





## Module III. Business

Digital  
Marketing  
for  
Orange  
Economy

Topic 4. Website

Lesson 2. Blog



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# Blog



*In this lesson, we will learn...*

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



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Once the topic is completed and approved, learners will be able to...

**Understand why having a blog is useful for a business.**



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# Why is it useful to own a blog?



IT HELPS IN ATTRACTING TRAFFIC TO THE WEBSITE



ENCOURAGES THE RETURN OF VISITORS TO YOUR WEBSITE



CREATES FRESH CONTENT AND MORE PAGES, WHICH IS GREAT FOR SEO



THE CONTENT CREATED ON THE BLOG IS SUITABLE FOR SHARING ON SOCIAL NETWORKS.



YOU GET LINKS THAT ARE VERY IMPORTANT FOR SEO



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# What kind of blog can it be?

**Company blog**

**External blog**



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# 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



## Post Title

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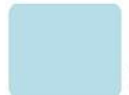
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- [Post Title 1](#)
- [Post Title 2](#)
- [Post Title 3](#)
- [Post Title 4](#)

### COMMENTS

## MY BLOG



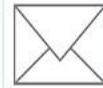
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## MY BLOG



### Post Title

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## CREDITS

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