



Search, Content and Copywriting resources by Dave Chaffey



CONTENT MARKETING INSTITUTE™

<http://contentmarketinginstitute.com>

Content Marketing Institute is a global content marketing education and training organisation, teaching enterprise brands how to attract and retain customers through compelling, multi-channel storytelling.

Content Marketing



Grow - content marketing to help businesses "grow" as a business

Robert Bly is widely known as a control-beating direct response copywriter and Internet marketing specialist.

His background in chemical engineering and IT prompted him to begin his career in industrial marketing, where he continues to put his technical knowledge to work helping high-tech and B2B clients generate more leads and sales.

Robert Bly
<http://bly.com>

Copywriting

Nick Osborne is an entrepreneur in the business of shifting paradigms; co-founder of three businesses as a Trainer, Consultant and Presenter.

He has a wide wide range of experience over 30 years: in private, public and non-profit sectors; employed, freelance, entrepreneur, and even as a volunteer.

Nick Osborne
<http://www.nickosborne.net>

Search Marketing

Search Engine Land

<https://searchengineland.com>

Search Engine Land is a daily publication that covers all aspects of the search marketing industry. e.g. Highlighting the most recent google changes



<https://moz.com>

Moz provides search engine optimisation advice including things like a useful Beginners guide to search marketing step by step as a course



<https://www.searchenginejournal.com>

Search Engine Journals shows the latest trends and tips within the Search Engine Market



<https://www.smartinsights.com>

Smart Insights are a publisher and learning platform that helps our Marketers plan, manage and optimise their marketing using our downloadable planning templates, guides and interactive learning tools.

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