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It's good to have a plan for things. When you go shopping, you make a list. When you look to renovate your home, you lay out an order for the tasks and who is responsible. The same thing applies to improving your SEO in Trinidad and Tobago.

In a blog post earlier this month we talked about why you should have an integrated blog on your company website. There's more. This is one of those undertakings where you'll want to lay out a plan rather than just jumping in, and MarketingProfs agrees.

Developing a strategy for your content requires some analysis. We suggest going back to the 5 questions every good reporter should ask.

â€¢ Who are you targeting

â€¢ What do they want to hear

â€¢ How do you want to come across

â€¢ Where will you get the word out

â€¢ When will you publish content

Know your audience (Who)

This can't be emphasized enough. The answer to this question shouldn't be too broad. Really try to hone in on the specifics of the people you want to reach, and more importantly, the people who may be looking for you.

Provide something valuable (What)

Once you've established who should be reading your content, consider what it is they need to know about you and what you offer. Do they need to be educated about your business, or are they looking for details about services?

You may sell all sorts of kitchen goods, but your audience is predominantly looking for small appliances. Try addressing various topics to help them make purchasing decisions for those items. Think about topics on maintenance, or great blender or microwave recipes.

Reveal a personality (How)

When writing content, gear it towards a particular â€œvoiceâ€•. Do you want to come across as authoritative, helpful, or entertaining? Imagine what readers will think of your business based on the way your content speaks to them, is this the image you want to project?

Promote your content (Where)

Will you be posting a blog to your site and hoping an audience will find you through organic search? Establish some promotional tactics to help. Use social media to lead people to your blog, post videos to accomplish the same. Blog and video syndication will also boost exposure.

Lay out a plan for all of the above (When)

Determine if you need to post several times a week, weekly, or a couple of times a month. You'll then need to coordinate when, where, and what. The best way to do this is through an editorial calendar. Take in information such as questions people are asking you, topics that are trending, or new developments in your business. Then lay out topics and accompanying social media posts on a calendar.

This is especially helpful in avoiding "writer's block" or, if more than one person from your company is contributing to content.

Finally

Once you have a plan of action for improving SEO in Trinidad and Tobago through content, maintaining your company blog will be less of a chore, and more of an enjoyable activity. One thing though, if you feel your plan is not quite on track, make adjustments.

You can determine the results of your efforts through Google Analytics, or KISSmetrics. These tools can track visits to your site so you can see what content garnered the most views. Polling current visitors is another good way to determine content.

Do you have a plan for your integrated blog? We can help you develop a strategy for content and social media marketing Trinidad & Tobago, simply contact us today, and don't forget to ask for a copy of Hubspot's ebook: Ultimate Blogging For Business Guide.

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