STOP BLOGGING!

TRAVIS PFLANZ

WEBWORKSOFKC.COM

#STOPBLOGGING
WHO AM I?

LINKEDIN: /IN/TRAVISPFLANZ
TWITTER: @TRAVISPFLANZ

SEO CONSULTANT & OWNER OF WEBWORKS OF KC

CO-ORGANIZER OF WORDPRESS KC & WORDCAMP KC SINCE 2014

ADVOCATE OF CREATING VALUABLE SMALL BUSINESS WEBSITE CONTENT

ORGANIZER OF KANSAS CITY DOG CLUB

#STOPBLOGGING

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I'm not going to tell you that you can stop writing content.
ONE THING
BEFORE YOU EVEN THINK ABOUT BLOGGING
WHAT'S MISSING

VISITOR TRACKING
BUSINESS LOCATION DATA
CALLS TO ACTION
IN-DEPTH PRODUCT & SERVICE DETAILS

#STOPBLOGGING

WEBWORKSOFKC.COM/WCFAY
HOW DO YOU BLOG?
WHY DO YOU HATE IT?

#STOPBLOGGING
WEBWORKSOFKC.COM/WCFAY
WHY BLOGGING SUCKS

BLOGGING TAKES TOO LONG

DON'T KNOW WHAT TO BLOG ABOUT

NOBODY WANTS TO READ

NOT AN ENTERTAINING WRITER

#STOPBLOGGING

WEBWORKSOFKC.COM/WCFAY
SEARCH ENGINE OPTIMIZATION
WHY DO YOU SEARCH?
ANSWER
A QUESTION
COST PROBLEMS
COMPARISONS
BEST OF REVIEWS

"THEY ASK YOU ANSWER"
MARCUS SHERIDAN
CREATE BETTER CONTENT

DATA DRIVEN
RELEVANT
IN-DEPTH
TOPIC CLUSTERS
SKYSCRAPER
CALLS TO ACTION
INBOUND
COMMENTS
CONTINUALLY UPDATED

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THANK YOU!

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