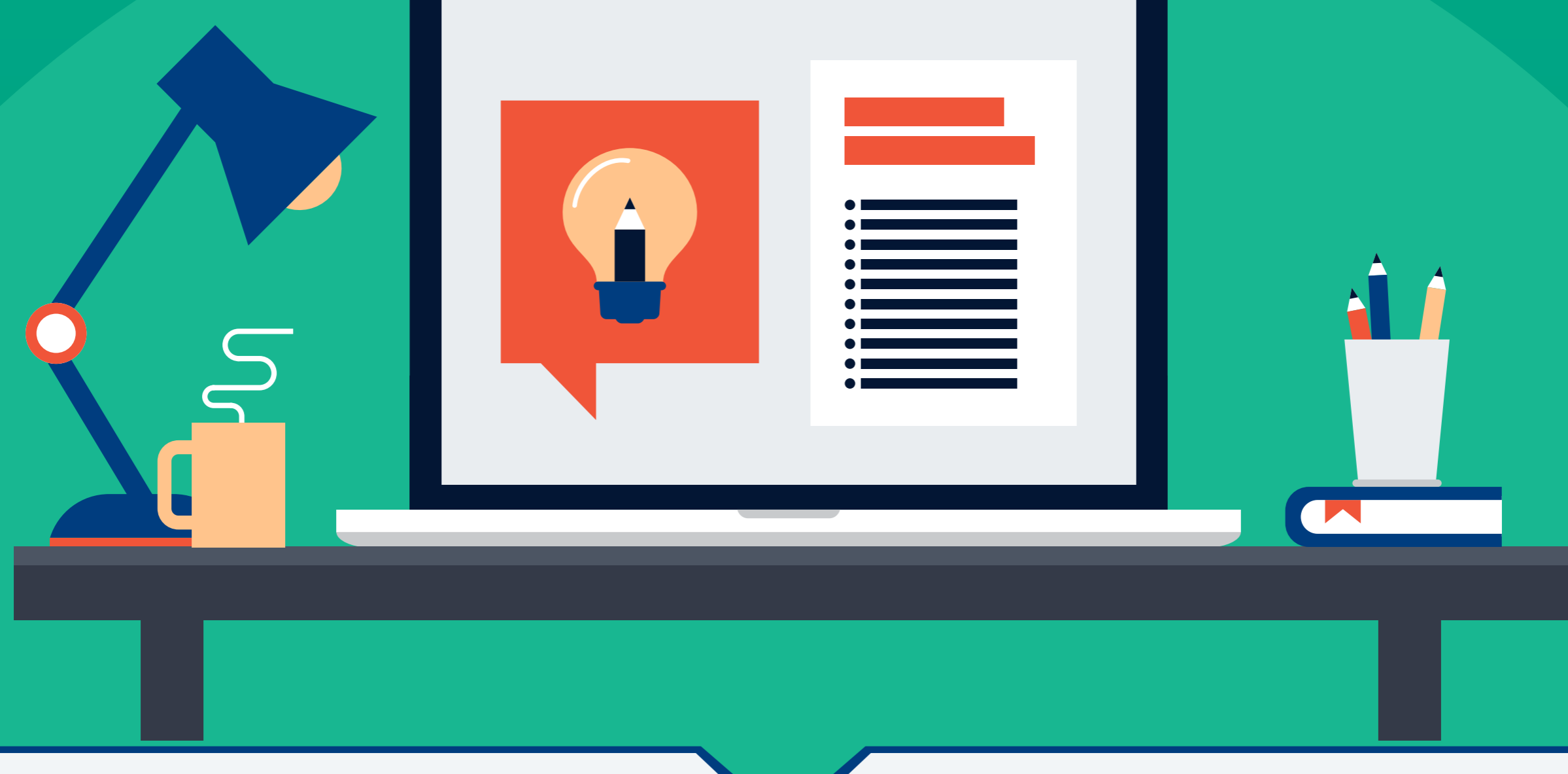


10 NEW YEAR BLOGGING RESOLUTIONS

for the Content Marketer



To outperform last year's results and make 2017 one to remember, stick to these ten resolutions:

1



I will get backup in my content creation this year.

No more stressing out about deadlines, topics, and writing it all. (*Express Writers can help!*)

I will be authoritative in every content piece I put out this year.

If it's less than authority expert level in my niche, it might not be worth my time.



2

I will never put quantity over quality.

I should publish more blogs this year to increase my inbound leads, but if I'm rushing and the content is low quality, I shouldn't publish. Quantity comes second to quality.

3



I will give my audience what they want.

I will be relevant, use tools like BuzzSumo to research and find out what my audience wants in topics. This will help me gain more loyal customers.

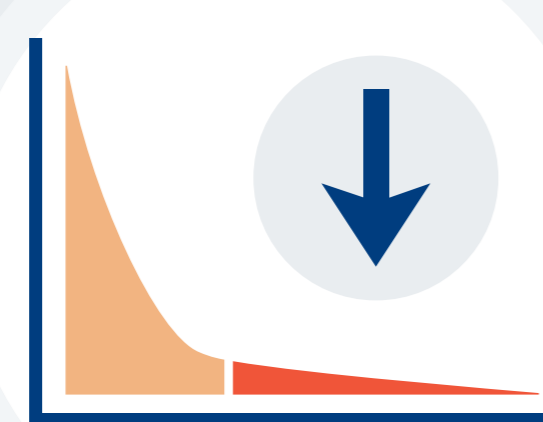


4

I will increase my rankings by finding and writing around long-tail keywords.

This is one of the top ways to gain blog spots in Google's rankings.

5



I will promote and create.

Creating isn't enough: I also need a promotion plan. I will have social media management and an active social account connected to my blog.



6

I will be creative with topics and approaches.

Content burn-out will only hurt me and my readers. This year, I'll dig deeper to come up with more creative topics and new ways to approach topics and news.

7



I will take notes from my competitors.

I will monitor my competitors to learn things like which keywords they're targeting, which social platforms they're using (and how), and what I can do to enhance my content efforts accordingly.

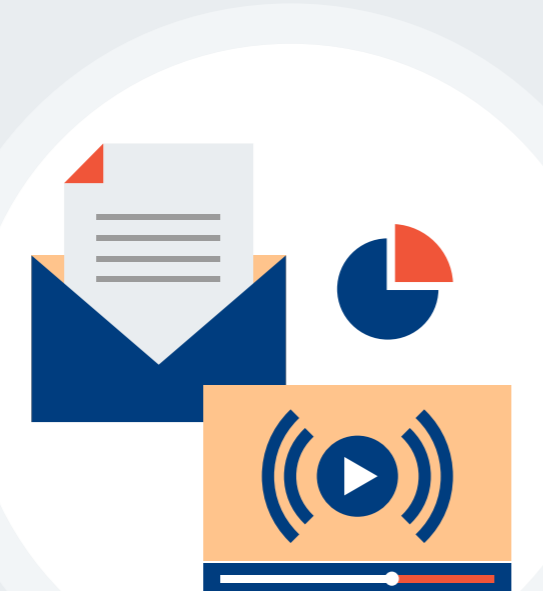


8

I will try new content forms.

Interactive content, newsletters, infographics, and live-streaming can all boost my content strategy in 2017. I will expand into these new content forms to grow my business and expand my audience.

9



I will repurpose my content to get more traction.

Repurposed content can help my content strategy stretch further. I will find creative ways to repurpose and re-use content of all types.



10

 Express Writers™

SOURCES:

Content Marketing Institute: <http://bit.ly/2dzquFa>
Orbit Media: <http://bit.ly/2fhUWU4>
PageFair: <http://bit.ly/2iFYDrq>
Contently: <http://bit.ly/2dohe5X>
Curata: <http://bit.ly/2hVKOG3>
Social Media Examiner: <http://bit.ly/1eTVlyt>
SnapApp: <http://bit.ly/2iMMBg8>
HubSpot: <http://bit.ly/2gkWhwG>
Think Creative: <http://bit.ly/2iIUfFQ>