



The **enchanting**Lawyer™

Action Guide

Ruth Carter

1. Get to know Your Audience

Ruth talks about how she always focuses on the audience and not herself when she is blogging. She tries to keep to similar language to which they would use, and content which would be of interest to them.

How Does It Apply?

Write down below a profile of your audience. Think about age, gender and what their hobbies and interests may be. When you write your next blog post, keep this in mind and try to match their profile as well as you can.

2. What is your Blogging Commitment?

Ruth explains how it's very important to commit yourself to blogging. It is actually worse to have an inconsistent or outdated blog than no blog at all. A consistent, vibrant and up-to-date blog is a great asset to your business.

How Does It Apply?

Write down below your blogging commitment. It may be once a day, once a week or twice a month, but make sure that you commit to it and keep it going for at least 2 years.

3. Understand your Traffic

Ruth describes how it is vital that businesses understand how website visitors are getting to their site or social media. Through the understanding of your site traffic, you can not only improve marketing but also create the best blog content.

How Does It Apply?

Look at the back end of your website. Write down below what you can learn from the data given to you. Where are your visitors coming from? What are their search topics? Now write a list of some new blog topics.