

WIXPartners

Proven blog tactics to help your clients boost SEO and build authority

Blog and content strategist at Wix, Lena Sernoff, shares her 7 best practices for cracking your clients' blog strategy. Discover the need-to-know essentials.

Businesses with blogs get 67% more leads*. That means blogging for most businesses is more than just a nice-to-have. Help your clients maximize their marketing funnel potential, boost SEO, drive conversions and gain an authoritative edge within their field.

01

Blog for each stage of the funnel

Blog articles are a great way to introduce people to a brand, but your clients must create relevant copy for different stages of the funnel – top, middle and bottom. For example, if your client works in logo design, a top-of-the-funnel article might focus on a broad topic like 'how to build a brand'. A middle-of-the-funnel piece might look at logo trends, while a bottom-of-the-funnel blog could explore the best logo tools on the market.

Whether you're offering advice to your clients or doing it for them, setting them up for blogging success will strengthen your brand and help you upsell your services. Here, Lena Sernoff, Senior Marketing Blogger and Content Strategist at Wix, shares seven best practices on how to use blog content to create winning marketing funnel strategies for your clients:

02

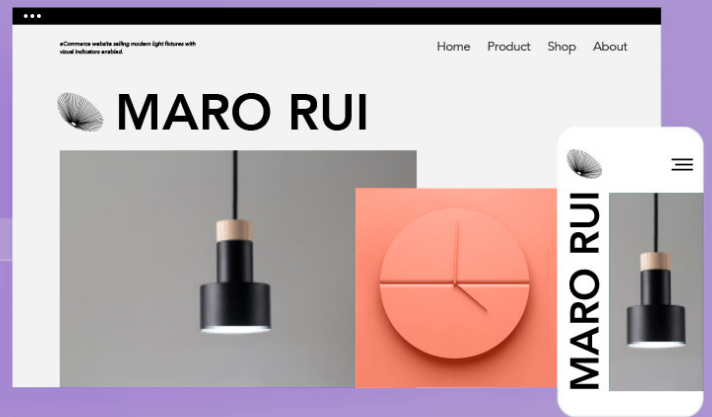
Offer a unique angle

SEO trends and updates are forever changing, but the importance Google and other search engines place on original content stays the same. Help your clients identify a unique angle that only they can provide to give them greater authority and outrank competitors in SEO. Have them follow competitor blogs to give their voice to conversations they might have missed.

03

Optimize for mobile

As most organic search traffic comes from mobile, ensure your clients are taking a mobile-first approach when developing their blog. Their sites should have clear menus, CTAs and eligible fonts, and rich media only where necessary. Remember, customizing their blog for mobile doesn't have to be difficult for them or for you. Platforms such as Wix offer options to create mobile-responsive sites with ease.



04

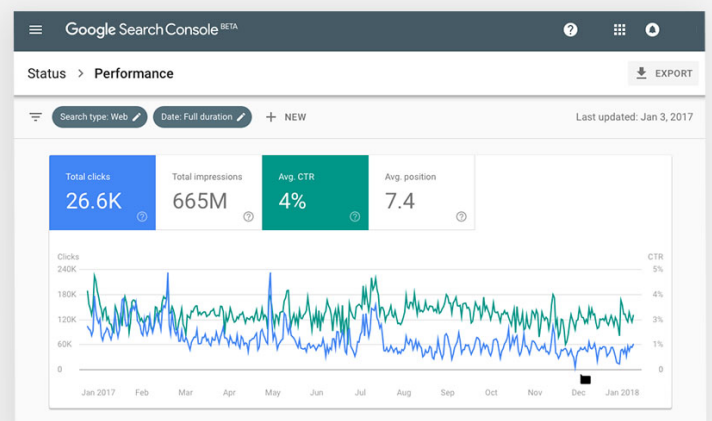
Utilize different promotional channels

Publication of a blog post is never the final stage of the process. Make sure your client is promoting its content through its social media channels. Help them develop a regular newsletter for additional exposure, use search ads, launch email marketing campaigns, and build a collaborative outreach strategy to broaden the content's reach. Also, maximize their content's impact by repurposing blog articles for other channels like video and podcasts.

05

Track and understand performance

Analyze, segment and present results regularly to help your clients understand the best-performing elements of their blog. Track and assess organic traffic, keyword ranking, conversion rates and behavioral metrics and make the data digestible for your clients. Suggest where improvements can be made and highlight your growth together so they recognize the value of your partnership.



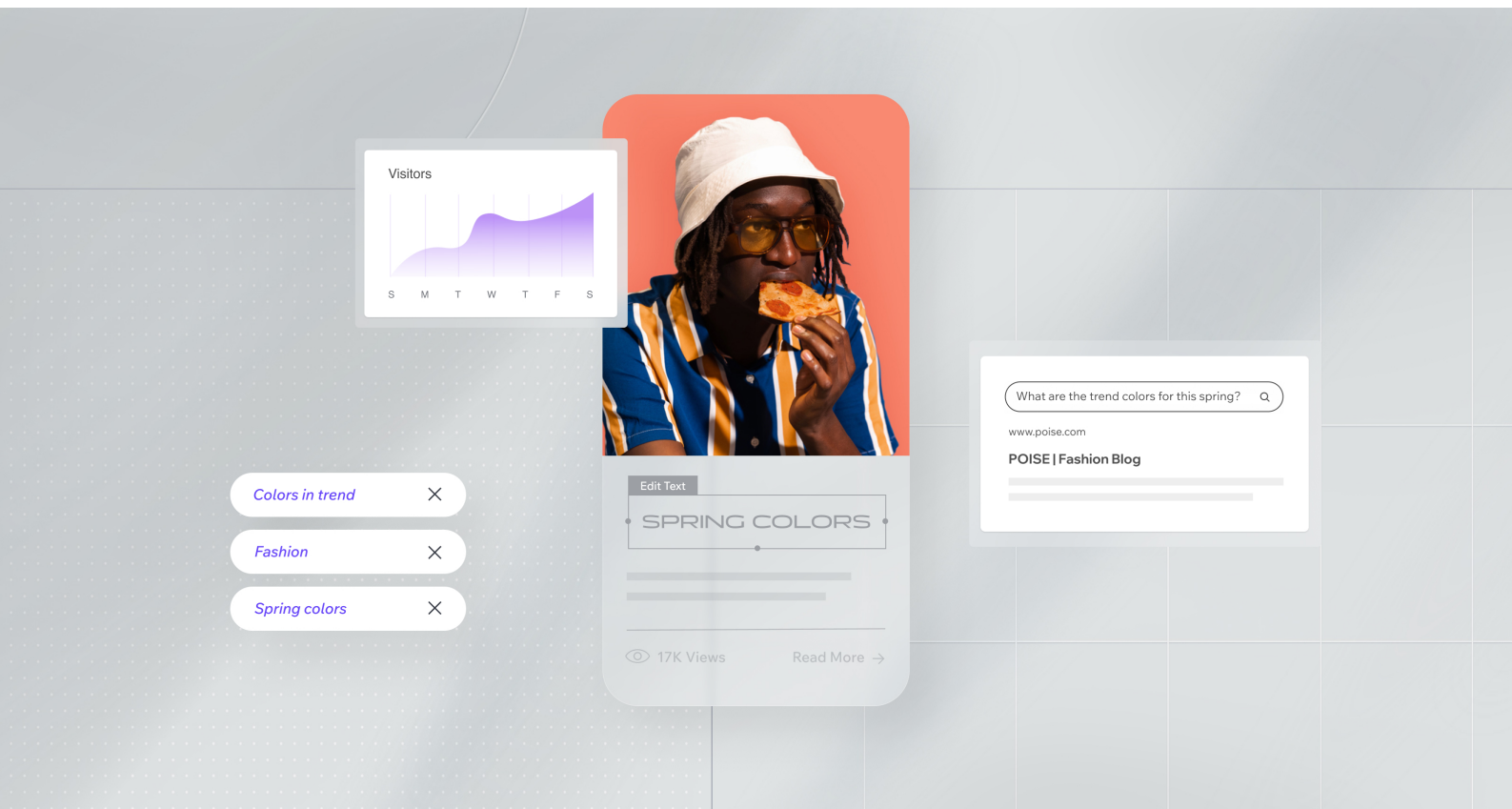
Educate, don't advertise

Consider the best approach for your clients to demonstrate their knowledge and authority on a specific topic. Show readers the value your clients can add by identifying their customers' pain points and offering solutions – it will be much more impactful for blog conversion rates. Save your advertising copy for more suitable placements, like on-page banners.

**Taken from Demand Metric's 'A Guide to Marketing Genius: Content Marketing'*

Build a strong cluster strategy

Use the topic cluster methodology, so your clients can simplify blog archives by featuring content around one central topic – known as the pillar post. Supporting blog posts can be planned, written, and published from this pillar post using internal links to keep visitors on your clients' sites. This approach focuses on greater search engine visibility through topics and will have your clients scoring high in SEO.



Find this resource useful?
Discover more industry insights and best
practices on the [Wix Partners blog](#) →