
Format of Your Blog Posts

— Matt Campbell - Las Vegas Bloggers Meetup —
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Where to Find Las Vegas Bloggers?

- **Meetup:**

- [meetup.com/Las-Vegas-Bloggers/](https://www.meetup.com/Las-Vegas-Bloggers/)

- **Website:**

- lasvegasbloggers.com

- **Facebook Group:**

- www.facebook.com/groups/lasvegasbloggersmeetup/

Meetup Goals

- **This group is for those wishing to start a blog AND those that have been blogging for years! Beginner to Experienced - we are here to share ideas.**
- **Topics**
 - **Search Engine Optimization (get higher search rankings), Keyword research, How to make money from your blog, Picture taking and images, podcasting for bloggers, How to start a blog, etc.**
- **Presentations**
 - **Attendee Introductions**
 - **Slide Show Presentation (Organizer or Guest Speaker) with discussion**
 - **Review blogs for recommendations and feedback**

Who Am I?

- **Organizer: Matt Campbell**
 - **Started my online marketing in 2003**
 - **Owner of MyWeddingSongs.com (4 million annual visitors)**
 - **Worked at Horizon Web Marketing since 2014 as developer, SEO, PPC, etc.**
 - **Working with wedding businesses to improve search visibility through BrianLawrence.com.**
- **Meetup Sponsors**
 - **My Wedding Songs**

Introductions

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2 Resources:

1. <https://www.youtube.com/watch?v=IglzR2Z21nl>
 - a. **Preview - Proof - Benefit**
 - b. <https://www.siegemedia.com/creation/blog-introductions>
2. <https://sparktoro.com/blog/hook-line-and-sinker-a-model-for-crafting-successful-viral-content/>
 - a. **Hook - Line - Sinker**

Examples of Posts that Rank #1

Best amber beers in the world

<https://beerandbrewing.com/cbb-beer-reviews/top/Amber%20Ale/>

Examples of Posts that Rank #1

Tips for working from home

<https://www.pcmag.com/news/get-organized-20-tips-for-working-from-home>

Examples of Posts that Rank #1

mexican wedding cake recipe

<https://www.pillsbury.com/recipes/mexican-wedding-cakes/5f1c5988-e1f1-4268-8548-48c71ed882a8>

<https://www.tasteofhome.com/recipes/mexican-wedding-cakes/>

Examples of Posts that Rank #1

day trips from las vegas

<https://www.trustedtravelgirl.com/travel-articles/day-trips-from-las-vegas>

Examples of Posts that Rank #1

best places to have a drink in las vegas

<https://vegas.eater.com/maps/best-las-vegas-bars-lounges-2021>

Comparison ranking review

Wedding processional songs

Rank #1

<https://www.theknot.com/content/ceremony-processional-selections>

vs Rank #9 to #5

<https://www.myweddingsongs.com/wedding-song-lists/wedding-processional-songs/>

Comparison ranking review

Difference:

1. Each heading has a brief description.
2. **Wedding Processional Songs in this Article:** instead of Table of Contents.
3. Giving album name and lyrics you'll love.
4. Great breakout links to related pages.

Comparison ranking review

What could I do better:

- 1. Have a great hook at the top**
- 2. Have TOC below hook**
- 3. Move all FAQ to after the list**
- 4. Add a top 10 songs near the top**
- 5. Add description below each heading**
- 6. Add breakout links to related page**
- 7. Change TOC to “Wedding Processional Song Ideas”**
- 8. Make all headings H2s**
- 9. Add current year to title and H1**

WordPress Plugins

1. Table of Contents

- a. <https://wordpress.org/plugins/easy-table-of-contents/>

2. Published date is last modified

- a. <https://wordpress.org/plugins/wp-last-modified-info/>

3. Improved blog author bio

- a. <https://wordpress.org/plugins/simple-author-box/>

4. Have Breadcrumbs!

- a. <https://kinsta.com/blog/wordpress-breadcrumbs/>

Headings

There is only (1) Heading 1 per page.

The key list titles are a Heading 2.

Any questions?

Review your website?

Facebook - @myweddingsongs

Twitter - @mywedsongs