

Self Advocacy Influencers Training Program for establishing blog/website

PROGRAM CONTENT:

Module 1: BUILDING YOUR OWN TOPIC/NICHE WEBSITE

Choosing Niche
Setting goals
Building word press website
Choosing domain, website name, website design, menu etc.
Setting up SEO, plugins
First content and keywords.

Module 2: WEBSITE DEVELOPMENT AND GENERATING VISITS

Content creation
Internet traffic
Keyword rich content
Visual content
The importance of keywords
Writing content and productivity

Module 3: WEBSITE MONETIZATION

How monetization works
Customer lifecycle
Affiliate marketing and partner networks

Module 4: ADVANCING SOCIAL MEDIA

Engagement
Choosing the right social media
How to create engaging content
How to motivate engagement from visitors/audience
Facebook rankings

Module 5: ACHIEVING MAXIMUM SUCCESS VIA CONTENT CREATION

The value of good content
Readability
Content with self advocacy component
Self advocacy tips
Reaching out to relevant stakeholders and promotion of the blogs

****If you are interested in having the whole training material that was used for this initiative please contact us at info@porakanova.org*