

How to Make Your Blog the Center of Your Consulting Web Presence

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Abstract

The advent of social media has provided consultants with multiple opportunities to establish a web presence. Your company website is just one of many tools used to promote your business. But where do you start? The presentation provides an in-depth look at how to make your blog an effective hub for your web presence. Topics include:

- How a thoughtful web strategy has helped build a thriving consulting business.
- Understand how your blog, website, LinkedIn, and other social media should work together.
- Why your blog should be the center of your social media presence.
- How to use your blog to conduct conversations with potential clients.
- How to showcase your expertise and establish yourself as the authority in your field.
- How to get started blogging.
- Advice on Do's and Don'ts for consultants.
- And a lot more...

Contact Jeff to discuss how he can help increase the impact of your next event by developing a tailored presentation to captivate your audience.

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