

# Blogging for Beginners: How to Generate Quality Blog Content Quickly

*with Ashley Kratschmer*

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**AUG. 30 | 9:00 AM CST**



# Get To Know Ashley

## **Ashley Kratschmer**

Digital Marketing Coordinator | PGM

5 years of professional digital  
marketing experience



# Let's Get To Know You!

Let us know your  
favorite part  
about this past  
summer in the  
comments!



# What is a Blog?

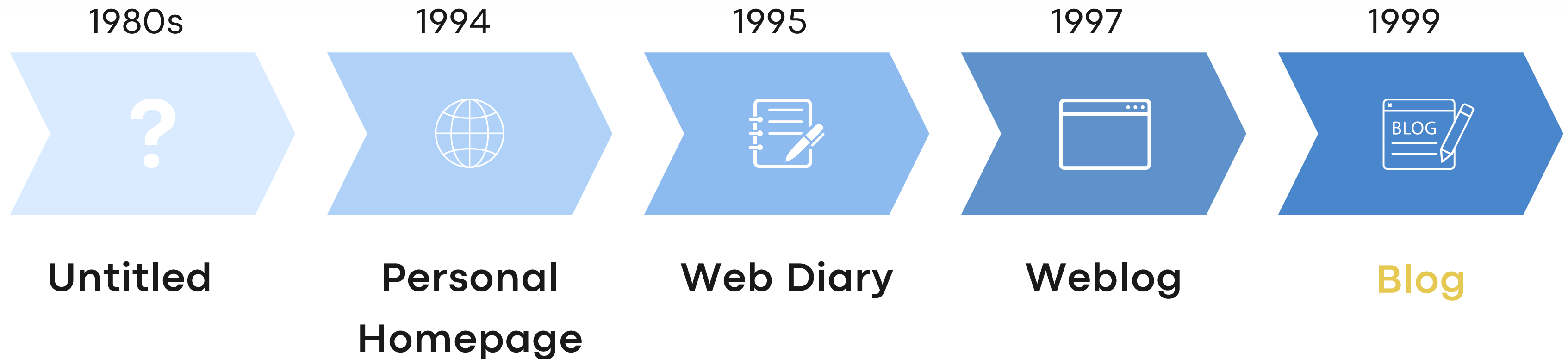
1

[computers] : a website that contains online personal reflections, comments, and often hyperlinks, videos, and photographs provided by the writer. also : the contents of such a site

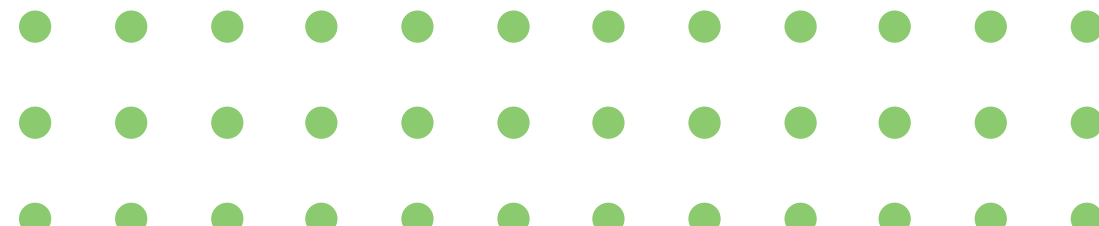
2

: a regular feature appearing as part of an online publication that typically relates to a particular topic and consists of articles and personal commentary by one or more authors

# A (Very Brief) History of Blogs



<https://blog.hubspot.com/>



# Overall Comparisons

## Past

- ✓ Used for personal use by individuals
- ✓ A single page of diary entries
- ✓ The catalyst for blog platforms (like WordPress)

## Present

- ✓ Common for personal use and professional use within organization
- ✓ More of a database with categories, tags, etc
- ✓ Longer and written in a more formal writing style with headers, subheaders, at least 350 words, etc.



# Marketing Strategy

## Social Media Marketing

Piece of content that great for engagement initiatives, since they can be easily shared

## Search Engine Optimization

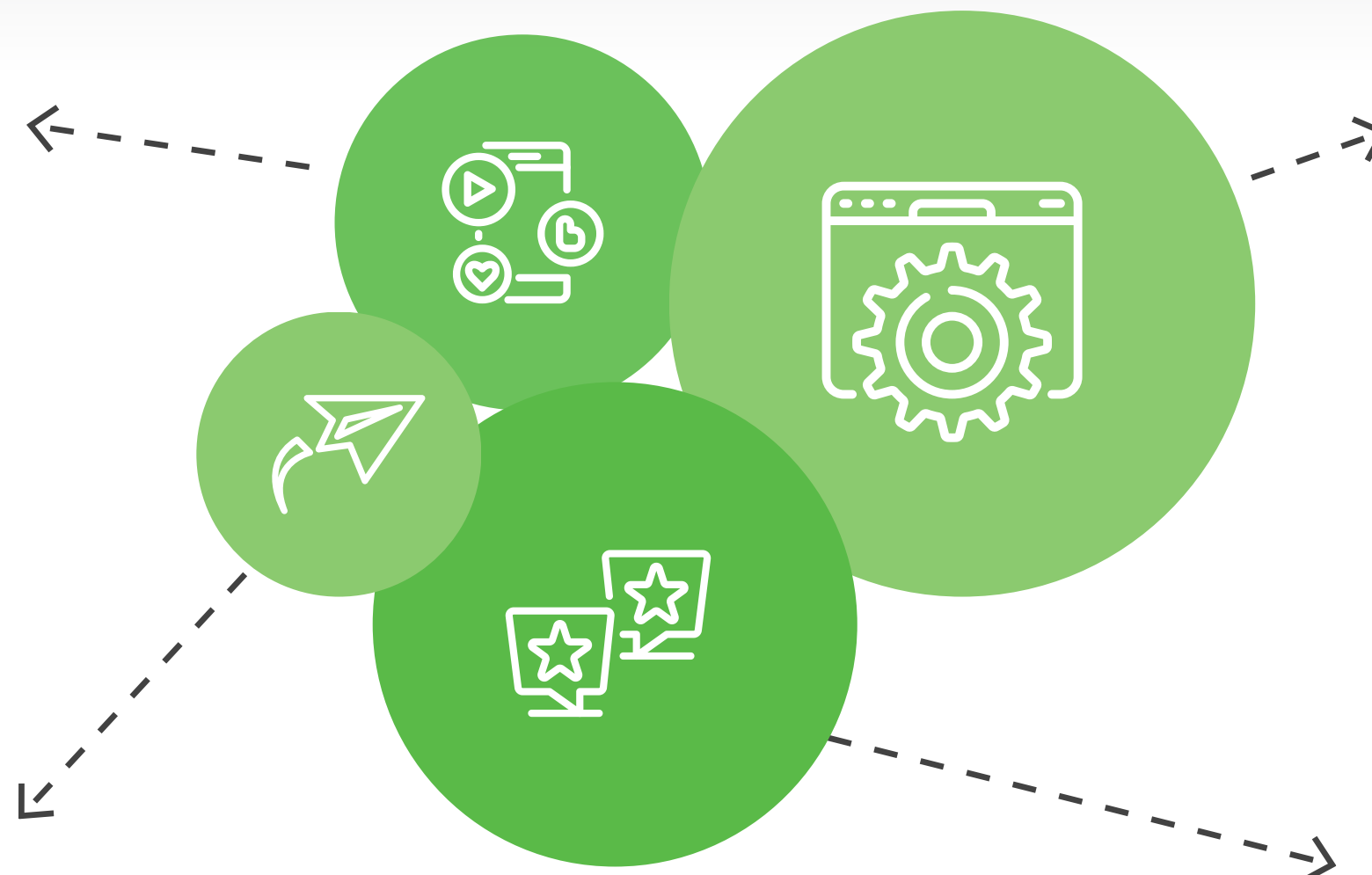
Main driver for Search Engine Optimization (SEO) initiatives.

## Email Marketing

Encourages client / donor retention by showcasing relevant industry knowledge

## Branding: Brand Reputation

Solidifies yourself as an "expert" in your industry






**But WHY?**

Why is blogging SO  
important?







**It helps you get noticed by  
Google and your target  
audience (the people you want  
to see your content!)**

**Higher Rankings in SERPs**

# Blogging for Beginners

## 4-Phase Strategy

Research

Organize

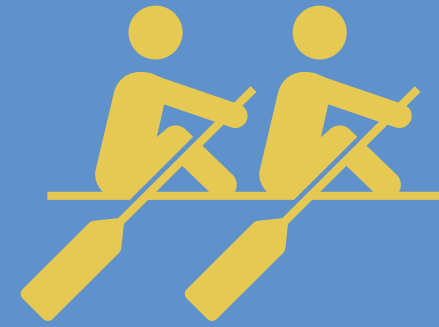
Write

Share





# ROWS



# Blogging for Beginners

## Phase I: Research

Finding out not just **what** your audience is searching for, but **how** they're searching for it.



# Phase 1: Research | Keywords

## Keywords

- ✓ A significant word from a title or document used especially as an index to content.



# Phase 1: Research | Keywords

## Short Tail Keywords

- ✓ Only one or two words.
- ✓ Usually have a very high search volume
- ✓ Cover a very general or high level topic
- ✓ Hard to rank for

## Long Tail Keywords

- ✓ More than two words
- ✓ Low to medium search volume
- ✓ More specific than short tail
- ✓ Easier to rank for / more likely to convert

# Phase 1: Research | Keywords | Examples



🔍 running shoes



🔍 running shoes



**Short Tail Keyword**

🔍 running shoes **for men**

🔍 running shoes **for women**

🔍 running shoes **uk**

🔍 running shoes **sale**



**Long Tail Keywords**

🔍 running shoes **nike**

🔍 running shoes **near me**

🔍 running shoes **london**

🔍 running shoes **black friday**

🔍 running shoes **for flat feet**

*Report inappropriate predictions*

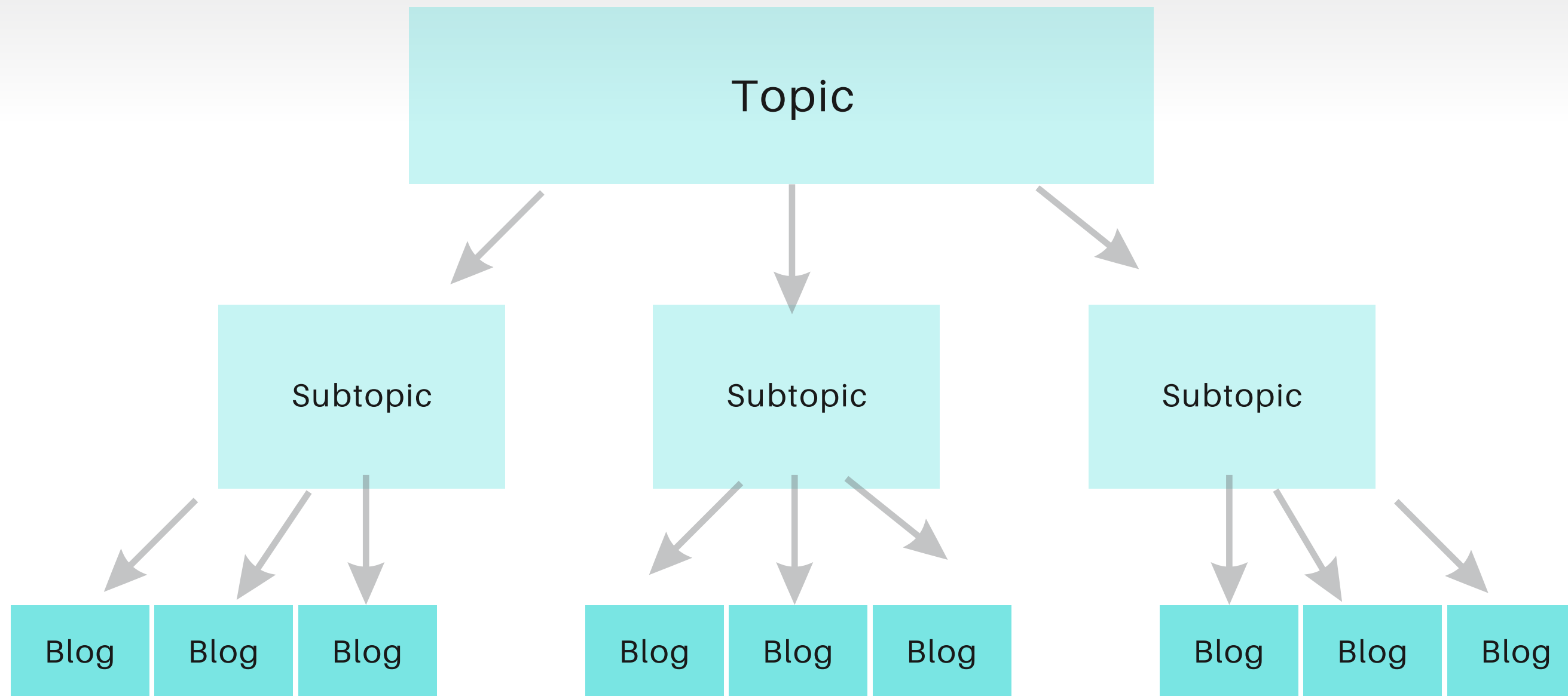


# Blogging for Beginners

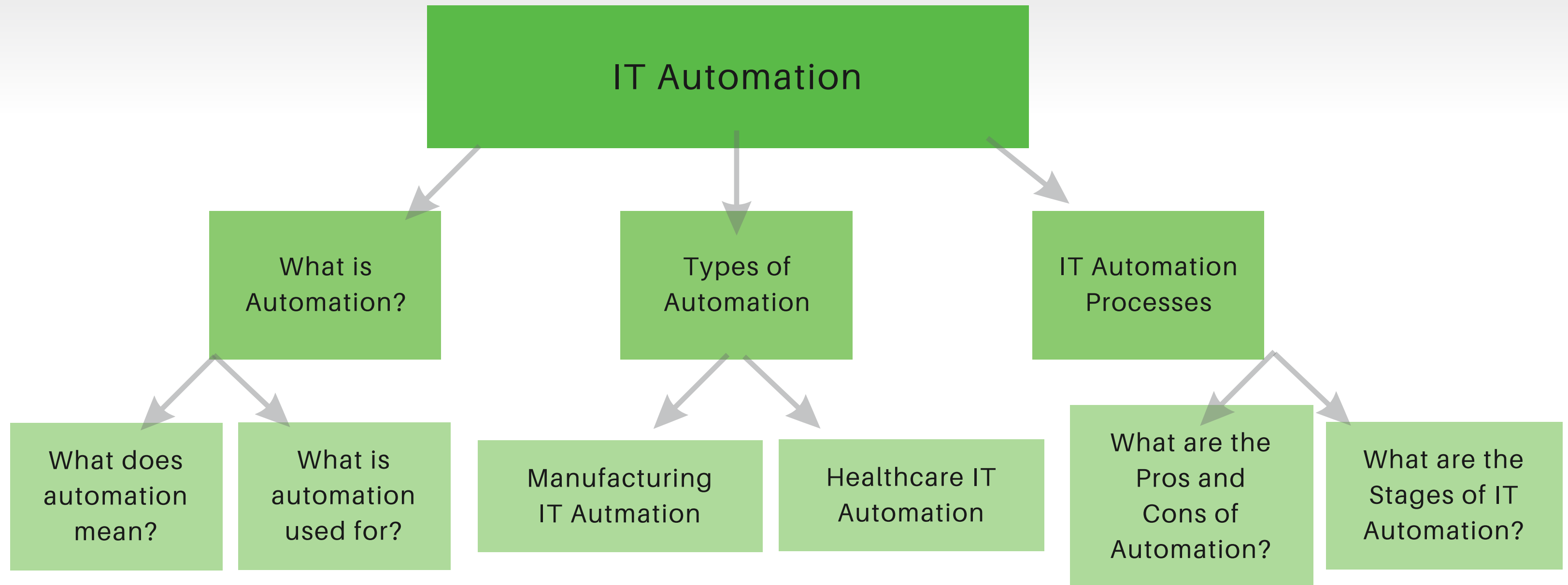
## Phase II: Organize

- ✓ Once you get an idea of topics, find similarities if possible
- ✓ Use these similarities as a way to (inevitably) structure your blog
- ✓ Short-term: simple blog covering variety of relevant topics
- ✓ Long-term: **Pillar Based Marketing**
  - Leverages highly-structured content networks on your website to capture organic traffic at the moment of search.
  - Creates a content ecosystem on your website, with each new piece of content you publish on a topic lending SEO authority to your pillar page.

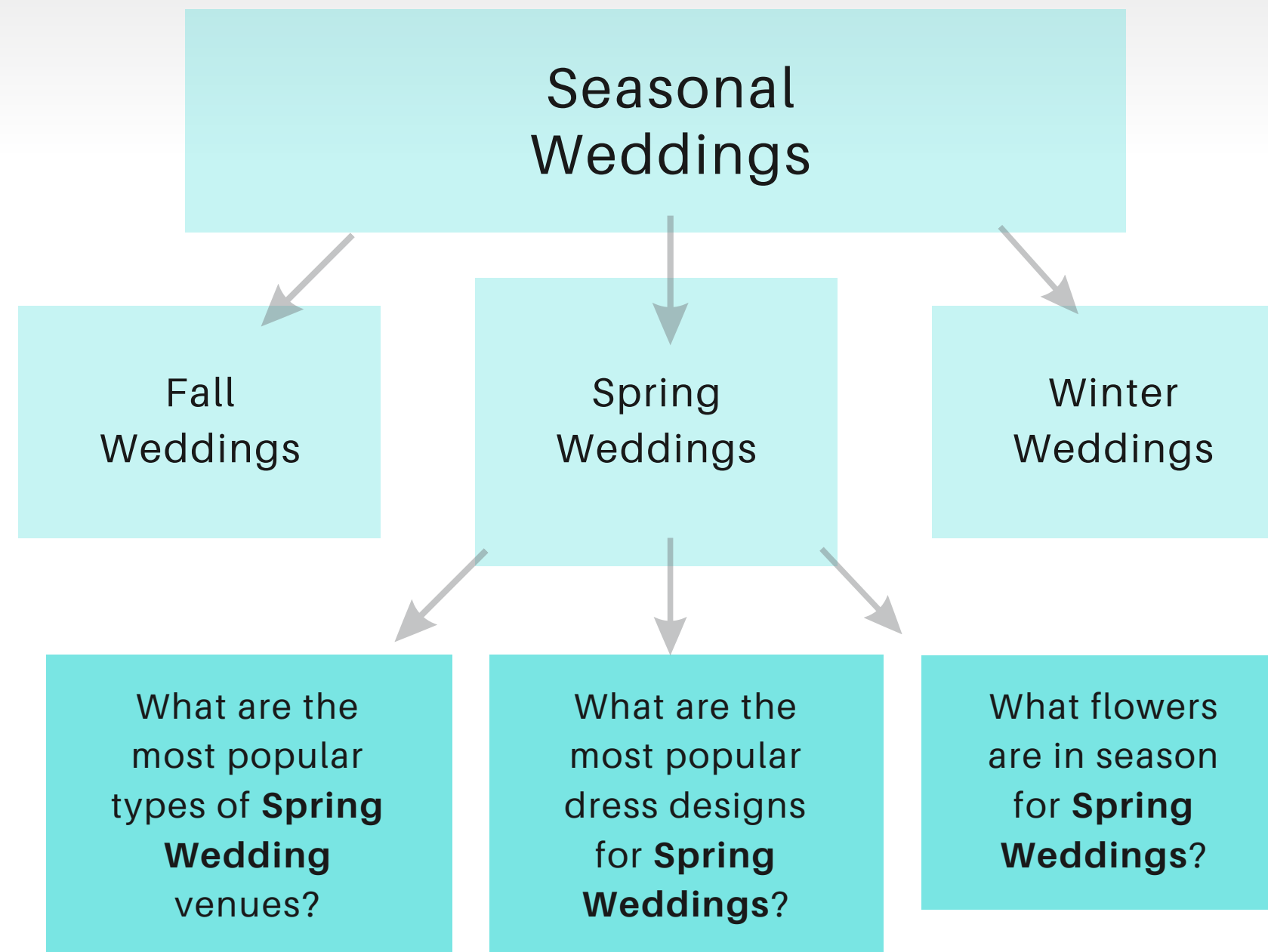
# Pillar Strategy



# Pillar Strategy Ex.1



# Pillar Strategy Ex. 2



# Blogging for Beginners

## Phase III: Write

- ✓ Create a blog template
- ✓ Include the following:
  - Title / H1
  - Subtitle
  - Hero Image dimensions / link
  - 3-5 bulleted list of key points
  - Section subheaders
  - Copy
  - Conclusion

# Blogging for Beginners

## Phase IV: Share

- ✓ Show off your hard work!
- ✓ Email Marketing Campaigns
- ✓ Social Media Marketing
- Also good for SEO strategy!

# EXAMPLES



**Marina's Blog**

[et\_pb\_section fb\_built="1" fullwidth="on" disabled\_on="on|off|off" \_builder\_version="4.14.6" \_module\_preset="default" custom\_margin="||-180px||false|false" da\_disable\_devices="off|off|off" global\_colors\_info="{ }" da\_is\_popup="off" ...]

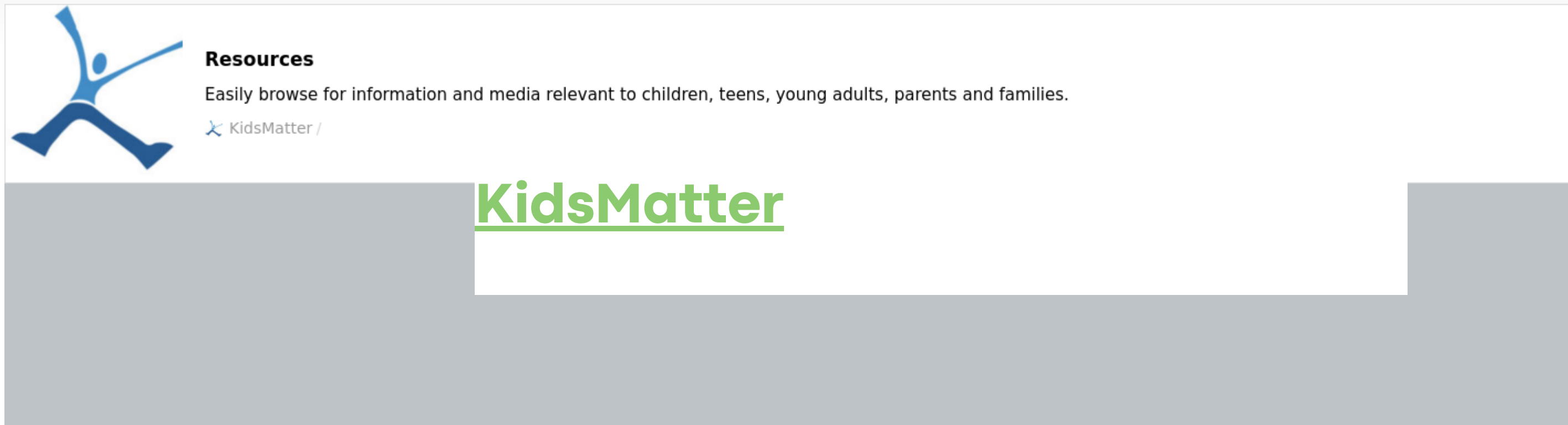
Turning Pointe Autism Founda

## Turning Pointe

<https://turningpointeautismfoundation.org/marinas-blog/>

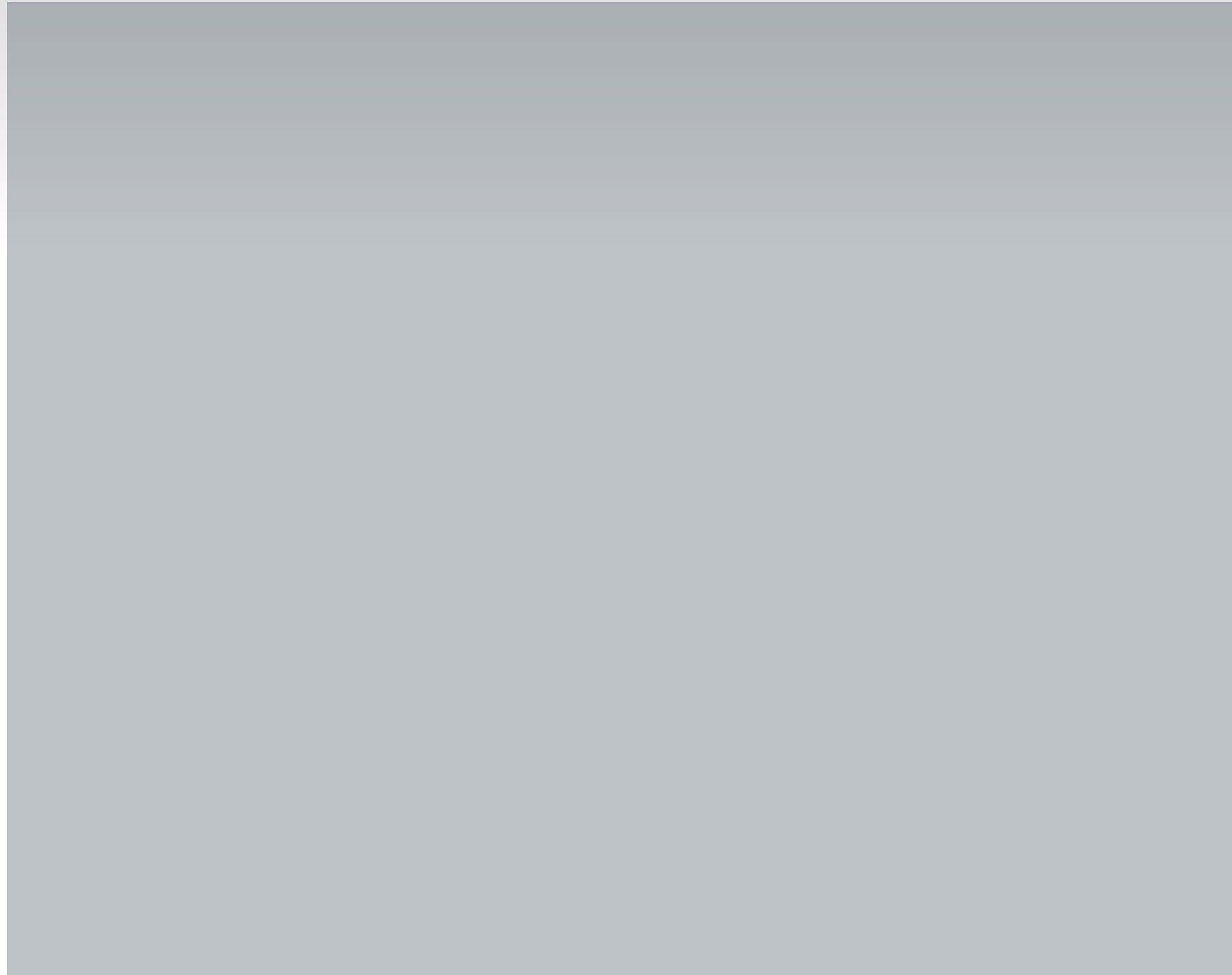


# EXAMPLES



<https://kidsmatter2us.org/resources/>

# EXAMPLES



Red Cross

<https://www.redcrossblood.org/>

# Blogging in an AI World

**Should I use  
AI to write  
blogs?**

## Keep in Mind

- ✓ AI does a pretty good job of pulling accurate data in order to generate prompts
- ✓ AI is still in it's "beta" era
- ✓ Our recommendation: Use it to build your framework and get a jump start, but still review thoroughly

**In conclusion...**



# Key Takeaways

- ✓ Blogs are incredibly useful today for nonprofits, and a useful piece of content to weave into marketing campaigns.
- ✓ Strategic blogging can have a huge impact on SERP rankings
- ✓ When writing a blog, remember yours ROWS: Research, Organize, Write, Share
- ✓ Make sure you use keywords with high search volumes throughout your blog.
- ✓ Use Pillar content strategies to help you organize your blog
- ✓ Feel free to use AI generators to help you jumpstart your blog writing.
- ✓ Share your hard work everywhere!





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# THANK YOU

Ashley Kratschmer

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