

Zero to Blog Course Outline

About This Workshop

In this workshop you're going to learn everything to start your own blog, whether that be a personal or company blog. I'll help you master writing a perfect blog post that your readers will love to read.

You'll find out how to define your audience, master the basics of working with WordPress and optimise your writing for search engines (SEO). I'll also show you how to blog to drive visitors to your online platform and make profit.

This workshop will leave you determined to create a successful blog that will make you want to do what you love doing in your love most, and turn your blog into a profitable platform.

Zero to Blog workshop is divided in two days, each containing two sections with a lunch meal break. The workshop is built on practical exercises and it's not based on informative or statistical character – rather than on the author's 10-year experience, who's an expert in founding online platforms.

Keywords

Content marketing, content creation, blogging, online platform, profitable blog, company blog, personal blog

Main Takeaways

- Write effectively about what you love
- Create posts and titles that produce high click rates
- Launch a blog full of content in just one month
- Learn how to work with WordPress
- Find out who your audience is
- Create a publishing calendar
- Complete static pages on your blog
- Deepen your writing skills
- Connect to your audience with social media
- Discover the most useful plugins

Course Breakdown

#1 *Blogging Made Easy*

- Discover powerful techniques for fast and effective writing
- Start blogging with zero knowledge and experience in just 15 minutes
- Write titles that produce high click rates
- Grasp the ultimate secret to writing blog posts that readers love to read
- Acquire a bulletproof strategy for regular blogging

#2 *Setting up Your Blog*

- Find sources of inspiration that continue to inspire
- Find a domain and hosting that works for you
- Blog platforms and introduction to WordPress
- Choosing a WordPress theme
- Establishing your domain and blog name

#3 *The Must Haves of Every Blog*

- Blog posts vs. pages
- Find out which attributes every blog needs
- Create static pages on your blog
- Pictures and copyright
- Learn how to write a perfect blog post
- Reviewing your progress – metrics and analytics

#4 *Planning Your Success*

- Creating a persona (audience) for your blog (business)
- Customer Journey, Mission Statement, SWOT
- Creating an editorial calendar
- How to set and win blogging goals
- Establishing a writing routine

#5 *Building & Engaging Your Audience*

- Building and engaging your audience
- Captivating your audience's attention
- Creating collaborations with blogs and brands
- Building a mailing list
- Recycling content
- Writing guest posts