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# Blogging for business in 2019

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Ciao!



Sono Francesca

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- WordPress Community Manager SiteGround
- Founder C+B
- Community Team Representative WordPress.org

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# Glossary

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## Blog

- ✓ Section of your website
- ✓ Articles
- ✓ Chronological order

**“Business blogging is a marketing tactic that uses blogging to get your business more online visibility.”**

Hubspot

**“ Content marketing is the strategic approach of creating and distributing valuable, relevant and consistent content to attract a clearly defined audience to drive profitable customer action ”**

[Content Marketing Institute](#)

- ✓ Strategic
- ✓ Valuable
- ✓ Relevant
- ✓ Consistent

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# Why



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# SEO

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# *Authority*

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# *Humanization*

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# *Engagement*

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# Conversion

# Long term results

## How long does content last?



2 Years



4 Months



20 + Days



24 Hours



21 Hours



5 Hours



18 Minutes

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*What is your goal?*

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# Topics





***“ It’s not about you  
It’s about the reader ”***

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*Be useful*

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# *Listen and observe*

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*Repeating is ok*

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# How

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*WordPress.org*

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# *Calendar*



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# *Multi author*



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# Case studies

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**C+B**

**<https://cpiub.com>**

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## Topics

- ✓ Marketing
- ✓ Profit
- ✓ Efficiency
- ✓ Balance

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## Numbers - 2018

- ✓ Average monthly visits: **25.000**
- ✓ Male users: **45%**
- ✓ Most read article: templates for quotes, **13/05/2015**

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# Goals

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## Results

- ✓ C+B Academy
- ✓ Novembre 2014 - November 2015
- ✓ 5 cities
- ✓ Over 120 women

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**SITEGROUND**  
**<https://siteground.com>**



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## Topics

- ✓ SiteGround Life
- ✓ Information
- ✓ Experience

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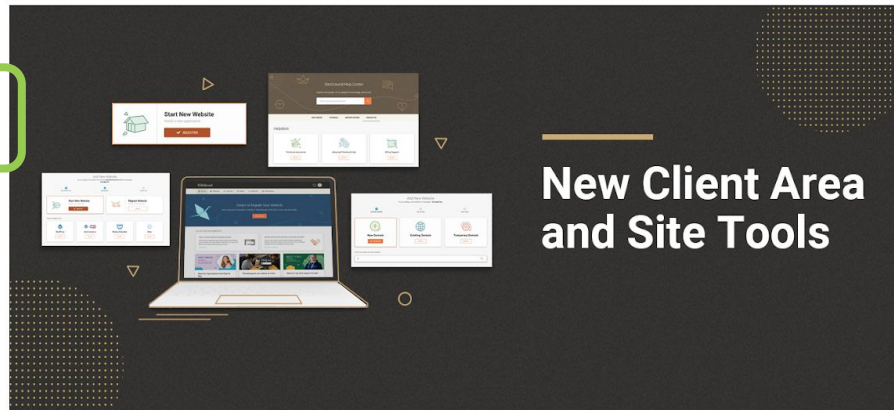
# *Reinforce internal communication*

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***Create a relationship with the customers  
that is not only about sales***

**RENETA***Chief Operations Officer*30.07.2019  
281 COMMENTS

## The Future is Now: Our New Client Area and Site Tools Are Going Live



### New Client Area and Site Tools

Nearly three years ago, we made the decision to develop new interfaces to improve the way our clients build and manage their websites and hosting on SiteGround. Now, we're ready to share the results of all the hard work and show you the new features and designs our team has built.

This process has been highly rewarding, but not without its challenges. We hired 20+ new people, including React developers, QAs, and others, and restructured several core

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# 5 things to do today

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# *Define your goals*

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# *Define your audience*

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# *Define an editorial calendar for three months*



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# *Optimize the editorial workflow*

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*Write and then write  
some more :)*

**Let's continue  
the conversation**

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WordCamp US, 11/01-03