

Blogging Success Series

Content Strategy

Introduction

The task of managing a blog or social network on a specific topic is often seen by people with one of two very strong views.

The first, easy as pie, I will write a post as it comes to mind and let it fly, if it is good content, then the audience will come. The second, too hard, there will be too many topics to cover, conversations to participate in across other blogs in this area and comments to respond to on my own blog.

As I see it, a successful blog strategy will sit somewhere in the middle. The first view above is not quite on the mark, as you can't operate in a silo and not process and respond to other blogs and channels that are distributing information about the same area you are.

The second is not correct either, as there need not be "too many" topics to cover. In today's online world niche is better, and is key to becoming an expert with depth of knowledge.

Below are my thoughts on a content strategy framework to get recognised via your Blog in your area of expertise.

This strategy involves creating content at home on your blog that is timely but adds a second level of your own insight to news and developments. It also involves extending your reach, leaving home, to become a contributing member in the wider community of people that are also passionate (and also maybe experts you can learn from) about the topic you blog about.

Content - Keep it niche, timely and add "your take"

Niche content and expertise can lead to a loyal audience or community using your blog or network as the place to go if you want to be up with the play.

Timeliness is critical. If there is a development in the area on which you blog about it, there needs to be a post up on your blog asap. Not just repeating verbatim the development but providing some analysis and commentary, the "your take on it".

It is the "**your take on it**" that will drive traffic and build recognition and a brand in your space, not just being a link-farm.

From content at home and in your neighbourhood

I think about content creation for my blog this way.

- **Level 1 - "At Home" Content**

A. Keeping up to date - This is posts that are regenerating or drawing attention to a development, news article or resource that I think would be of interest to my audience.

B. Providing Analysis & Insight - This is a post that is purely my own thoughts & ideas or perhaps opinion and commentary on a Level 1A item after I have had time to digest, analyse and research.

- **Level 2 - "Neighbourhood" Content**

A. Reading & Learning - I keep a list of blogs that I monitor closely that are directly in the space that I cover, and keep abreast of what is going on both in postings and comments on them. Most of us blog in our free time so you can't read every blog out there under the sun, I keep a tight list of about 5 blogs I am reading at any one time. New ones enter, some die off - so it is changing all the time. Keep some on there that keep you learning and challenged every day. This is beyond daily keeping up with the news and current affairs, a daily focused competitor analysis.

B. Responding & Challenging - When you are ready start responding on the blogs you have been reading and learning from. If you have a different take on a post, or something to add - provide it. Of course here you will be linking back to your blog, and if what you have to say is useful you are going to gain visitors who like what you have to say, bookmark you, add your blog to their RSS Reader and keep coming back for more.