

WELCOME TO

Virtual
Marketing

Blueprint

Rei Rockstars

Virtual Marketing Experts



Dani Lynn



Flip

Rei Rockstars

Virtual Marketing Blueprint Concept

The Virtual Marketing Blueprint Program was designed to provide you with an easy to follow, step by step process of incorporating key internet marketing concepts into your business.

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Virtual Marketing Blueprint

Content Creation

Objectives:

- 1) Introduction To Article Writing
- 2) Organizing & Posting Content
- 3) Adding Influential Content Components
- 4) Incorporating A Blog Into Your Website
- 5) “Hands Off” Article Writing Resources

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Introduction To Article Writing

Article Writing

What Is It?

It's the process of writing articles.

Why Is It Important?

It's the major component of your content online.

Introduction To Article Writing

Key Components To Article Writing

- 1) Conversion
- 2) SEO

It's not always easy to write engaging articles if you're writing for SEO, but ultimately, you need to have a balance of both conversion and SEO.

TIP: Start your articles by writing for conversion, and then add the SEO aspect in after.

Introduction To Article Writing

Key Components To Article Writing

- 1) Google's Panda Update does not like "thin" articles which means low on content.
- 2) General rule of thumb: 300 - 400 words +

FYI: Resources like Ezine articles require a minimum of 400 words.

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Next Video...

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