

Sarah's Social Strategy

BETTER BIOS

HERE ARE SPECIFIC TIPS TO IMPROVE YOUR BIOS/PROFILES ON EACH SOCIAL MEDIA PLATFORM...

CLUBHOUSE

- First 2 lines are the most important because they can be seen in rooms without pulling up the entire profile
- Include your business purpose & mission
- Include fun/personal facts about yourself!
- Use emoji's to convey your brand and space them from words because they are searchable
- Add how you can be messaged by connecting your Instagram or Twitter handle
- Have a call-to-action set up like a free discovery call, ebook, lead magnet, etc.

LINKEDIN

- Customize your headline (aka bio) to attract your ideal client avatar. You have 220 characters.
- Utilize keywords that your target audience will search. Words associated with your company brand
- Fill in the summary section (aka about) with how and who you help
- Use the featured section to highlight your website, offers, awards, etc.

FACEBOOK

- You are allowed 101 characters in your bio, so keep it concise and speak to your ideal client!
- Utilize emojis to save on letter limitation! Use emojis that relate to your specific business!
- Stand out by using capital letters
- Fill out each area of your profile: work history, links, social media handles. These are all areas your avatar will review before committing to your product or service!

INSTAGRAM

- There is a 150 character limitation, so utilize emojis as a space saver
- Communicate your mission statement
- Add any awards or certifications you have
- Provide a Call-to-Action (CTA) directing followers to your website, schedule availability, event link, Facebook group, etc.
- You can include up to five links on your profile



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BLOGGING BEST PRACTICES

DO YOU WANT TO START YOUR OWN BLOG, BUT NOT SURE WHAT TO WRITE OR HOW TO BEGIN? WELL, HERE ARE SOME THINGS YOU NEED TO KNOW...

B L O G G I N G

- Opening paragraph needs to include your focus keyword to highlight your products and services and that you are an ambitious entrepreneur!
- Body should consist of bullet points, numbers, or subheadings which breaks down an explanation of your offerings. That way, if the reader skims, they absorb the main point and understand how you can help them.
- Use your social media lives or podcast for inspiration or a direct transcription
- Research Google for ideas to overcome writer's block by checking out other blogs, Pinterest boards, similar Instagram accounts, etc.
- Guest blogging can help expand visibility. Collaboration is key! Partner with another ambitious entrepreneur whose products/services can compliment yours to further benefit a potential client!
- Publish 2 post per week if you're just starting to write. If you're established, then 1 post per week is sufficient.
- Word count for a blog is typically between 300-600, whereas an article is much longer potentially up to 1K. You can also incorporate features and testimonials with eye-catching photos to add to your content!
- Tone of voice for a blog can be a diary/opinion form versus an article is much more factual/citations. Speak directly to your readers as if they're your friend. If they feel comfortable and relatable to you from a blog post, they will be comfortable utilizing your products and services!
- Connect (aka hyperlink) one blog post to another, so that it's not orphaned content. This can be particularly helpful if an ideal client avatar has multiple questions on different topics you've already written about.
- When choosing a featured image for your blog, make sure that the picture is not only high quality, but royalty free as well.



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SUPER SEO SECRETS

**WANT A BETTER UNDERSTANDING OF SEO AND HOW IT WORKS?
WELL, HERE ARE SOME THINGS YOU NEED TO KNOW...**

SEO

- Yoast Plugin, available through WordPress, will help guide you through the SEO process.
- Focus Keyword(s) ties together the SEO title and meta description. Basically, it's the entire focus of your blog post and SEO.
- SEO title's primary job is to tell visitors and search engines what they can expect from the web page (in the most concise way).
- Meta Description describes the content of your page for the benefit of users and search engines.
- Slug is the URL, which is generated/connected to the blog title, but you should delete smaller words such as... a, and, at, the, etc.
- Internal/External links are best in the last paragraph and it's an opportunity to showcase your social media platforms and your service/product/contact pages.
- Images are best when the alt description is filled in with the focus keyword.
- Text Length: 300+ is much better for the word count.
- Tags function like hashtags.
- Categories help you to classify your posts, so that readers can search them using the widget. You can do this by using product names, specialties or services offered, etc.

Ready to conquer keyword ranking?

