



**LESSON CONTENT TEMPLATE**

 <p>Erasmus+</p>	<p>Project funded by: <b>Erasmus+ / Key Action 2 - Cooperation for innovation and the exchange of good practices, Knowledge Alliances.</b></p>
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## 1. Lesson document

### Topic 4 Website

#### Lesson 2

## Blog

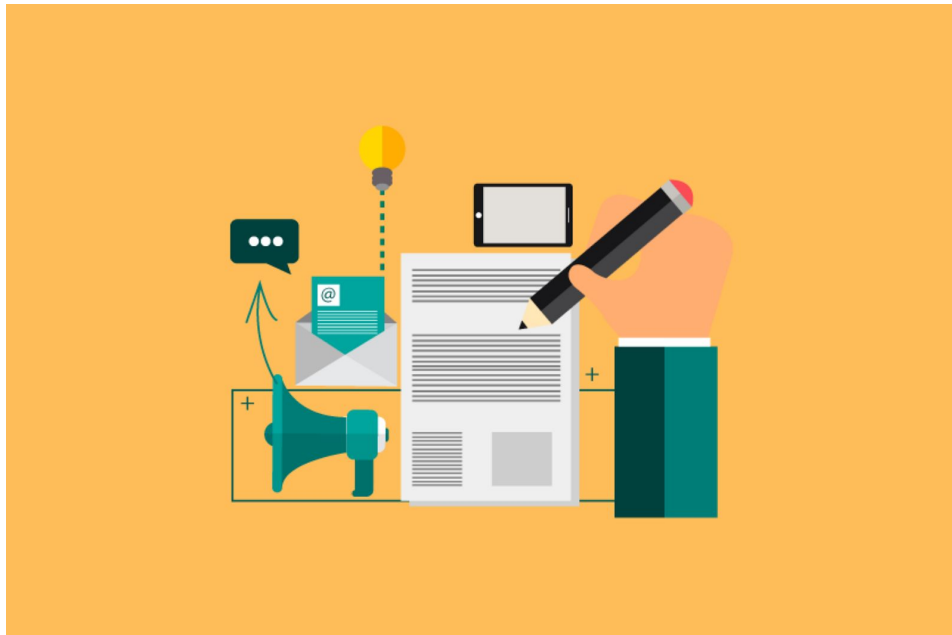
### Introduction

When we talk about a website, what we can't leave out is a blog.

What is a blog? A blog is a website or page on a website that is updated regularly. It is edited by an individual or group of creators and the content created for the blog is written informally.

In this lesson, we will learn...

what the blog is and why it's useful to have a blog.



Resource: [Pixabay](#)

### Why is it useful to own a blog?

1. It helps in attracting traffic to the website
2. Encourages the return of visitors to your website

3. Creates fresh content and more pages, which is great for SEO
4. The content created on the blog is suitable for sharing on social networks.
5. You get links that are very important for SEO



Resource: [Pixabay](#)

### What kind of blog can it be?

A blog can be corporate or external.

A **company blog** is a blog where the company's expertise is shared, and this position brand as a leader in the industry. Content on this type of blog is created by people from the company.

Another type of blog is an **external blog**. Here, companies order publications and blogs from people who are influential in the industry. These increases reach and credibility. It represents a certain form of PR.



Resource: [Pixabay](https://www.pixabay.com/)

### What are the mistakes when writing a blog?

1. Not consistent with earlier writing
2. It focuses too much on you
3. Blog headlines are weak
4. A few pictures
5. Texts are not optimized with keywords
6. Blog comments are ignored
7. It is not shared via social networks

### Conclusions

With the help of a blog, you get closer to your target group, give them the opportunity to get to know you, and also create content that is suitable for sharing via social networks. You increase traffic to your site, and you get links that are very important for SEO.