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FOR AEROSPACE COMPANIES

BLOG PLANNING & OPTIMIZATION GUIDE

IS A BLOG IMPORTANT FOR THE AVIATION INDUSTRY?

Before you dedicate time and resources into developing a blog, you may wonder if it is an appropriate tactic for your business and in this industry. In short, the answer is YES.

A few facts about our industry: there are a lot of companies with like products and services to choose from, what we do is very niche, our industry is built on relationships and trust, and we all want to be the market leader. A blog can help with all of those.

Since there are **a lot of companies with like products and services** to choose from, a blog can help make sure that your prospects are aware of your existence. It is a great tool for building awareness. The more you blog, the more times your company will appear in search results with relevant key terms and topics.

What we do is very niche - meaning it can be challenging to get a high volume of website traffic as the keywords that we use for our products and services are unique and generally have very low search volume per month. A blog allows you to expand on those terms and relate your products or services to situations or understandings that may have more search volume - increasing your brand awareness.

Our industry is built on trust and relationships. What better way to build trust than for your company to repeatedly show up in website search providing helpful content for your prospects. (Which in our industry is a bit slim as most companies are scared to share content in fear of sharing "secrets".) Which leads us into our next point.

A blog is a great tactic to help propel your business to be seen as a market leader. If your company shows up in results repeatedly as your prospects search for information and they find that your company provides very helpful and relevant content - they will begin to look to you as the expert. And your company will be top of mind for when a purchase need arises.

In order for your Blog to be successful, it must first be well-thought out. The following pages of this guide will help you be a bit more strategic with drafting your post.

BLOG PLANNING

Before you write your blog, ask yourself these questions:

WHAT IS THE MAIN MESSAGE FOR THIS BLOG?

WHO IS YOUR TARGET AUDIENCE FOR THIS BLOG?

**WHY WOULD POTENTIAL READERS INVEST TIME IN READING THIS BLOG?
WHAT VALUE DOES IT BRING THEM?**

WHAT IS YOUR MAIN KEYWORD OR PHRASE FOR THIS BLOG?

WHAT ARE YOUR SECONDARY & SIMILAR KEYWORDS FOR THIS BLOG?

A SIMILAR KEYWORD IS ONE THAT IS SIMILAR TO THE PRIMARY KEYWORD. THIS HELPS GOOGLE BETTER UNDERSTAND THE CONTEXT.

WHAT DO YOU WANT YOUR AUDIENCE TO DO AFTER READING THIS BLOG?

BLOG CHECKLIST

Before writing your blog review this checklist. Then after writing your blog complete the checklist to make sure all elements are included.

KEYWORDS

- Primary keyword is included in your headline
- Primary keyword is in at least one subhead
- Primary keyword is in your first paragraph
- Primary keyword is near the end of your blog
- Primary keyword is used naturally in your post
- Secondary keywords are used at least once

LINKS

- Includes internal links
- Includes external links (to credible websites and opens in a new tab)

SEO

- Primary keyword is in the page title
- Primary keyword is in the meta description
- Keywords are used in alt tags
- Keywords are used in the image file name and title

CONTENT

- Blog is 300+ words
- Content is original
- Blog uses Active vs Passive Voice
- Blog adds value by using stats, facts, news, etc.
- Blog is easy to read and digest (per intended audience)
- Includes multiple subheads
- Uses small vs large paragraphs
- Includes a call-to-action

SUPPORTING ELEMENTS

- Includes images, videos, graphics

DISTRIBUTION

- You have somewhere to post your blog on your website
- You promote your blog via additional channels (newsletters, social media, etc)

