

Engagement and SEO through blogs

I. Free Blog Hosting

- **Wordpress** (website + blog automatic)
- **Joomla** (website + blog add-on)
- **Drupal** (website + blog add-on)
- **Blogger** (blog only)
- **Tumblr** (blog only)

II. Images

- Video is King (keep under 3min)
 - Register a YouTube or Vimeo channel
- Photos are Musts
 - Stock Photos = sometimes necessary evils
 - <https://pixabay.com/>
- Respect privacy
 - People photographed inside RCCs should sign a Media Release
 - Example Media Release attached

III. Writing

1) When to post a blog

- Upcoming events (yours/another org's)
- New service launch
- Accomplishments/mile markers
- New Staff Hire
- On a regular schedule (<https://coschedule.com/blog/best-time-to-publish-a-blog-post/>)

2) Post Themes

- Themes to aim for: Hope, Victory, Growth, Progress, Community
- Themes to integrate: Challenges, Threats to services or 'Recoverees'
- Themes to avoid: Blame, Hysteria, 'IHTA'

Ask before posting:

"Does this serve my organization's mission?"

"Does this threaten my funding?"

"Will this create better understanding/dialogue, or will it create confusion/disincentive to engage?"

3) Post Topics

- Staff/volunteer profiles
- Interviews with community partners

- Personal reflections on recovery
- PRSS & Field
- PRSS related public policy
- Calls to Action
- Invitations to events
- New & Developing Trends/Science

4) Who should write blogs?

- Staff/Volunteers/Board members/Recoverees
- Guest blogs! Source from entire community you serve
i.e. Other Social Services, Affected Citizens, Treatment Providers, Elected Officials, Emergency Responders
 - Media Release needed (example attached)

IV. SEO

1) How Keywords work

- Phrases specific to your services and service area are best
- Keywords like 'recovery' alone won't help people to find 'recovery coaching in north country nh' in a search
- Let's be consistent in language!

2) Recommended Keyword phrases

* See attached list

3) Links/External Backlinks

- Link to your own content + trusted external content
- Get links to your site onto other trusted websites (backlinks)
 - Testimonials
 - Other blogs' comments sections
 - Asking org directly
 - Submitting website to service directories
 - (i.e. nhtreatment.org)
 - Learn more: <https://www.gotchseo.com/backlinks/#backlink>

4) Register your site with Google & Bing

- [google.com/webmasters/tools](https://www.google.com/webmasters/tools)
- [bing.com/toolbox/webmaster](https://www.bing.com/toolbox/webmaster)
 - Track how you're doing with engagement through searches

5) Register your RCO with Google Business

- [Google.com/business](https://www.google.com/business)
- Get featured in searches w/ business details, open hours, ratings, Google Maps

