


WHY BLOG?

First, a definition of a
business blog.


A blog is a place to **regularly publish and promote content.**

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5 Reasons Why Off-Site Team Building Really Works

 by Dee Dee de Kenessey on May 12, 2014 3:02:00 PM

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Every team faces challenges. When a group of individuals is thrown together and expected to collaborate, there will be bumps in the road. Egos will rise, tempers will flare, and production can flag.



Off-site team building can provide the antidote to these problems. In fact, there are five major reasons why it can really help your team function effectively.

Not to mention, it's wicked fun.

1) **Boost morale**

Get out of the office and leave deadlines behind. De-stress and you'll start to think more clearly. You'll be a new person when you get back to the office the next day – more productive, and let's be honest, nicer to be around.

2) **Improve communication skills**

Who Are We?

Fifth Season is an adventure travel company specializing in team growth and development in an outdoor environment.

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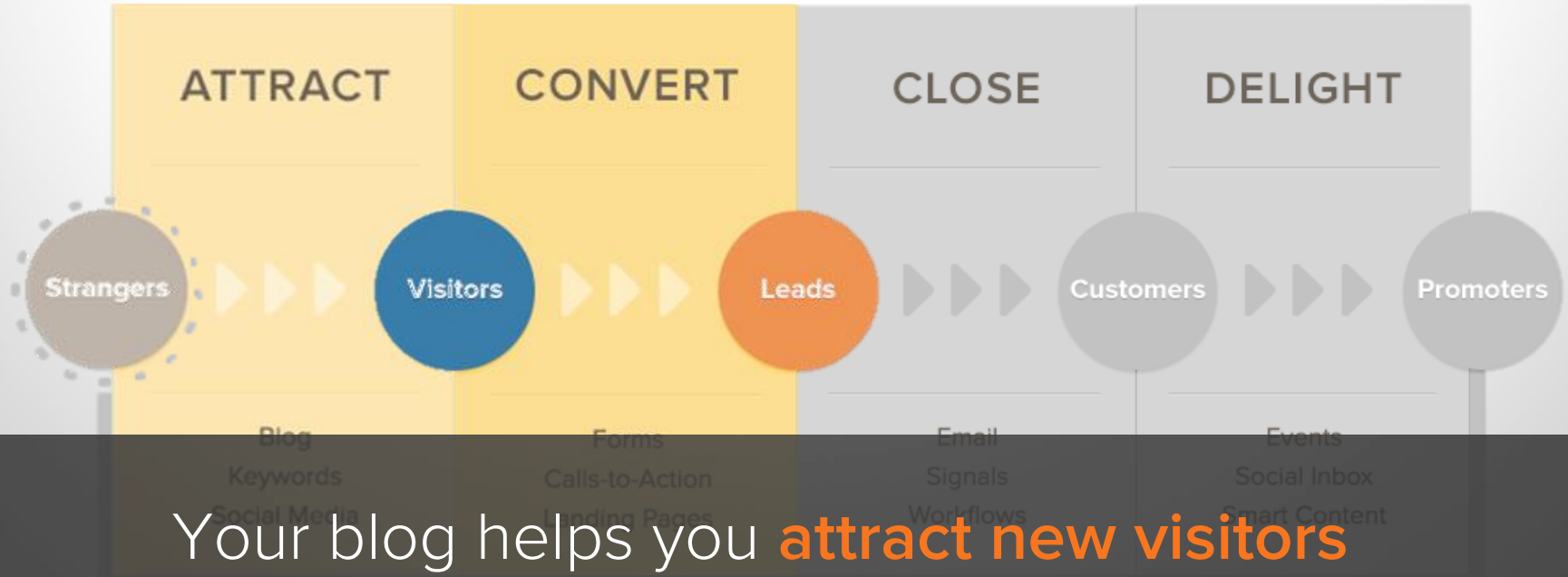
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Inbound Methodology



Inbound Methodology



Your blog helps you **attract new visitors** and **convert those visitors into leads.**

by HubSpot

A line graph with a blue line showing an overall upward trend, set against a grid background. To the right of the graph, there are several stacks of gold coins, with the tallest stack in the foreground. The background is a light, neutral color.

As the **number of blog posts increases**,
the **search traffic increases**.

Each original blog post is a distinct page online.
The more pages you have, the more opportunities you have to get found in search engines, shared in social media, and linked to by outside websites.

Become a **thought leader** in your industry.



Convert visitors into leads with **calls-to-action.**

3) Learn Problem-solving techniques

You have to work through some new situations that you've never encountered before. You'll have to think strategically, but most importantly, you'll be forced to think outside the box. And when you're confronted with a new obstacle back in the office, you'll be able to do the same.


4) Work together more effectively

There's nothing like an off-site adventure to bring a group together. You'll be forced to rely on your co-workers and work with them during the activity. This will increase the level of collaboration in the corporate setting.

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Let the boss stop being the boss. Get comfortable with each other, and get to know each other on a personal level. This will improve relationships back in the office. It will also allow employees to depend on one another when working together.

Free Guide: How to Empower Your Employees Through Off-Site Travel



Learn how off-site travel can help your employees work together better.

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Topics: Off-Site Team Building

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Draft — Updated Jan 8 by Kyle Geiste






Your blog is integrally
connected to all HubSpot tools.

HOW TO CREATE A SUCCESSFUL BLOG.

BEST PRACTICES FOR YOUR BLOG:

-  Write unique, educational content.
-  Format your blog properly.
-  Optimize your blog for search engines.
-  Use Calls-to-Action.
-  Promote your blog through social media.

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Write unique, educational content.



Write about your industry, not yourself!



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- 1 Write about your industry, not yourself.
- 2 Focus on one topic per blog post.



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- 3 Don't try to cover too much ground.

Write unique, educational content.

-  Write about your industry, not yourself.
-  Focus on one topic per blog post.
-  Don't try to cover too much ground.
-  Write consistently and frequently.

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Optimize your blog for search engines.



Use Calls-to-Action.



Promote your blog through social media.



Format your blog properly.



Write a clear title under 55 characters.

1

Write a clear title under 55 characters.

The screenshot shows a blog post on the Fifth Season Adventure Blog. The title "5 Reasons Why Off-Site Team Building Really Works" is highlighted with an orange box. The author is Dee Dee de Kenessey, dated May 12, 2014. The post includes a photo of people kayaking and a list of reasons for off-site team building. The website header includes navigation links for Home, About Us, Our Offerings, Contact, and Blog. A sidebar on the right contains a "Who Are We?" section, a "SUBSCRIBE TO EMAIL UPDATES" form, and social media icons for Facebook, Twitter, and LinkedIn.

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5 Reasons Why Off-Site Team Building Really Works

by Dee Dee de Kenessey on May 12, 2014 3:02:00 PM

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Every team faces challenges. When a group of individuals is thrown together and expected to collaborate, there will be bumps in the road. Egos will rise, tempers will flare, and production can flag.



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- 1) Boost morale

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Business Blogging Pros, Cons & Best Practices for Better ...


Blogging for business can be a lucrative investment for companies of all sizes. Find out what **blogging** means, who uses blogs, and which brands are doing it.



Format your blog properly.

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- 2 Include whitespace and images.


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5 Reasons Why Off-Site Team Building Really Works - Fift..

blog.fifthseasonadventure.com/6-reasons-off-site-team-building-works ▼

May 12, 2014 - Why Off-Site Team Building can help your team function effectively.



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-  Optimize your blog for search engines.
-  Use Calls-to-Action.
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What is a keyword?

A topic of importance.

Long-tail keyword examples:

“Best Italian restaurant in Boston”

“How to attract visitors to my website”

“Project planning software”

Optimize your blog for search engines.

- 1** Pick one long-tail keyword based on your topic.

Optimize your blog for search engines.

- 1** Pick one long-tail keyword based on your topic.
- 2** Place the long-tail keyword in the title, URL, image alt-tags, body and meta description.

2

Place the long-tail keyword in the title, URL, image alt-text, body and meta description.

← → C blog.fifthseasonadventure.com/6-reasons-off-site-team-building-works Questions? Call us now at 1800-399-2000

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- 3** Include anchor text.

3 Include anchor text.

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- 3** Include anchor text.
- 4** Assign a topic to each blog post.

4 Assign a topic to each blog post.

Topics
Organize your posts and create topic specific pages on your blog [Manage topics](#)

Off-Site Team Building ×

Add new...






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- [5 Reasons Why Off-Site Team Building Really Works](#)

POSTS BY TOPIC

Off-Site Team Building (1)

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