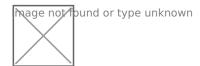**Содержание:**

How to Create a Successful Blog

1. Pick a host

Next, you'll need to pick a host for your business's blog. The (arguably) easiest way to host your blog is to do it through the same software you're using to run your website.

For example, as a HubSpot CRM user, you'll have access to website creation, management, and optimization, along with several other COS features including the blogging tool — HubSpot allows you to run all aspects of your business, including your blog, from a central location.

Here's a list of some of the features you automatically get when you choose HubSpot to host your blog:

- Free blog editor
- Blog scheduler
- Mobile optimization
- SEO optimization
- CTA creator
- Content collaboration
- Content calendar
- AMP support
- Analytics

Another common way to host your business's blog is through WordPress — you can compare the features you get when hosting your blog through HubSpot vs. Wordpress here. Other popular options include Blogger, Wordpress, Weebly, and Tumblr.

2. Make Sure Your Content is Compelling

22 ways to create compelling content

Curation - It's adding your voice (and value) to a handpicked collection of content. Gathered from a variety of sources, around a specific topic, that you publish and share with your fans. Wherever they may be.

Group Brainstorming - Brainstorming is a **group** creativity technique by which efforts are made to find a conclusion for a specific problem by gathering a list of ideas spontaneously contributed by its members.

Ask your readers - Ask the wishes and discontents of their readers, listen to them.

Interview someone - Interviewing successful people in your niche is a great way to boost traffic to your blog.

Let a Guest write - means **writing** and publishing an article on someone else's website or blog.

Best-case studies - Case studies help explain your process and help potential customers better understand what you do. **Case studies** allow you to focus on problems that your target audience faces and how you can solve them. **Case studies** increase your brand credibility and authority.

worst-case studies - Worst case analysis is used to identify the most critical components that will affect circuit performance.

review something - Revise your views on the quality of content, improve it

Share your success - Share your successes, it will increase the flow of people to your blog

Share your failure - Share your mistakes, failures, it gives the experience of readers, as well as many people rejoice when someone bad lives :)

Relive the memories - please your readers with a sense of nostalgia, about some beautiful times

Movies - A good opportunity to attract readers, to do reviews on films.

Televisions - Very successful, but extremely expensive idea. To perform on television, you need to have connections and a considerable amount of cash.

books - You can dedicate your blog to books, although recently fewer people are interested in literature.

Comics - The decision to dedicate your blog to comics is not so bad, but do not forget that comics are mostly interesting to teenagers, which means that you are unlikely to wait for an adult audience.

Top trends - Focus on sensational topics and things, explanations are not necessary.

Celebrities - Writing articles about celebrities will give a large influx of caring people.

Restart your brain - I think it's simple :D

Expand your cultural Horizons - Learn and expand new horizons of culture

Get Personal - Say what you think about people, in most cases it will be extremely ugly act, but who said that blogging is only good?

Recycle - Recycle information, ideas, materials and get good content from it

3. Track and analyze your blog's success

Remember to track and analyze the success of your blog over time. To do this, decide which metrics matter most to you and your business. Once you understand how a specific metric contributes to a positive outcome, then you'll be able to make your blogging strategy more targeted. Examples of blogging metrics you might track include:

- Number of readers and subscribers
- Number of page views per post
- Number of conversions
- Number of backlinks
- Number of referrals
- Overall traffic

When applying these metrics to the goals you're looking to set, consider the following questions to provide concrete targets that make sense for your business.

Does this goal help you achieve your purpose, or is there something more relevant we can aspire to?

Is this goal aligned with the initiatives of other parts of our business?

Which metrics track the progress towards this goal? Are these metrics complementary or counterintuitive?

Once you determine which metrics you're going to use, start by setting goals for a 60-day period. This gives you enough time to see whether your strategy is working and then you can adapt your goals based on the results you see.

Here are all the basic tips and steps to create a successful blog, but remember that following this guide will only help you, not give 100% results. You yourself must make no little effort to achieve this goal.