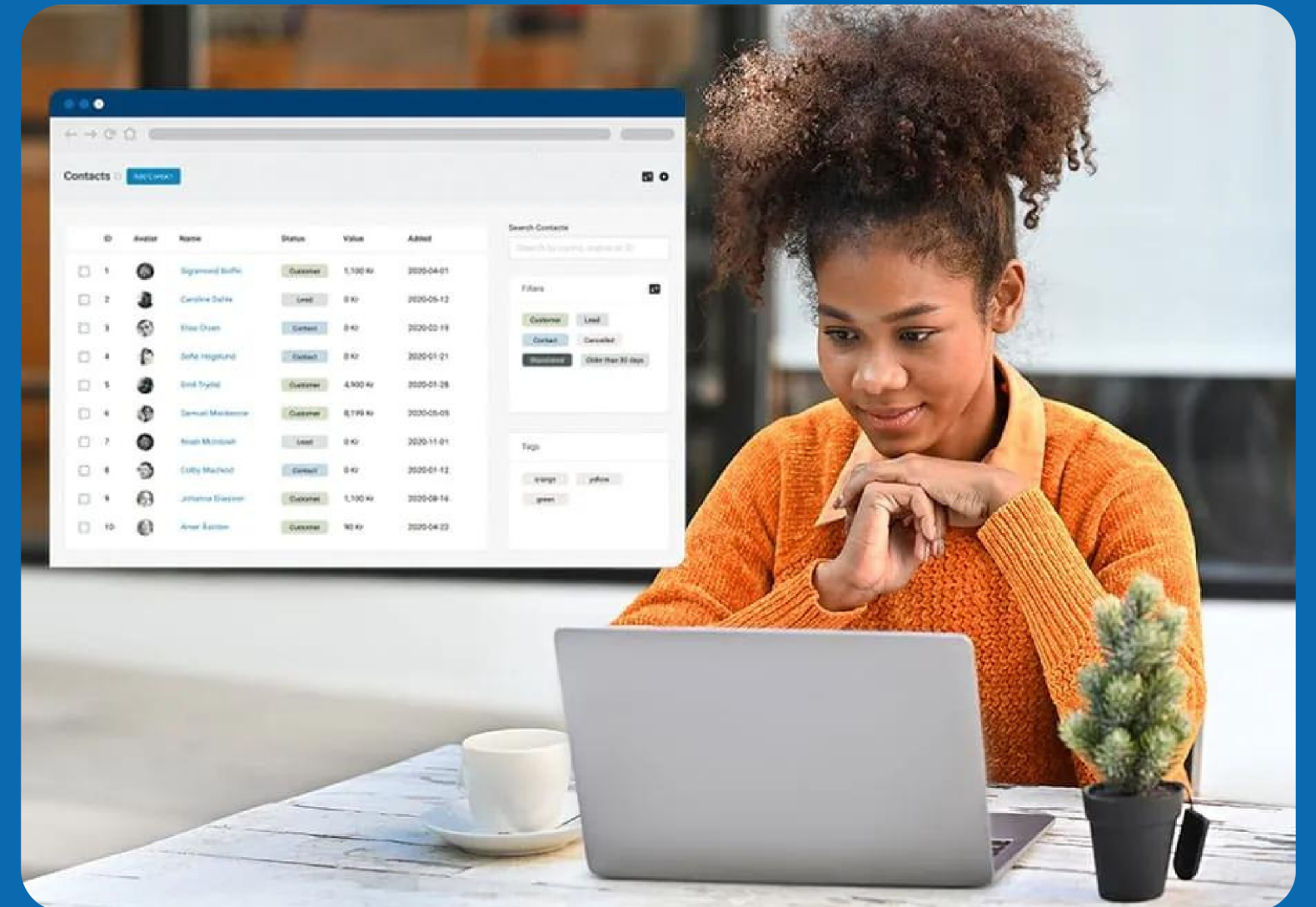
The Power of Blogs

The Power of Blogs

Blogs help expand your website's footprint and ability to be found on search engine results pages (SERPs). They help you attract new visitors plus regularly engage with your existing audience. Creating a more powerful online presence that represents your business and helps it grow online.

- Organically Grow Topic Authority and Relevance!
- Build authority on Google by consistently targeting topics relevant to your business, services, or products
- Improve your local / geographic relevance by being engaged with your local community and targeting your business areas

For small businesses and local service providers a blog can be dramatically more impactful than social media, email marketing, or traditional marketing techniques!



Quick Reminder!

Watch the Hoot Host SEO Webinar from January 2024 to learn about the Google SEO Essentials that will help your website and blogs get listed on search engine results pages. You don't need to be #1 on Google, you just need these standard SEO configurations to start ranking and drive organic traffic to your website. When done right, the Google SEO Essentials plus effective blogging can be a gamechanger for your business.

All webinars on Hoot Host YouTube!



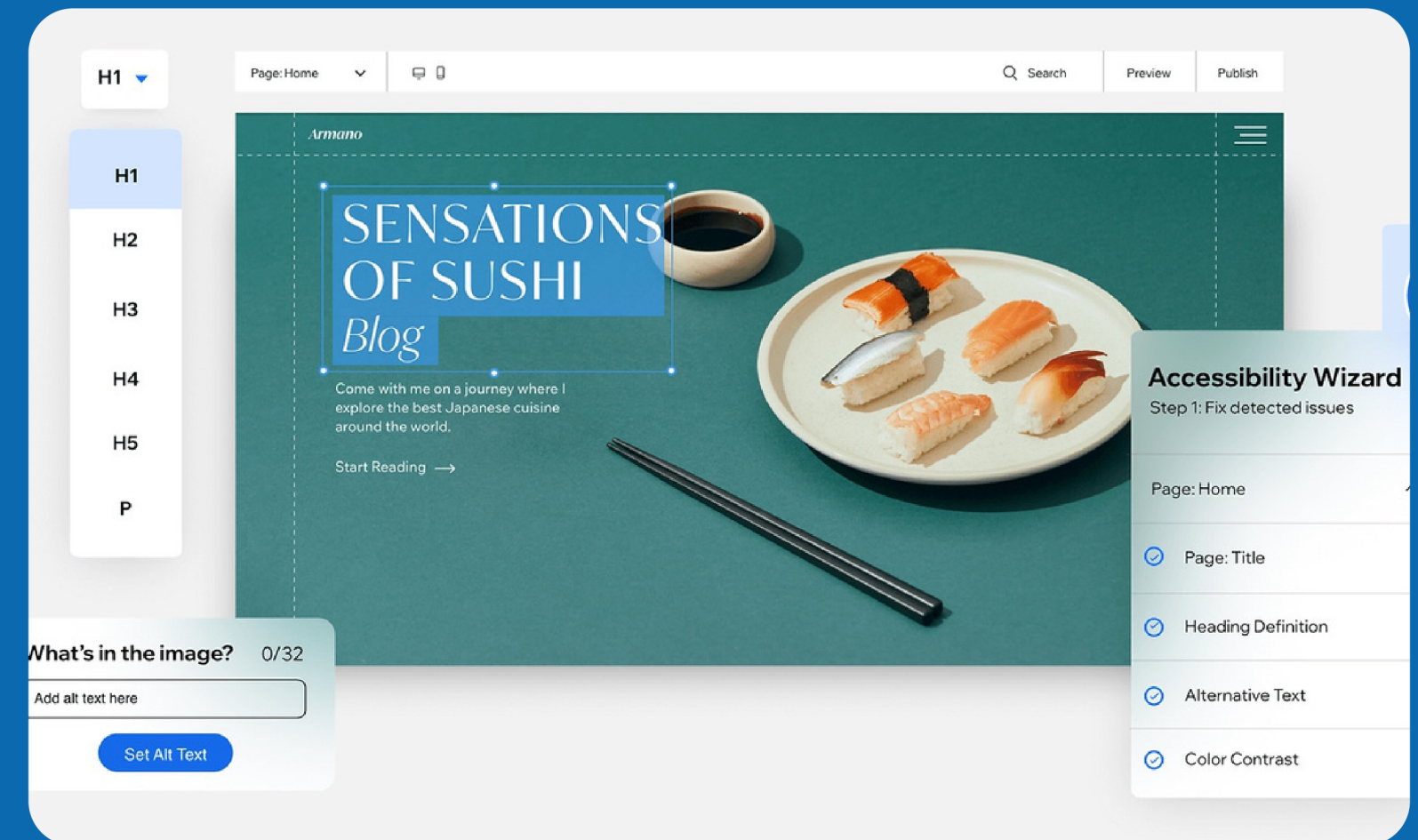
E-E-A-T Optimization

E-E-A-T Optimization

E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness) is about sharing your personal experiences, showcasing your professional expertise, and consistently publishing quality content Google can recommend. The more you do this, the more you will build trust and rise in the ranks.

The more you follow E-E-A-T standards, Google will favor your blog posts. Over time you will increase topic authority following these principles and drive more organic search engine visitors to your website. Visitors who you properly targeted with your topics, location, and business-specific optimized content.

When done right, you can increase the rate of search engine visitors discovering your business and convert them into loyal customers! All with blogs and an optimized user experience.



Navigating the Digital Consumer Journey

The Digital Consumer Journey + Blogs

The journey begins at the Discovery stage, where potential customers seek information. Blogs are huge in this stage! Blogs should be written to address common questions and deliver valuable insights, helping you both adhere to Google helpful content standards but also target potential customers.

- Gain targeted search engine visitors using E-E-A-T
- Do not self promote! Just provide the answers they want
- Guide users toward your pillar or service pages with CTAs leading them into the Consideration stage to learn more
- Remember the more you blog, each post you publish is another chance to bring a visitor into your Discovery stage! Increasing the likelihood visitors continue the consumer journey of your website



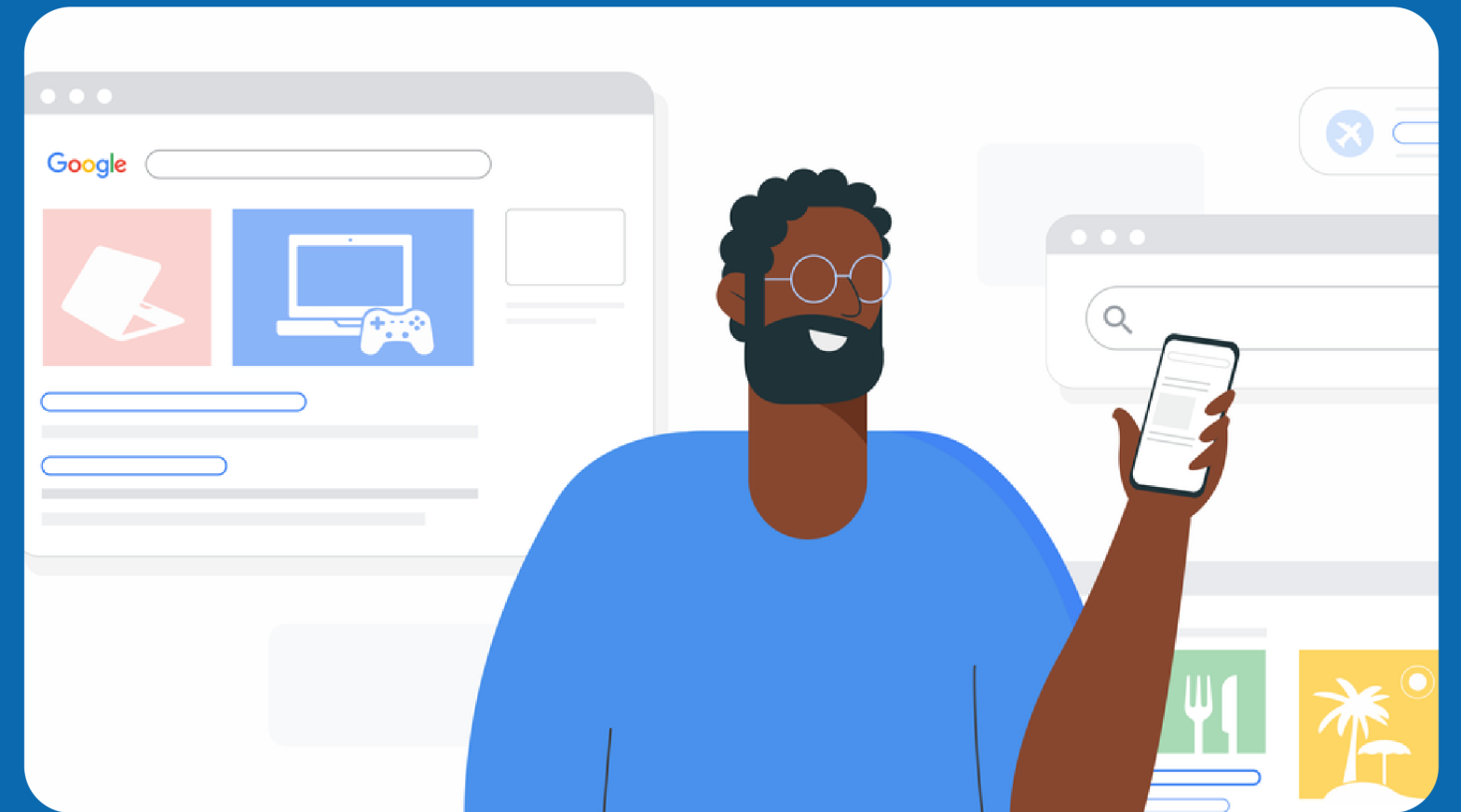
The Digital Consumer Journey is 5 Stages
Discovery, Consideration, Action, Retention, Advocacy
Watch our webinar about this topic on YouTube!

Google's Helpful Content Algorithm

The Importance of Helpful Content

Google is constantly updating search engine standards to only show relevant, quality results to users! Making Google free from spam and low quality content. This is called the Helpful Content Algorithm.

- Strictly follow E-E-A-T standards writing quality content
- Avoid self promotion and spammy behavior in blogs
- Aim to answer the questions your audience is searching
- Avoid mass producing low quality, generic content! Keep it original, share your personal experiences and expertise
- Strictly following helpful content guidelines will lead to more organic traffic from Google and increase in ranking Even becoming the generative AI response Google provides a user!

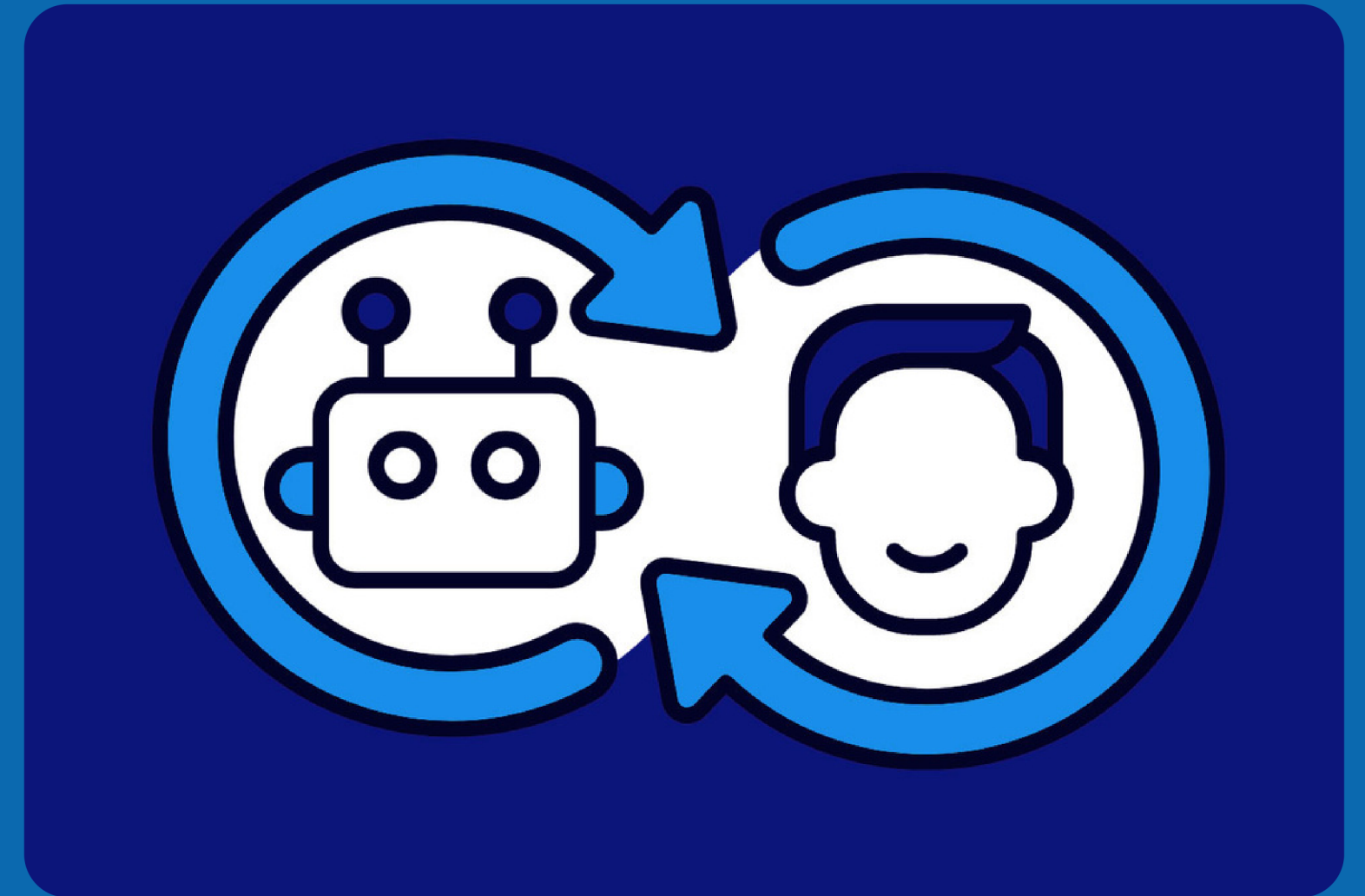


Content Writing & AI

Content Writing & AI

While your blog posts should share your personal experience and professional insights to help search engine visitors with their questions, that doesn't mean AI is a bad thing! You can use AI as a tool to be more efficient, but don't let it write your blog posts for you - this will lead to problems with Google.

- Aim to publish high quality content Google can trust
- Do not mass produce AI created generic content!
- Remember AI is just a tool to help, human input is required and necessary to rank well on search engines!
- Avoid spam and outdated SEO tactics, you can't cheat Google and don't want to be blocked on search engines
- AI is not evil! It is awesome - but a human content writer / editor is best in the eyes of Google



Reminders and Recap!

Reminders and Recap

Blogs can be a highly powerful tool to increase your brand awareness, online visibility, and to grow your business!

- Build topic authority and geographic relevance
- Watch our SEO webinar on YouTube
- Share personal stories and professional expertise
- Follow E-E-A-T standards to become a trusted resource
- Strictly follow Google helpful content standards!
- Blogs are a powerful first step in the consumer journey
- Watch our Digital Consumer Journey webinar on YouTube
- Use AI as a tool to be efficient only! Don't rely on just AI
- Only publish quality content with your personal touch



Need Help? Try Blog Boost!

Blog Boost is our premium blogging plan meant to increase your Google relevance and topic authority.

- 4 Blog Posts Per Month
- Google Business Profile Weekly Updates
- Helpful Content Algorithm Optimized
- E-E-A-T Optimization
- Assigned Human Blog Manager
- Monthly Strategy and Reporting

Most affordable professional blog writing service available!



Time For Questions

Let's start a conversation about blogging!



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