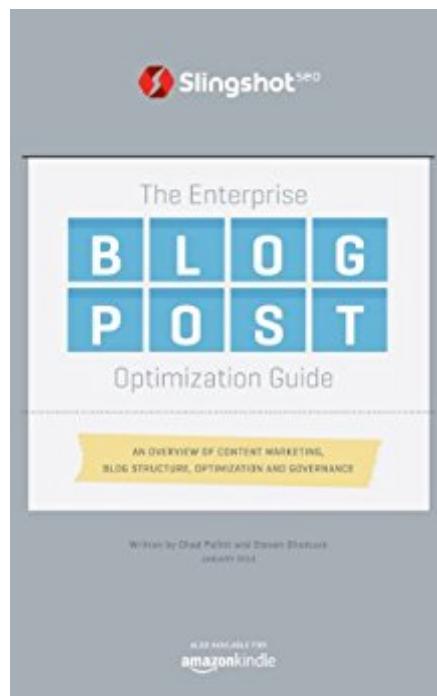# The Enterprise Blog Post Optimization Guide

Synopsis

Never write a bad blog post again!Believe it or not, there are tried and true techniques for creating blog posts that are discoverable, desirable and sharable. And once youâ ™ve mastered those techniques, youâ ™ll find that your blogging efforts can exponentially increase traffic, conversions and customers over time.This guide will help you: - Write irresistible blog post titles - Structure your blog posts with the reader in mind - Optimize for search, social and conversions - Institute style guidelines to help you protect and enhance your brand Once you've mastered the techniques found within this guide, you'll find that the process of writing an effective blog post will become fast, fun and easy!

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Customer Reviews

Thanks Slingshot SEO for putting this together! I feel like I've never written a good blog post title after reading this. Great thought leadership about both best practices and how to create ideas for future blog posts.

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