



CLASE 04

Los fundamentos de los blogs

Profesora: Dee Dee de Kenessey

1 ¿POR QUÉ BLOGUEAR AYUDA AL MARKETING DE INBOUND?

¿QUE ES BLOGUEAR?

El blog es un lugar para publicar regularmente y promover contenido nuevo relacionado con tu negocio e industria.

Metodología Inbound



Metodología Inbound



Metodología Inbound



Promueve tus **propuestas** estratégicamente.

Si el visitante quiere saber más, proporciónale el siguiente paso.

Many ecommerce platforms provide shopping carts that will calculate the appropriate sales tax for you. You may need to enter data to help the shopping cart function correctly, but once you do that, the job will be done. Research the ecommerce platforms you plan to use carefully to ensure you choose one that covers you.

Also, keep in mind that laws can change with astonishing regularity. What's true today may not be true tomorrow. Keep up to date on tax laws in your locations, and keep an eye out for any changes that may occur regarding online sales. While you may not be required to charge tax in certain places now, that could change before you know it.

HOW TO BUILD
A PROFITABLE ECOMMERCE
BUSINESS

Get the Free Ebook!



¿Quieren aprender más sobre este tema?

¿Quieren suscribirse?

Join 5,000+ fellow ecommerce marketers!

Subscribe to ecommerce articles.

SUBSCRIBE

DESTACA COMO
EXPERTO EN TU
INDUSTRIA.

CONSTRUYE CONFIANZA.

2 ¿COMO CREAS UN BUEN BLOG?

MEJORES PRACTICAS EN LOS BLOGS

- Elige un tema y un título.
- Formatea y optimiza la publicación.
- Promueve tus propuestas en tu blog para aumentar la generación de prospectos.
- Promueve tus blogs posts.
- Analiza el rendimiento de tus blog posts.

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March 26, 2015 // 11:00 AM

6 Reasons Why Marketers Should Bet on Podcasting

Written by [Alisa Meredith](#) | @alissameredith



It started with a few tweets here and there asking me to start a podcast ("I don't have time to read all your blog posts!"), a couple of guest appearances on hangouts and other marketing podcasts, and next thing I know, for Inbound Marketing Week this year, I launched The Superheroes of Marketing podcast.

There is more to it than that, obviously. And the challenges were well, challenging... I'm not good with hardware. Wires and plugs all look the same to me. As an introvert, the performance part of the project is exhausting. Like everyone else, I'm busy. Really busy. Podcasting is extremely time consuming (more so than I expected).

But, here I am, planning, scheduling, recording and editing a weekly podcast with my co-host, Kelly Kranz. Am I crazy? Maybe. But here's why it works.

Why People are Eating Up Podcasts

Last spring, I found I couldn't read all the blog posts I needed to in order to keep up with all the great content and updates I needed to stay up on. So I started listening to podcasts weekday mornings as I got ready for the day. For me, it was a matter of making the most of my time – and I'm hooked.

SHARE

794

Tweet

163

Like

142

Share



Escribe contenido educativo.

Responde las preguntas o problemas a los que la gente busca respuestas.

ESCRIBE SOBRE TU
INDUSTRIA, NO
SOBRE TI MISMO.

HAZ UNA LISTA DE TEMAS

- Cuáles son las preguntas más frecuentes?
- Con qué necesita ayuda tu buyer persona?
- Qué deseas que la gente conozca acerca de tu industria?
- Sobre qué hablan los blogueros de la industria, las redes sociales y tus competidores?



Cuando eliges un tema, **analiza las keywords.**

Qué keywords utilizan las buyer personas? Cuáles están asociadas con tu industria?
Escribe acerca de estos temas para ser encontrado y empieza a ranquear mejor en
los motores de búsqueda.

ESCOJE **UN TEMA** PARA
FOCALIZARTE EN CADA
POST.

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Empieza con un título para el trabajo.

Comienza aquí para concretar tu tema
y centrarte en un solo ángulo

TEMA

“Escoger colores de pintura”

TITULO DEL TRABAJO

“Los mejores
colores de pintura
para tu cocina”

March 24, 2015 // 11:00 AM

How to Produce an Internet Radio Show

Written by [Michael Reynolds](#) | [@michaelreynolds](#)



SHARE

204

Tweet

45

Like

42

Share

There are lots of ways to generate and publish content for your inbound marketing efforts. From the tried and true written word that powers your [corporate blog](#) to infographics, webinars, video and ebooks, the number of channels available to you seem almost endless.

It can be frustrating at times to try to cut through the noise with this much content being published. While publishing relevant information can help you create a loyal community of constituents, do you ever wonder if you could reach more people by adapting your content to a different style?

If you're struggling to figure out "what's next," you might want to explore the idea of hosting your own live internet radio show.

Talk radio is big business. The top shows have [audiences in the millions](#) and generate a great deal of revenue from advertising and sponsorships, not to mention the ability generate more revenue through promoting their own products and services.

Incluye una
long-tail keyword
en el título.

Debe basarse en el tema que has
elegido para la publicación.



March 31, 2015 // 8:00 AM

Is Your Website Mobile-Friendly? 3 Tools to Help You Prepare for Google's Next Algorithm Update

Written by [Jeffrey Vocell](#) | @jvocell



SHARE

378

 Tweet

 76

 Like

Deja claro el **valor del post.**

Establece las expectativas correctas – ¿qué va a conseguir el lector?

Mantén el título a **menos de 60 caracteres.**

Google solo muestra los primeros 50-60 caracteres de un título en los resultados de búsqueda

11 Ways to Make Your Content Appealing to International ...

blog.hubspot.com/marketing/international-content-creation ▾ HubSpot, Inc. ▾

Apr 14, 2015 - Learn tips for creating **content** that **appeals** to **your** entire **audience**, no matter where in the world they come from.

April 14, 2015 // 8:00 AM

11 Ways to Make Your Content Appealing to International Audiences

Written by [Nataly Kelly](#) | [@natalykelly](#)



SHARE

512

 Tweet

¿QUE TITULO SIGUE LAS MEJORES PRÁCTICAS?

- A. La clave para una buena reunión
- B. Cómo tener una reunión de equipo donde la gente preste atención y no se duerma en la mesa
- C. Habilidades de liderazgo en reuniones
- D. Cómo evitar las reuniones de equipo aburridas

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March 30, 2015 // 7:00 AM

The Pros and Cons of Geo-Targeting in Paid Search

Written by [Michelle Brammer](#) | @ezangamichelle



SHARE

52

Tweet

8

Like

16

Share

✉

It happens to the best of us.

I remember not too long ago being in a "New York State of Mind." Too bad the campaign I was optimizing was for New Jersey. Whoops! I caught it after only a day, but that didn't reverse the wasted ad spend. I learned my lesson: enter once, check twice.

It's no secret that geo-targeting has opened many doors for advertisers. Geo-targeting helps focus in on a specific market, resulting in more relevant messaging and a better return.

But sometimes too much of a good thing can be a curse. And in those instances, geo-targeting, well, it isn't so great.

Here's some pros and cons to your geo-targeting strategy that might help, or hinder, your campaign:

The Advantages of Geo-Targeting

1) You Can Hide Ads from Your Competitors

If you're testing a new strategy or offer, you don't want your competitors to know, right? Hiding your ads from your competitors is possible with a combination of [geotargeting](#) and [IP exclusion](#). With IP exclusion, you prevent people in your competitors' corporate offices from seeing your ads. And with geo-targeting, you can still advertise in their so called backyard. It keeps your strategy safe without removing an entire market from your search strategy.

First, identify your [competitors IP addresses](#). Once identified, you can exclude them from your AdWords Campaigns. To exclude these IP addresses:

1. Click on the campaign tab
2. Click settings
3. Click advanced settings
4. Click IP exclusions

Utiliza espacios en blanco.

Esto permite al visitante centrarse en el contenido, no en el desorden.

March 30, 2015 // 7:00 AM

The Pros and Cons of Geo-Targeting in Paid Search

Written by [Michelle Brammer](#) | @ezangamichelle



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Usa encabezados de sección, viñetas o listas enumeradas para dividir la información.

3 Ways to Improve the User Experience of Your Site

Thinking your site could use a similar overhaul?

If you'd like to make changes based on user experience, there's just one main concept you need to keep in mind: **Always focus on the wants and needs of your user.** Don't let your CEO, CMO, or Junior Visual Designer dictate the design or messaging. Turn to your users and ask them what they want. Here are a few simple ways to do just that:

1) Gather some qualitative feedback.

Start by user testing your site. You could use a simple and free service like [Peek](#). Interview your customers and ask them what they like about your product, messaging, or online presence. Get to know the human on the other side of the computer by [developing empathy](#) within your team.

Negrita para la información importante.

Ayuda a los lectores a extraer los puntos claves de la publicación

Incluye imágenes para **dividir el texto visualmente.**

Coloca una imagen en la parte superior de cada publicación para tentar a los visitantes a leer más

A Helpful Guide of Public Speaking Tips [Infographic]

Written by [Lindsay Kolowich](#) | @lkolo25



SHARE

413

 Tweet

 97

 Like

82

 Share



If the thought of speaking in front of a crowd makes you uneasy, you're not alone. [According to](#)

MEJORES PRACTICAS EN LOS BLOGS

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Optimiza el post alrededor de la long-tail keyword.

Está en el título de la página?

Está en la URL?

The screenshot shows a web browser displaying a HubSpot blog post. The browser's address bar contains the URL: `blog.hubspot.com/sales/how-to-calculate-the-value-of-sales-incentives`. The page title is "How to Calculate the Value of Sales Incentives". The author is Adam Wiggins (@ajwiggins85). The post includes a featured image of hands using a calculator and a pen on a document. The main text begins with "There is a definite connection between sales incentives and a profitable return of investment (ROI), but it's often more than just hard results. Many times, there are intangible benefits that are difficult to measure, but just as valuable." Below this is a sub-section titled "The Magic Equation" which states: "Profit less Cost of Investment equals ROI." An example calculation follows: "For example, if the profit of a sales incentive program is \$5 million, and the cost of the incentive investment is \$1.5 million (in cash, merchandise or travel vouchers), then the ROI is \$3.5 million. That's the simple equation, and simple is often best." The post concludes with a sub-section titled "Sort Out Your Incentives" and begins with "Once you have decided that sales incentives will bring a profit, you'll need to decide what form those incentives will take. Many employees prefer cash rewards, often in the form of a bonus, but merchandise rewards such as gift cards are also a good idea. It's easy to calculate the ROI".

Está en el título del blog?

Está en el alt-text de las imágenes?

Se usa en el cuerpo de forma natural?

Está en los encabezados?

Of course, it goes without saying that you should never shout in a meeting with a client -- but you already knew that.

2) Drink lots of water.

Human beings are made up of more than 60% water, and there's not a single bodily organ that can function without it. Even bones are [more than a fifth water.](#)

Besides the fact that drinking more water is generally good for you, it'll also keep your voice in peak condition. Your vocal cords and larynx exist in a warm, moist environment. Maintaining that environment is important to keep your voice system at an optimal level of performance, so make sure you're staying hydrated.

3) Avoid reflux.

Have you ever woken up in the morning with a hoarse voice even when you don't have a cold? You may have mild reflux.

Gastric reflux can give you heartburn or chest pain, but [laryngopharyngeal reflux](#), which occurs when stomach acid travels up to your larynx and throat, might not trigger any dramatic symptoms in your body beyond a hoarse or sore throat. Your larynx isn't naturally protected against exposure to acid, so reflux can easily affect your voice. High-fat or high-carbohydrate diets and excessive drinking or smoking can all contribute to reflux.

To prevent reflux, avoid food or drink for three hours before you go to sleep. Foods that stimulate stomach acid production -- think fried, spicy, acidic foods, caffeine, and alcohol -- should be eaten sparingly. Antacids can also help.

Use it Right

Now that your voice is in peak physical condition, how can you put it to use? Whether you're

Incluye enlaces
internos y externos
relevantes en el
mismo contenido.

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UTILIZA EL BLOG PARA
PROMOVER
ESTRATEGICAMENTE
TUS PROPUESTAS
ACTUALES.

Incluye llamadas a la acción (CTAs) en la barra lateral del blog.

Aparecerán en todas tus publicaciones, por lo tanto, impactarán un amplio segmento de tus visitantes.

The screenshot shows the SPINWEB website's blog page. The header includes the SPINWEB logo, a search bar, and navigation links for 'about', 'solutions', 'work', 'blog', 'resources', and 'contact'. A grey banner below the header reads 'Engage Your Audience. That's What We're Here For.' The main content area features a 'Blog' section with a post titled '4 Ways to A/B Test Your Email Subject Line [Quick Tip]' by Allison Gibbs, dated Mar 30, 2015. The post includes social sharing icons for Twitter, LinkedIn, Facebook, and Google+. Below the post is a hand-drawn diagram on a tablet screen illustrating an A/B test. The diagram shows a central circle labeled 'A/B TEST' with 'WHICH IS HIGHER?' written below it. Two paths branch out from the center: 'A (50%)' leading to 'YES' and 'NO', and 'B (50%)' leading to 'YES' and 'NO'. Above the diagram are three stick figures representing users. To the right of the main content is a sidebar with two orange-bordered boxes. The top box is titled 'Subscribe to Our Blog' and contains an email input field and a 'Subscribe' button. The bottom box is a blue call-to-action with the text 'Frustrated that your website is not helping you reach your marketing goals? Get a comprehensive plan for success.' and a 'Work With Us' button with a right-pointing arrow. Below the sidebar is a 'Follow Us' section.

SPINWEB

about solutions work blog resources contact

Engage Your Audience. That's What We're Here For.

Blog

4 Ways to A/B Test Your Email Subject Line [Quick Tip]

Posted by Allison Gibbs

Tweet 4 | Share 4 | Like Share 4 | +1 3

Mar 30, 2015 9:30:00 AM

A/B testing always seems to be one of those email marketing tactics that gets away from us. It takes a little more work to do, but in the end it can reap huge rewards. If A/B testing isn't something that you've experimented with, it's time that you do so.

Subscribe to Our Blog

Email *

Subscribe

Frustrated that your website is not helping you reach your marketing goals? Get a comprehensive plan for success.

Work With Us

Follow Us

Incluye llamadas a la acción (CTAs) **al final de cada post.**

Esta oferta será relevante para el contenido que el visitante ha leído.

4. Remove company name and newsletter from the subject line

[see all](#)

Standard Subject Line: SpinWeb Newsletter - New social media tips and tricks

Variation for A/B Testing: New social media tips and tricks

Got the idea? Remember that A/B testing isn't just a one time thing. Keep it going to see how you can make a bigger impact on your overall marketing with email. Now it's your turn...it's time to get testing!



Topics: [a/b testing](#)

Subscribe to SpinWeb's Marketing Blog

Join thousands of other CEOs and Marketing & Sales Professionals who use our blog to strengthen their online presence. Enter your email address below to subscribe.

Subscribe

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Haz enlaces
internos a tus
proprios blog posts.

The screenshot shows a HubSpot blog page. The header includes the HubSpot logo and navigation links for SOFTWARE, ABOUT, CASE STUDIES, PARTNERS, PRICING, and BLOGS. A search bar and a SUBSCRIBE button are in the top right. The main content area features a large image of a person's hands on a laptop with the text "Where Marketers Go to Grow". Below this is a sidebar with category filters: Marketing (selected), SALES, and AGENCY. The main article is titled "15 Examples of Great Mobile Website Design" and is dated March 27, 2015. The author is Rachel Sprung. The article content includes an illustration of a desk with a computer, a smartphone, and a tablet. The text discusses the importance of mobile website design, mentioning that 80% of internet users use smartphones to search online. It also notes that Google plans to update its algorithm to prioritize mobile-friendliness, which will have a bigger impact on Panda or Penguin. The article concludes by stating that improving mobile experience is a priority for better search rankings.

HubSpot Blogs SOFTWARE ABOUT CASE STUDIES PARTNERS PRICING BLOGS

Where Marketers Go to Grow

Marketing

MARKETING 15 Examples of Great Mobile Website Design

SALES 3 Signs to Disqualify a Prospect ASAP

AGENCY Should Your Agency Get Into the Sales Enablement Game?

MARKETING / 5 days ago 15 Examples of Great Mobile Website Design

MARKETING / 2 hrs ago HubSpot Goes #DeskFree, Pioneering the Next Frontier of Workspace Collaboration

MARKETING / 4 hrs ago 9 Google Drive Tips You'll Wish You Knew All Along

MARKETING / 18 hrs ago This Guy Got Drunk and Critiqued Our Website. Here's What He Had to Say.

MARKETING / 1 day ago A Helpful Guide of Public Speaking Tips [Infographic]

March 27, 2015 // 8:00 AM

15 Examples of Great Mobile Website Design

Written by Rachel Sprung | @rsprung

Now more than ever, businesses are focusing on creating delightful mobile website experiences. After all, **80% of Internet users are using smartphones to search online.**

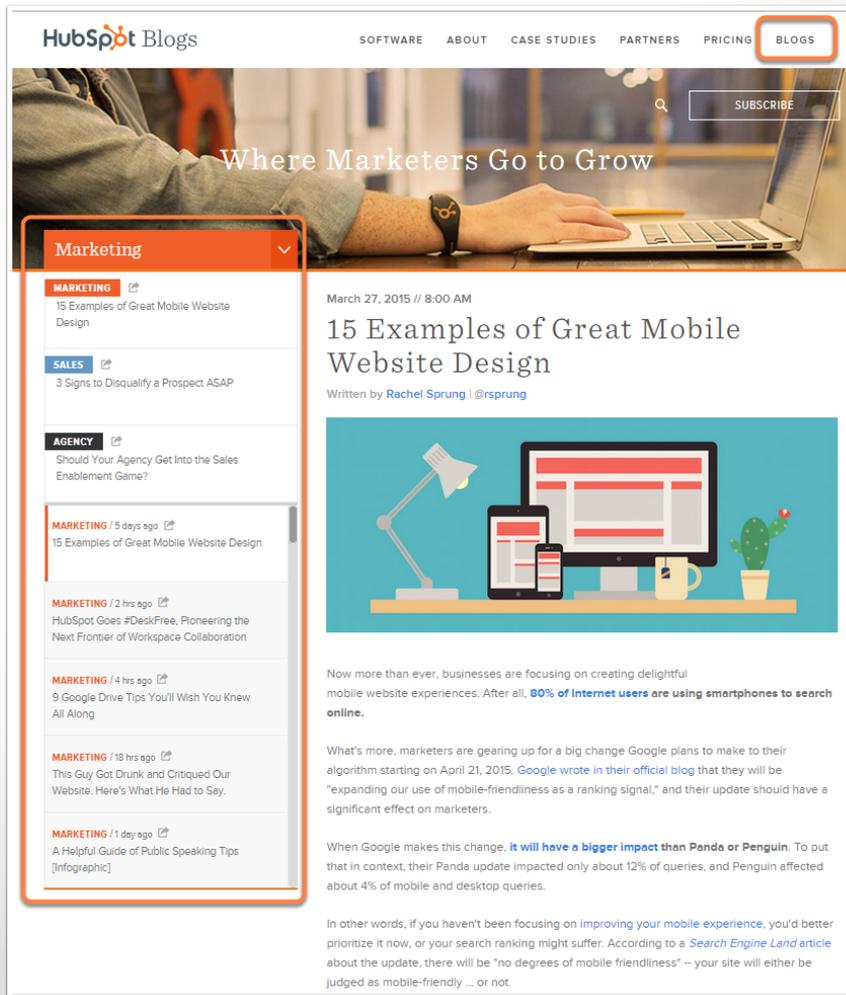
What's more, marketers are gearing up for a big change Google plans to make to their algorithm starting on April 21, 2015. **Google wrote in their official blog** that they will be "expanding our use of mobile-friendliness as a ranking signal," and their update should have a significant effect on marketers.

When Google makes this change, **it will have a bigger impact on Panda or Penguin.** To put that in context, their Panda update impacted only about 12% of queries, and Penguin affected about 4% of mobile and desktop queries.

In other words, if you haven't been focusing on **improving your mobile experience**, you'd better prioritize it now, or your search ranking might suffer. According to a *Search Engine Land* article about the update, there will be "no degrees of mobile friendliness" -- your site will either be judged as mobile-friendly ... or not.

Aprovecha tu **website**.

Promueve las publicaciones más populares o recientes en la barra lateral del blog y añade un enlace a los blogs desde tu página principal de navegación.



The image shows a screenshot of a HubSpot blog page. At the top, the HubSpot logo and navigation links (SOFTWARE, ABOUT, CASE STUDIES, PARTNERS, PRICING, BLOGS) are visible. The main header features a background image of a person's hands on a laptop with the text "Where Marketers Go to Grow" and a "SUBSCRIBE" button. A sidebar menu on the left is highlighted with an orange border and contains the following items:

- Marketing** (dropdown arrow)
 - MARKETING** (with share icon) - 15 Examples of Great Mobile Website Design
 - SALES** (with share icon) - 3 Signs to Disqualify a Prospect ASAP
 - AGENCY** (with share icon) - Should Your Agency Get Into the Sales Enablement Game?
- MARKETING** / 5 days ago (with share icon) - 15 Examples of Great Mobile Website Design
- MARKETING** / 2 hrs ago (with share icon) - HubSpot Goes #DeskFree, Pioneering the Next Frontier of Workspace Collaboration
- MARKETING** / 4 hrs ago (with share icon) - 9 Google Drive Tips You'll Wish You Knew All Along
- MARKETING** / 18 hrs ago (with share icon) - This Guy Got Drunk and Critiqued Our Website. Here's What He Had to Say.
- MARKETING** / 1 day ago (with share icon) - A Helpful Guide of Public Speaking Tips [Infographic]

The main content area displays the article "15 Examples of Great Mobile Website Design" by Rachel Sprung, dated March 27, 2015 at 8:00 AM. It includes an illustration of a desk with a computer monitor, a smartphone, a tablet, a lamp, and a cactus. The text discusses the importance of mobile website design, noting that 80% of internet users use smartphones to search online. It also mentions Google's algorithm update starting on April 21, 2015, and the impact of mobile-friendliness on search rankings.

HubSpot @HubSpot · Mar 27
Designing your site for mobile? Check out 15 examples of great mobile design: hubs.ly/y0FjsZ0 by @RSprung



↳ 29 ☆ 27 ... [View more photos and videos](#)

HubSpot @HubSpot · Mar 27
What the Top 4 Social Networks Can Do For Your #Social #Commerce Revenue hubs.ly/y0Fg460 by @tracewall of @Bigcommerce

↳ 13 ☆ 19 ... [View summary](#)

March 27, 2015 // 8:00 AM

15 Examples of Great Mobile Website Design

Written by [Rachel Sprung](#) | @rsprung



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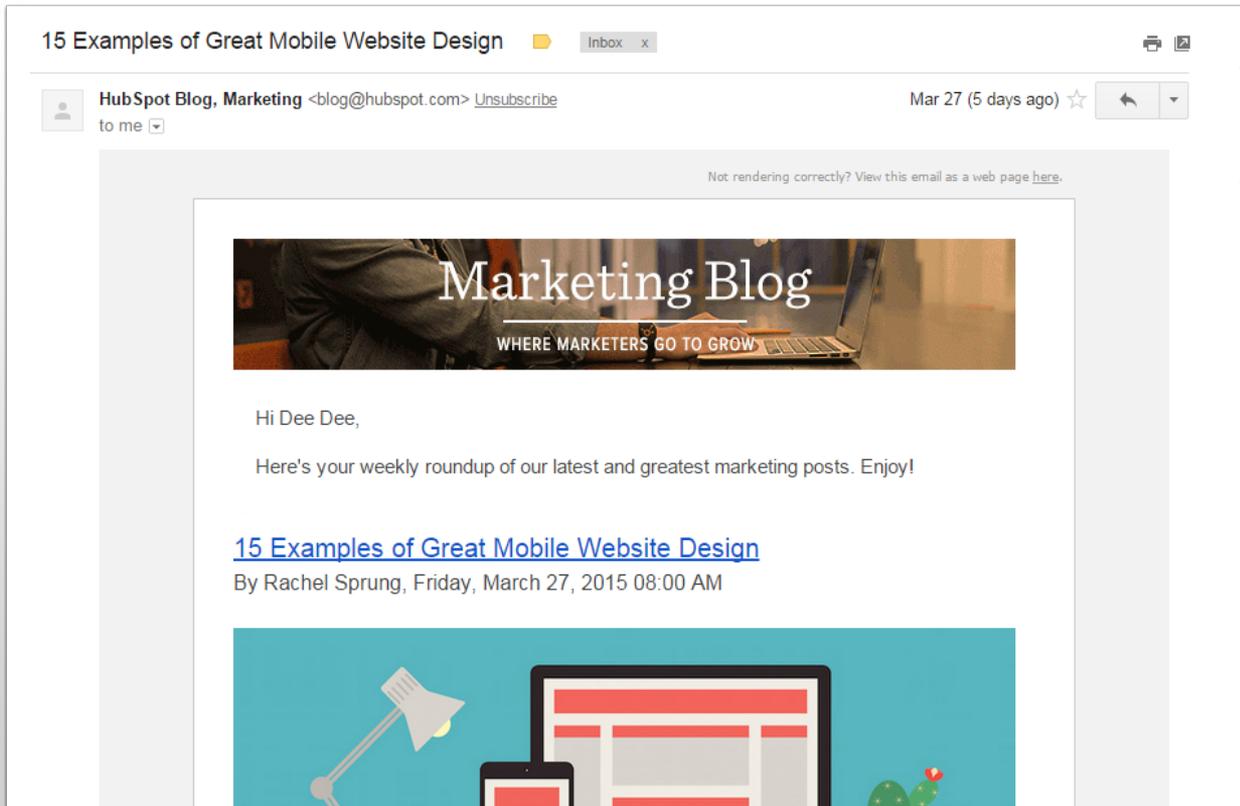
SHARE
1,427
Tweet
331
Like
552
in Share
✉

Comparte las publicaciones en **las redes sociales.**

Promuévelas cuando se publiquen e incluye botones para compartir en redes sociales en la parte superior de la publicación.

Promueve las publicaciones vía **email**.

Envía contenido relevante a tus buyer personas, incluye las publicaciones en las newsletters, y crea un email del blog para tus suscriptores



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LAS METRICAS PARA ANALIZAR EL BLOG

- Revisa el número de visitas para cada blog publicado.
- Filtra tus artículos más populares por tema, autor o canal de promoción.
- Revisa el número de clics en las llamadas a la acción (CTA) al final de cada blog.

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ESCRIBE
CONSISTENTEMENTE Y
FRECUENTEMENTE.

3

¿COMO LUCE UN BLOG
PUBLICADO
EXITOSAMENTE?

¿Se seleccionó un buen tema?

OUTDOOR ELEGANCE
PATIO DESIGN CENTER

Products / Services / Resources / About / Contact

OUTDOOR LIVING & LIFESTYLE BLOG

Current Articles | [RSS Feed](#)

The Ultimate Beginners Guide To Charcoal Grills

Posted by Doug Sanicola on Mon, Feb 24, 2014 @ 01:00 PM

18 1 81 11

[Like](#) [Tweet](#) [+1](#) [Share](#)

Trying to find the right grill for your backyard?

Charcoal grills are a **favorite among outdoor BBQ enthusiasts** because of the unique flavor and the cooking experience you can only get from cooking with charcoal.

This guide will cover everything you need to know about charcoal grills.

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[Subscribe](#)

Categories
California Lifestyle (16)

Tema educativo

Escribir acerca de la industria, no de ti mismo

Tema del que tus buyer personas quieren leer

¿Han seleccionado un título convincente?

OUTDOOR ELEGANCE
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The Ultimate Beginners Guide To Charcoal Grills

Posted by Doug Sanicola on Mon, Feb 24, 2014 @ 01:00 PM

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Trying to find the right grill for your backyard?

Charcoal grills are a favorite among outdoor BBQ enthusiasts because of the unique flavor and the cooking experience you can only get from cooking with charcoal.

This guide will cover everything you need to know about charcoal grills.

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We will breakdown everything from how charcoal grills work, to the different fuel choices and some questions you should ask yourself to help you find your perfect fit.

Take a look and see what has made charcoal grilling a staple in American grilling.



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Espacios en blanco



Imágenes



Encabezado de sección



How Does A Charcoal Grill Work?

Cooking with a charcoal grill takes time and attention to detail.

Charcoal is loaded in the chamber just under the grill grate and is the fuel source. When burned, the charcoal will transform into embers radiating heat up toward the top vent.

Temperature is controlled by adjusting the top or bottom vents allowing more oxygen in or less. More results in a higher temp and less oxygen to cool it down.

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Título de la página

URL

The screenshot shows a web browser window with the following elements:

- Browser Tab:** "The Ultimate Beginners Guide To Charcoal Grills"
- Address Bar:** "blog The Ultimate Beginners Guide To Charcoal Grills Ultimate-Beginners-Guide-To-Charcoal-Grills" with search, back, and refresh icons.
- Page Header:** "OUTDOOR ELEGANCE PATIO DESIGN CENTER" with navigation links: "Products / Services / Resources / About / Contact".
- Hero Image:** A photograph of an outdoor patio with a fire pit and lounge furniture, overlaid with the text "OUTDOOR LIVING & LIFESTYLE BLOG".
- Article Title:** "The Ultimate Beginners Guide To Charcoal Grills" with a sub-headline "Current Articles | RSS Feed".
- Author Info:** "Posted by Doug Sanicola on Mon, Feb 24, 2014 @ 01:00 PM".
- Social Sharing:** Buttons for Like (1), Retweet (84), and Share (11), along with icons for LinkedIn, Twitter, Facebook, and Print.
- Text Content:**

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- Image:** A photograph of a green kamado-style charcoal grill on a table.
- Sidebar:** "Follow Us Online" with social media icons and "Subscribe By Email" with a form. Below is a "Categories" list:
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Alt-text en las imágenes

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surface space. Some people make their own extra large barrel grills specially made for smoking large amounts of meat.

What Did You Learn

- Why charcoal grills have been a staple for backyard grilling in America for a hundred years.
- Overall **flavor, heat control and quality** is what sets charcoal grills apart from competing grills and gives you a great BBQ experience.
- What features are important when building your charcoal BBQ space.
- Tons of **creative tools** that can make grilling with charcoal more **convenient and fun**.

Download your free copy of The BBQ Grill Buying Guide! Learn even more about top outdoor grills!



Tags: Outdoor Spaces, Outdoor Kitchens, Cooking Outside, Grilling & BBQ

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