Dog Training Blog Strategy Template

Goal- Increase website traffic and exposure for company. Turn visitors into leads, subscribers and sales.

# Table of Contents:

* Personas
* Keywords
* Schedule
* Types of Posts
* Planned Posts

# Personas- Who is my ideal client or customer?

* Long time pet owners, training new rescue
* First time pet owner with a puppy
* First time dog owner with a problem
* Breed specific owner
* People who have dogs with aggression problems

# Keywords- What are visitors searching for?

* train my new puppy
* potty train my puppy
* teach my puppy to fetch
* train dog to walk

# Schedule- How often will you publish a blog post?

* At least weekly, more often means more traffic
* Written by- how many authors will participate in blogging
* Editorial calendar- Wordpress plugin, Google Calendar, etc

# Types of Blog Posts & Title Suggestions

**For the Company 20%**

* How I Think Dog Adoptions Will Change in 2014- thought leadership
* How I Trained Boo to Sit, Stay, and Shake- success story
* Our new book “Play, Sit, Stay” – new products

**For the Buyer 50%**

* Who Is The Best Person To Train My Dog?
* How Can I Be Sure Your Training Program Will Work for Me?- questions asked
* How to Easily Teach Your Dog to Go On Command- how to
* The Best Smartphone App for Dog Training- tools/resources

**For Everyone 30%**

* How No Kill Shelters Are Training Your Future Pet- current events
* An excerpt from my new Kindle Book- Dog Training For The Dedicated Owner- Win a Copy- giveaway
* 100 Dog Training Problems Solved!- link bait
* Interviews with industry experts

# Blog Posts- Titles, Topics, Personas, CTA’s, Landing Pages & Downloads

Take keywords from section above and turn them into blog post titles and topics. Template for planning each post:

* **Post #1**- Train my new puppy
* **Date**- Sept 27th 2013
* **Title**- Starting Out Young- How I’ll Train My New Puppy
* **Topic**- Preparing the new puppy for training, starting out, what age to begin training, specific tips to use.
* **Persona**- first time pet/puppy owner & long time pet owner with new puppy
* **Call to Action**- Get Puppy Specific Training Tips in Our Free Video Library
* **Landing Page**- Sign up to get free access to our free video library
* **Download**- Video of puppy training