

A background network diagram consisting of interconnected nodes and lines, rendered in a light red color against a darker red background. The nodes are represented by small circles of varying sizes, and the lines are thin, connecting the nodes in a complex, web-like structure.


**rail-way-men**

software development station

# **BLOG ARTICLES - WHY ARE THEY IMPORTANT & HOW TO CREATE THEM RIGHT?**


**Iza Rokita**

# TECH TALK AGENDA:

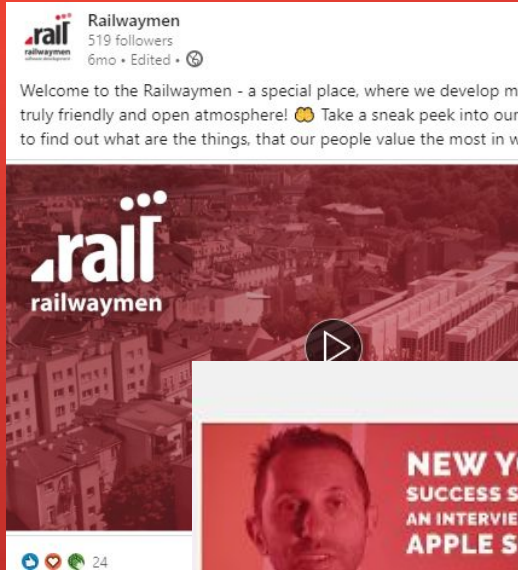
1. What is Content Marketing?
  2. Why blog articles are important in B2B?
  3. How to find the idea for your blog article?
  4. Tips & tricks on how to write an engaging article.
  5. How to measure if your article is doing good?
- 

# WHAT IS CONTENT MARKETING?

*a type of marketing that involves the creation and sharing of online material (such as videos, blogs, and social media posts) that does not explicitly promote a brand but is intended to stimulate interest in its products or services.*



# WHAT CONTENT MARKETING IS...



**raif railwaymen**  
Railwaymen  
519 followers  
6mo • Edited •

Welcome to the Railwaymen - a special place, where we develop in a truly friendly and open atmosphere! 🍌 Take a sneak peek into our world to find out what are the things, that our people value the most in our work.

**raif railwaymen**

24



**BUSINESS**

In 2019 we've celebrated our company **10 Years** anniversary!

- 49.5%** Increase in revenue
- 13** New Clients
- 6** countries they come from

**3 AWARDS**

- TOP RUBY ON RAILS DEVELOPERS 2019
- GLOBAL TOP 1000 COMPANIES GLOBAL 2019
- TOP SOFTWARE DEVELOPERS 2019



**raif-way-men**

**MARKETING**

## How to Build Your Digital Marketing Strategy Right?

14 min read



**NEW YORK SUCCESS STORY - AN INTERVIEW WITH APPLE SEEDS**

7:09

**New York Success Story - an Interview With apple seeds**

67 wyświetleń • 1 miesiąc temu



**5** new reviews on Clutch

**Software Development Association Poland**  
new membership



**70 hours that will save your project from failure - a Discovery Phase explained**

**DOWNLOAD EBOOK NOW**

# ... AND WHAT IT IS NOT.



Advertising · [www.ispot.pl/](http://www.ispot.pl/) ▾

## Apple - iSpot Online Store | Fast Delivery iSpot.pl

iSpot - **Apple** Premium Reseller. **Apple** equipment . Installment purchase. Order online now!

iPhone, iPad, iMac, AirPods, AirPods PRO, and many other **Apple** products . Check! Models: iPhone, MacBook, iPad, iWatch.

iPhone · MacBook · iPad · iWatch



# WHY BLOG ARTICLES ARE IMPORTANT IN B2B?

Google

best app development companies

Everything Graphics Messages maps Movies More Settings Tools

About 1,810,000,000 results (0.86 s)

**1.** Advertising - [www.webmyne.com/](http://www.webmyne.com/) \*  
**Mobile App Development Company - webmyne.com**  
Transform Mobile App Idea to Reality using top-notch mobile application developers India. Create Business, Utility, E-commerce app build by industry expert. Avail Free Consultation. Quick Turn Around Time. Highly Experienced Team. Experience 15+ Years.

<b>Contact Us</b> Reach Us Today Avail Free Consultation	<b>Our Expertise</b> 15+ Years of Experience Specialize in Multiple Technologies
--	--

**2.** **List of Top Mobile App Development Companies | World's Best Mobile App Developers**

- Dot Com Infoway - Making the Web & Mobile work for businesses, since 2000. ...
- MLSDev - World-class mobile and web **development** agency. ...
- hedgehog lab - Global **App Developer** based in UK, USA & Europe. ...
- Zco - A Tried-and-True **Development Company** .

More items ...

[www.softwareworld.co](http://www.softwareworld.co) >top-mobile-app-development-companies  
**World's Top 50+ Mobile App Development Companies in ...**

# WHY BLOG ARTICLES ARE IMPORTANT IN B2B?

Reason 1:

People are becoming more and more “immune” to the standard ads

The image shows a Google search interface with the query "best app development companies". The search results are displayed on a white background with a red border. The first result is an advertisement for "Mobile App Development Company - webmyne.com". The ad text includes: "Transform Mobile App Idea to Reality using top-notch mobile application developers India. Create Business, Utility, E-commerce app build by industry expert. Avail Free Consultation. Quick Turn Around Time. Highly Experienced Team. Experience 15+ Years." Below the ad text are two columns of links: "Contact Us" (Reach Us Today, Avail Free Consultation) and "Our Expertise" (15+ Years of Experience, Specialize in Multiple Technologies). The second result is a list titled "List of Top Mobile App Development Companies | World's Best Mobile App Developers". The list includes: "Dot Com Infoway - Making the Web & Mobile work for businesses, since 2000.", "MLSDev - World-class mobile and web development agency.", "hedgehog lab - Global App Developer based in UK, USA & Europe.", and "Zco - A Tried-and-True Development Company". Below the list is a link "More items ...". At the bottom of the search results, there is a link "www.softwareworld.co :top-mobile-app-development-companies" and a snippet "World's Top 50+ Mobile App Development Companies in ...".

Google

best app development companies

Everything Graphics Messages maps Movies More Settings Tools

About 1,810,000,000 results (0.86 s)

1. Advertising · www.webmyne.com/ ▾  
**Mobile App Development Company - webmyne.com**  
Transform Mobile App Idea to Reality using top-notch mobile application developers India. Create Business, Utility, E-commerce app build by industry expert. Avail Free Consultation. Quick Turn Around Time. Highly Experienced Team. Experience 15+ Years.

Contact Us  
Reach Us Today  
Avail Free Consultation

Our Expertise  
15+ Years of Experience  
Specialize in Multiple Technologies

2. **List of Top Mobile App Development Companies | World's Best Mobile App Developers**

- Dot Com Infoway - Making the Web & Mobile work for businesses, since 2000. ...
- MLSDev - World-class mobile and web **development** agency. ...
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- Zco - A Tried-and-True **Development Company** .

More items ...

www.softwareworld.co :top-mobile-app-development-companies  
World's Top 50+ Mobile App Development Companies in ...

# WHY BLOG ARTICLES ARE IMPORTANT IN B2B?

## Set up ad groups

Ad group type ⓘ : Standard ▾

An ad group contains at least one ad and a set of relevant keywords. To get the best results, try to collect all ads and keywords related to one product or service in an ad group.

Ad group name

Test AdGroup

best app development companies

### Keyword ideas

🔗 railwaymen.org

📅 best app development companies

### Daily forecasts

Estimates are based on your keywords and daily budget ⓘ

↕ Ad group 1 ↕

Clicks / day

0

Cost / Day

PLN 50.64

Avg. CPC

171.53 PLN

## Set up ad groups

Ad group type ⓘ : Standard ▾

An ad group contains at least one ad and a set of relevant keywords. To get the best results, try to collect all ads and keywords related to one product or service in an ad group.

Ad group name

Test AdGroup

app development companies

### Keyword ideas

🔗 railwaymen.org

📅 best app development companies

### Daily forecasts

Estimates are based on your keywords and daily budget ⓘ

↕ Ad group 1 ↕

Clicks / day

25

Cost / Day

PLN 300.00

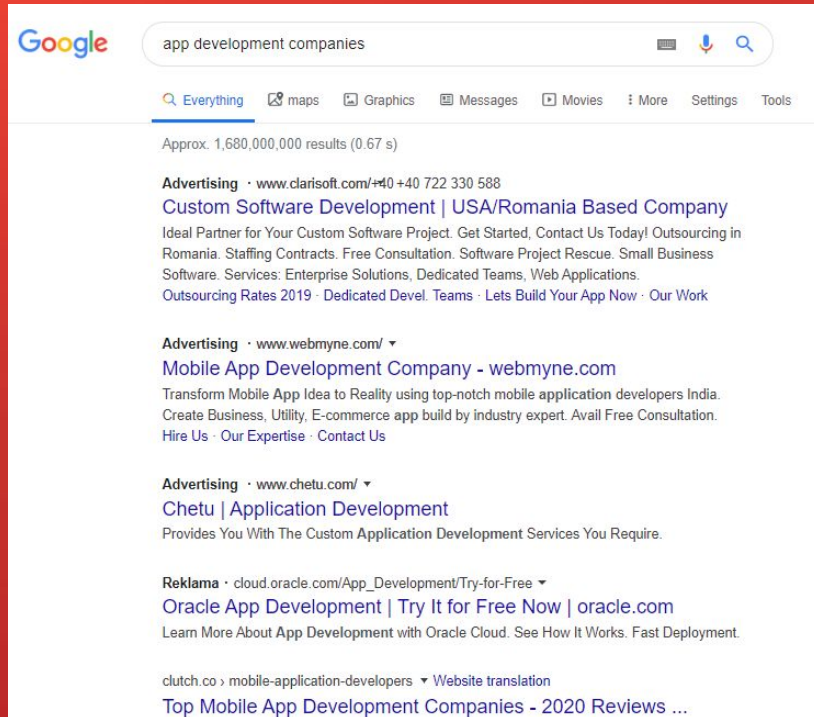
Avg. CPC

PLN 12.15



# WHY BLOG ARTICLES ARE IMPORTANT IN B2B?

Reason 2: They are usually much “cheaper” source of traffic than standard Ads.



Google search results for "app development companies". The search bar shows the query and the number of results is approximately 1,680,000,000. The results list several companies, including Clarisoft, Webmyne, and Chetu, each with a brief description of their services.

Google

app development companies

Everything maps Graphics Messages Movies More Settings Tools

Approx. 1,680,000,000 results (0.67 s)

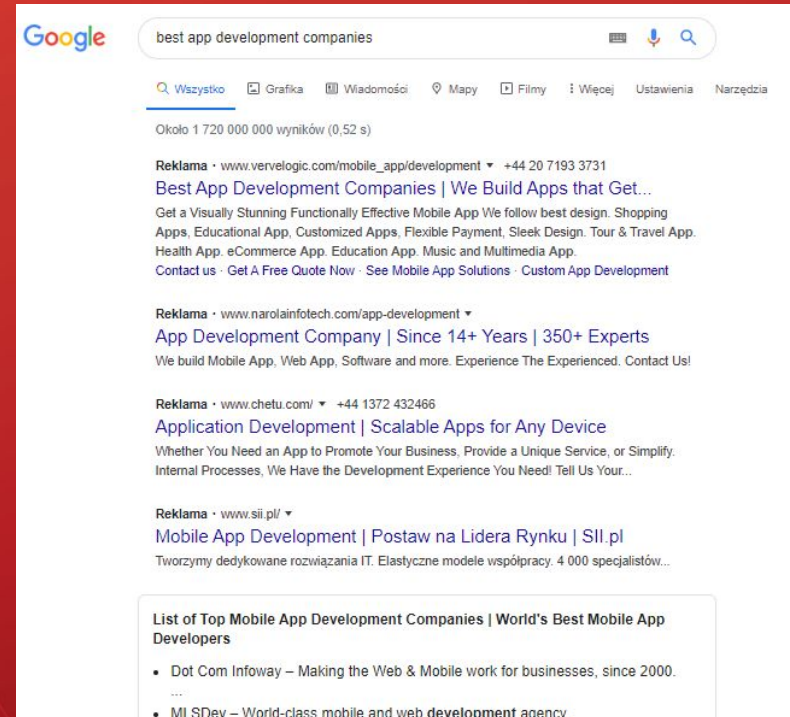
Advertising · www.clarisoft.com/+40 722 330 588  
**Custom Software Development | USA/Romania Based Company**  
Ideal Partner for Your Custom Software Project. Get Started, Contact Us Today! Outsourcing in Romania. Staffing Contracts. Free Consultation. Software Project Rescue. Small Business Software. Services: Enterprise Solutions, Dedicated Teams, Web Applications.  
Outsourcing Rates 2019 · Dedicated Devel. Teams · Lets Build Your App Now · Our Work

Advertising · www.webmyne.com/ ▾  
**Mobile App Development Company - webmyne.com**  
Transform Mobile App Idea to Reality using top-notch mobile application developers India. Create Business, Utility, E-commerce app build by industry expert. Avail Free Consultation.  
Hire Us · Our Expertise · Contact Us

Advertising · www.chetu.com/ ▾  
**Chetu | Application Development**  
Provides You With The Custom Application Development Services You Require.

Reklama · cloud.oracle.com/App\_Development/Try-for-Free ▾  
**Oracle App Development | Try It for Free Now | oracle.com**  
Learn More About App Development with Oracle Cloud. See How It Works. Fast Deployment.

clutch.co › mobile-application-developers ▾ Website translation  
**Top Mobile App Development Companies - 2020 Reviews ...**



Google search results for "best app development companies". The search bar shows the query and the number of results is approximately 1,720,000,000. The results list several companies, including Vervellogic, Narolainfotech, and Chetu, each with a brief description of their services.

Google

best app development companies

Wszystko Grafika Wiadomości Mapy Filmy Więcej Ustawienia Narzędzia

Okolo 1 720 000 000 wyników (0,52 s)

Reklama · www.vervelogic.com/mobile\_app/development ▾ +44 20 7193 3731  
**Best App Development Companies | We Build Apps that Get...**  
Get a Visually Stunning Functionally Effective Mobile App We follow best design. Shopping Apps, Educational App, Customized Apps, Flexible Payment, Sleek Design. Tour & Travel App. Health App. eCommerce App. Education App. Music and Multimedia App.  
Contact us · Get A Free Quote Now · See Mobile App Solutions · Custom App Development

Reklama · www.narolainfotech.com/app-development ▾  
**App Development Company | Since 14+ Years | 350+ Experts**  
We build Mobile App, Web App, Software and more. Experience The Experienced. Contact Us!

Reklama · www.chetu.com/ ▾ +44 1372 432466  
**Application Development | Scalable Apps for Any Device**  
Whether You Need an App to Promote Your Business, Provide a Unique Service, or Simplify Internal Processes, We Have the Development Experience You Need! Tell Us Your...

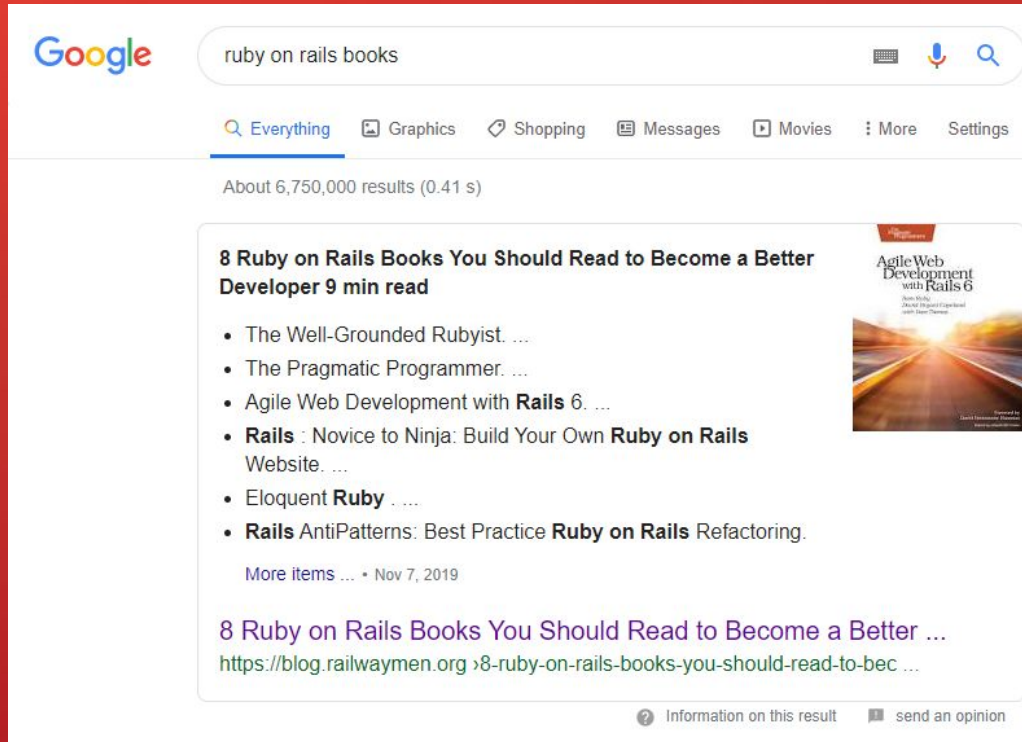
Reklama · www.sii.pl/ ▾  
**Mobile App Development | Postaw na Lidera Rynku | SII.pl**  
Tworzymy dedykowane rozwiązania IT. Elastyczne modele współpracy. 4 000 specjalistów...

**List of Top Mobile App Development Companies | World's Best Mobile App Developers**

- Dot Com Infoway – Making the Web & Mobile work for businesses, since 2000. ...
- MLSDev – World-class mobile and web development agency. ...

# WHY BLOG ARTICLES ARE IMPORTANT IN B2B?

Reason 3: If your content quality is good, you can get to #1 place in Search Engines almost for free - and you don't have to be a popular website to achieve that!



The image shows a Google search interface with the query "ruby on rails books". The search results show approximately 6,750,000 results in 0.41 seconds. The top result is a blog article titled "8 Ruby on Rails Books You Should Read to Become a Better Developer" with a 9-minute read time. The article lists several books, including "The Well-Grounded Rubyist", "The Pragmatic Programmer", "Agile Web Development with Rails 6", "Rails: Novice to Ninja: Build Your Own Ruby on Rails Website", "Eloquent Ruby", and "Rails AntiPatterns: Best Practice Ruby on Rails Refactoring". A book cover for "Agile Web Development with Rails 6" is also visible. The URL for the article is "https://blog.railwaymen.org/8-ruby-on-rails-books-you-should-read-to-bec...".

Google

ruby on rails books

Everything Graphics Shopping Messages Movies More Settings

About 6,750,000 results (0.41 s)

**8 Ruby on Rails Books You Should Read to Become a Better Developer** 9 min read

- The Well-Grounded Rubyist. ...
- The Pragmatic Programmer. ...
- Agile Web Development with **Rails 6**. ...
- **Rails** : Novice to Ninja: Build Your Own **Ruby on Rails** Website. ...
- Eloquent **Ruby** . ...
- **Rails** AntiPatterns: Best Practice **Ruby on Rails** Refactoring.

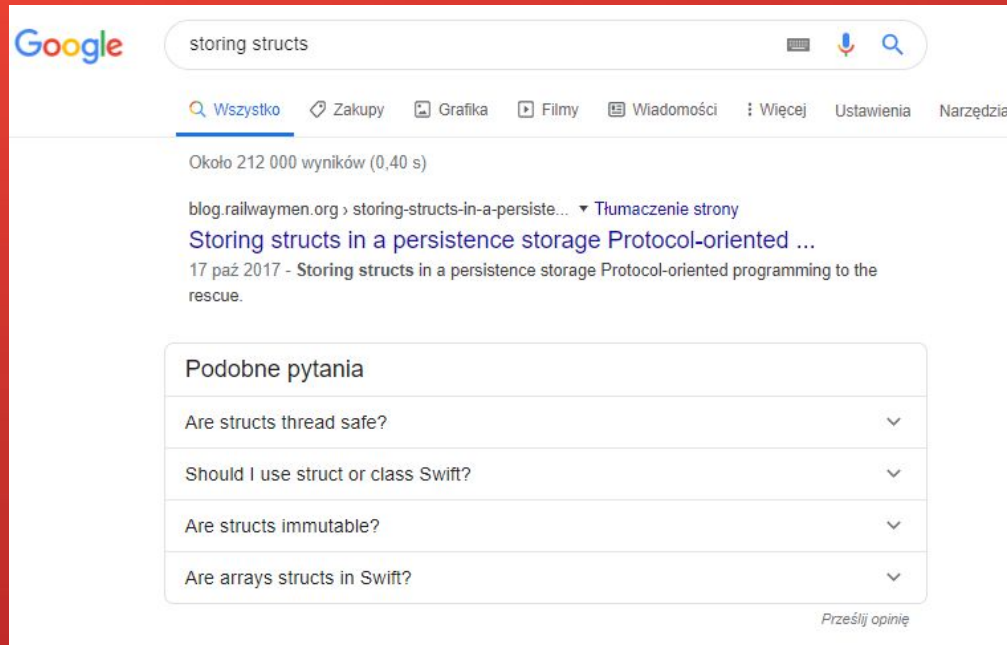
More items ... • Nov 7, 2019

**8 Ruby on Rails Books You Should Read to Become a Better ...**  
[https://blog.railwaymen.org/8-ruby-on-rails-books-you-should-read-to-bec ...](https://blog.railwaymen.org/8-ruby-on-rails-books-you-should-read-to-bec...)

Information on this result send an opinion

# WHY BLOG ARTICLES ARE IMPORTANT IN B2B?

Reason 4: You can attract potential clients who didn't even know, they need an app - and convince them, that they do!



Google search results for "storing structs". The search bar shows "storing structs" and the results indicate approximately 212,000 results in 0.40 seconds. The top result is from [blog.railwaymen.org](http://blog.railwaymen.org) with the title "Storing structs in a persistence storage Protocol-oriented ..." dated 17 paż 2017. Below the search bar are navigation tabs: Wszystkie, Zakupy, Grafika, Filmy, Wiadomości, Więcej, Ustawienia, Narzędzia. A "Podobne pytania" (Similar questions) section is visible, listing four questions related to structs in Swift.

storing structs

Okolo 212 000 wyników (0,40 s)

[blog.railwaymen.org](http://blog.railwaymen.org) › storing-structs-in-a-persiste... ▼ Tłumaczenie strony

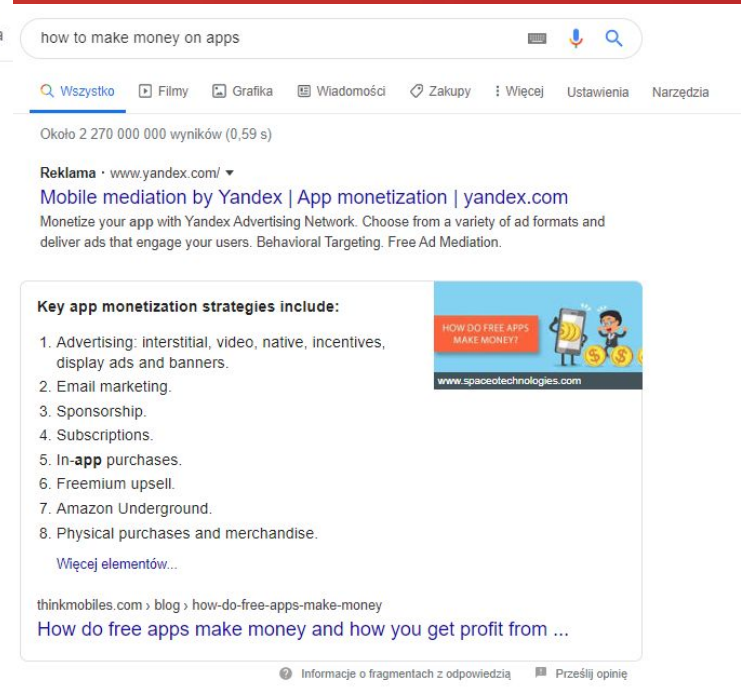
**Storing structs in a persistence storage Protocol-oriented ...**

17 paż 2017 - Storing structs in a persistence storage Protocol-oriented programming to the rescue.

Podobne pytania

- Are structs thread safe? ▼
- Should I use struct or class Swift? ▼
- Are structs immutable? ▼
- Are arrays structs in Swift? ▼

[Prześlij opinię](#)



Google search results for "how to make money on apps". The search bar shows "how to make money on apps" and the results indicate approximately 2,270,000,000 results in 0.59 seconds. The top result is an advertisement from [www.yandex.com](http://www.yandex.com) titled "Mobile mediation by Yandex | App monetization | yandex.com". Below the ad is a section titled "Key app monetization strategies include:" with a list of eight strategies. To the right of the list is a small graphic with the text "HOW DO FREE APPS MAKE MONEY?". Below the list is a link "Więcej elementów...". The bottom result is from [thinkmobiles.com](http://thinkmobiles.com) with the title "How do free apps make money and how you get profit from ...".

how to make money on apps

Okolo 2 270 000 000 wyników (0,59 s)

**Reklama** · [www.yandex.com/](http://www.yandex.com/) ▼

**Mobile mediation by Yandex | App monetization | yandex.com**

Monetize your app with Yandex Advertising Network. Choose from a variety of ad formats and deliver ads that engage your users. Behavioral Targeting. Free Ad Mediation.

**Key app monetization strategies include:**

1. Advertising: interstitial, video, native, incentives, display ads and banners.
2. Email marketing.
3. Sponsorship.
4. Subscriptions.
5. In-**app** purchases.
6. Freemium upsell.
7. Amazon Underground.
8. Physical purchases and merchandise.

[Więcej elementów...](#)

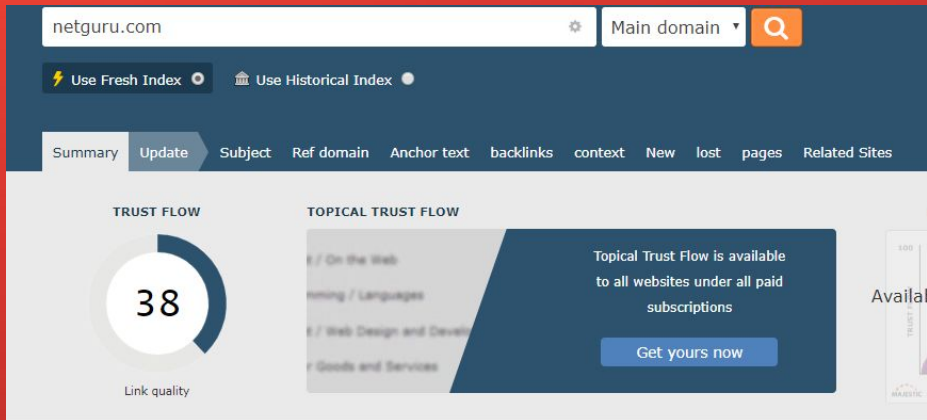
[thinkmobiles.com](http://thinkmobiles.com) › blog › how-do-free-apps-make-money

**How do free apps make money and how you get profit from ...**

[Informacje o fragmentach z odpowiedzią](#) [Prześlij opinię](#)

# WHY BLOG ARTICLES ARE IMPORTANT IN B2B?

Reason 5: They build your company strength for Search Engines.



## Netguru - Custom software development com

### EXTERNAL BACKLINKS

FRESH  
**40,721**



### REFERRING DOMAIN

FRESH  
**1 thousand - 10 thousand**



### IP REFERRING

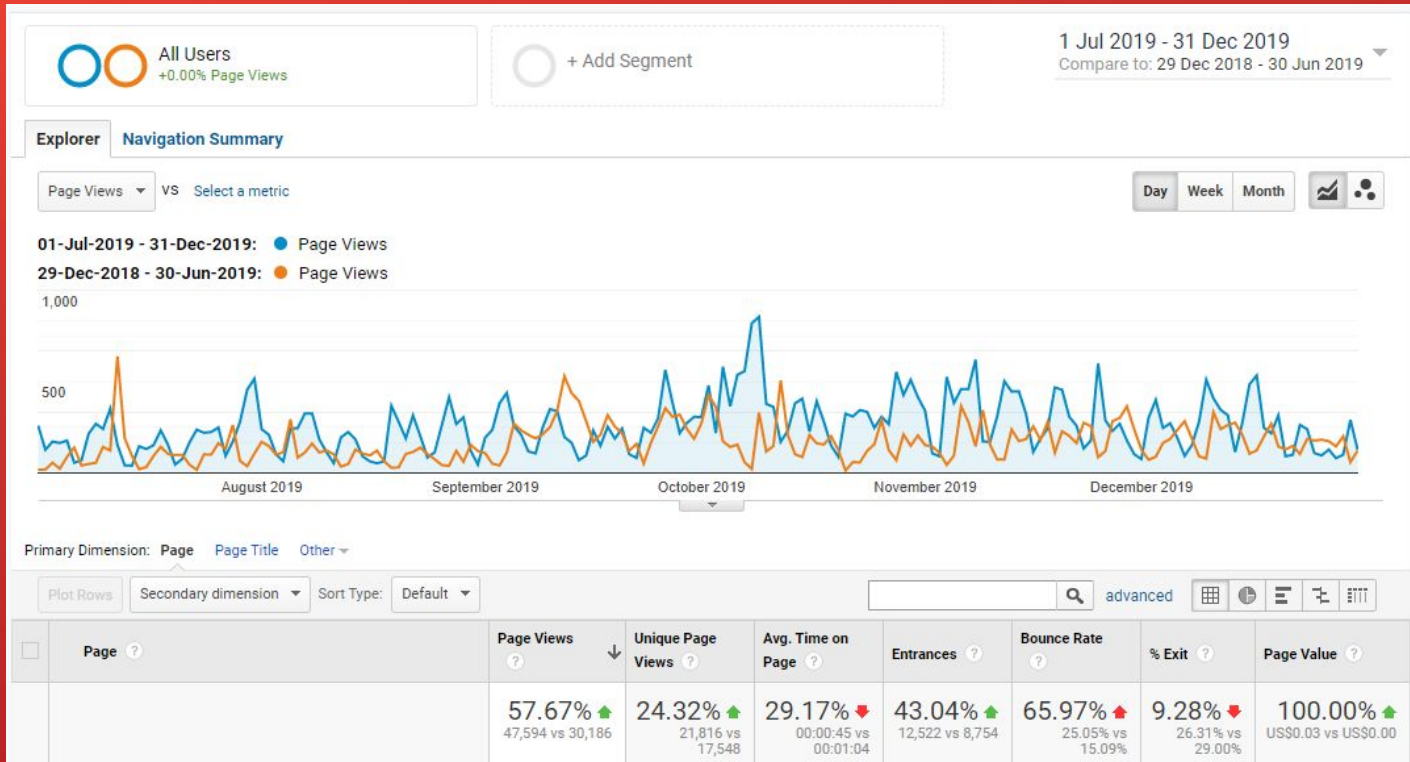
FRESH  
**Subscribe**



The screenshot shows a Google search for 'custom software development'. The search bar contains the text 'custom software development'. Below the search bar are navigation links: Everything, Graphics, Messages, maps, Shopping, More, Settings, and Tools. The search results show approximately 700,000,000 results in 0.51 seconds. The first result is an advertisement from www.exaco.pl for 'Custom Software Development Applications Created from A to Z'. The second result is an advertisement from www.adgroup.sh for 'Polish Software House Dedicated Software'. The third result is a website translation for www.netguru.com for 'Bespoke Software Development Netguru'. A 'Related questions' section is visible at the bottom, listing questions such as 'What is custom developed software?', 'What is custom software installation?', 'What is a custom developer?', and 'What companies use software developers?'.

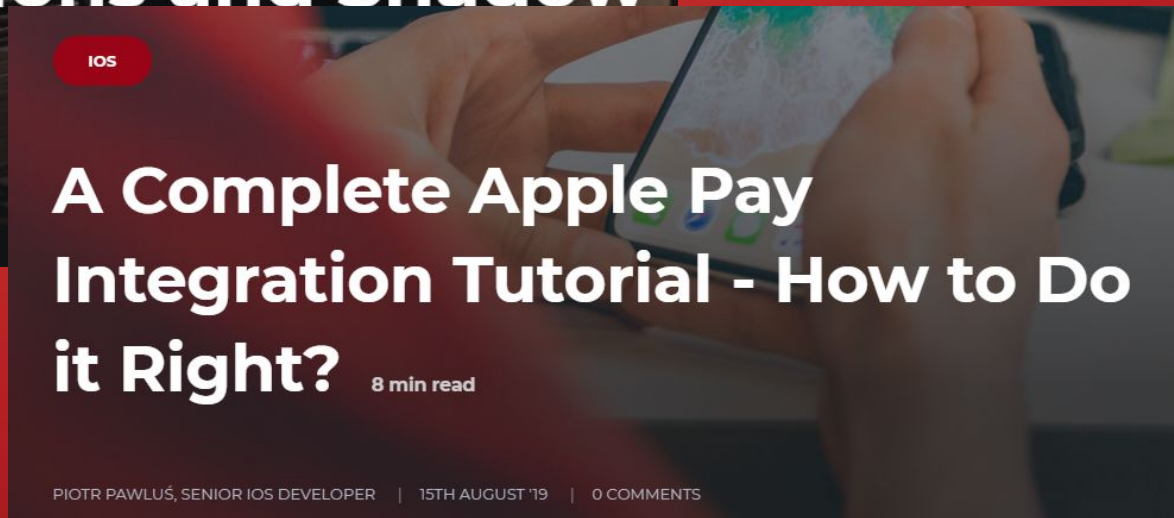
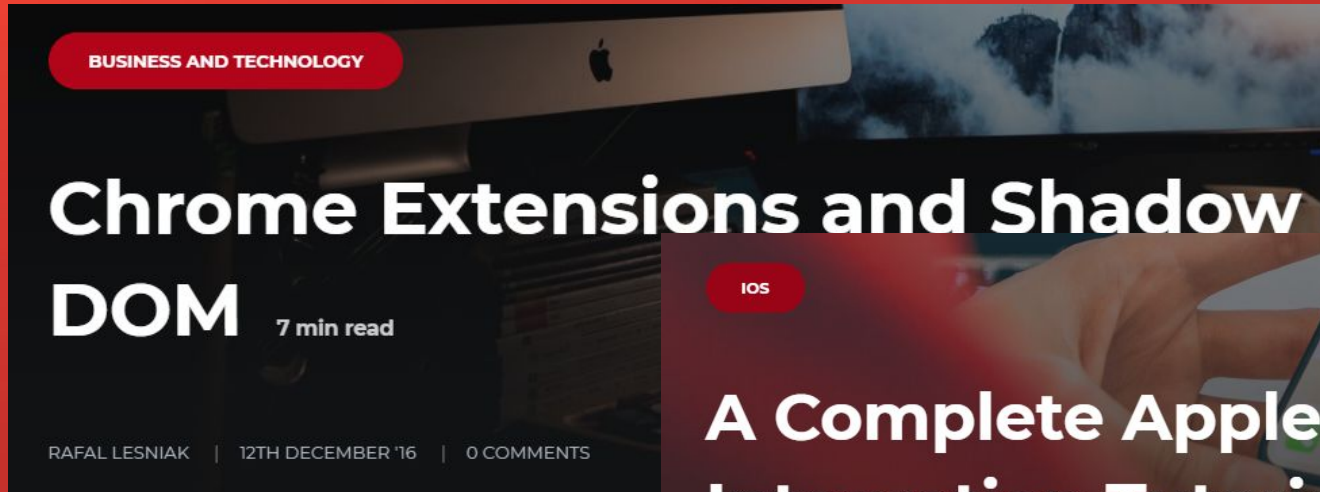
# WHY BLOG ARTICLES ARE IMPORTANT IN B2B?

Reason 6: Articles and other content marketing actions brings you a lot of traffic!



# WHY BLOG ARTICLES ARE IMPORTANT IN B2B?

Reason 7: They are building your professional brand and are the proof, that you know what you're doing!



# WHY BLOG ARTICLES ARE IMPORTANT IN B2B?

Reason 8: Content Marketing is just more subtle, informative and much more creative than traditional ads - and people can engage with it, which is awesome!

 **Railwaymen** Published by: HubSpot [?] · January 16 at 16:46 · 

How to make people more eager to use your app 📱 ? Simplify it! That's exactly what Twitter did with Twitter Lite and as the data 📊 show - it paid off. About building simple, yet working well products: progressive web apps are a great choice for it! Check why here 🙌 <https://hubs.ly/H0mzxGW0>

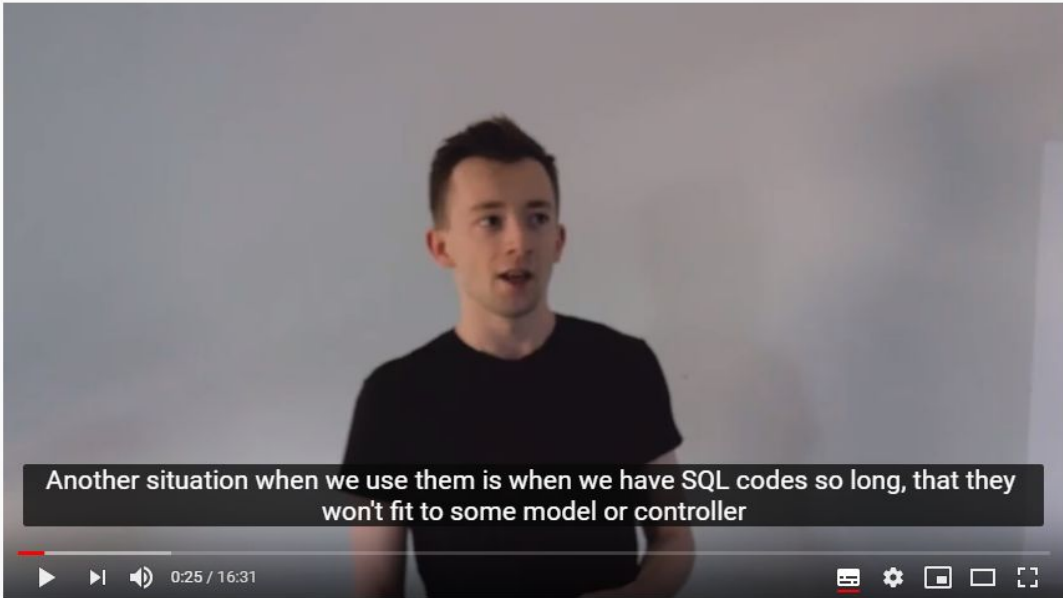


**BUILDING TWITTERLITE HAS  
LED TO A 75% INCREASE  
IN TWEETS AND A 20%  
DECREASE IN BOUNCE RATE**

 railwaymen  
SOFTWARE DEVELOPMENT SERVICE

125 Number of recipients      4 Activity      [Promote post](#)

 3






Another situation when we use them is when we have SQL codes so long, that they won't fit to some model or controller

0:25 / 16:31

Railwaymen TechTalk Episode 8: Query Objects Mapping

142 wyświetlenia · 30 gru 2019

 10    0   [UDOSTĘPNIJ](#)   [ZAPISZ](#)   

HOW TO FIND THE IDEA FOR YOUR ARTICLE?

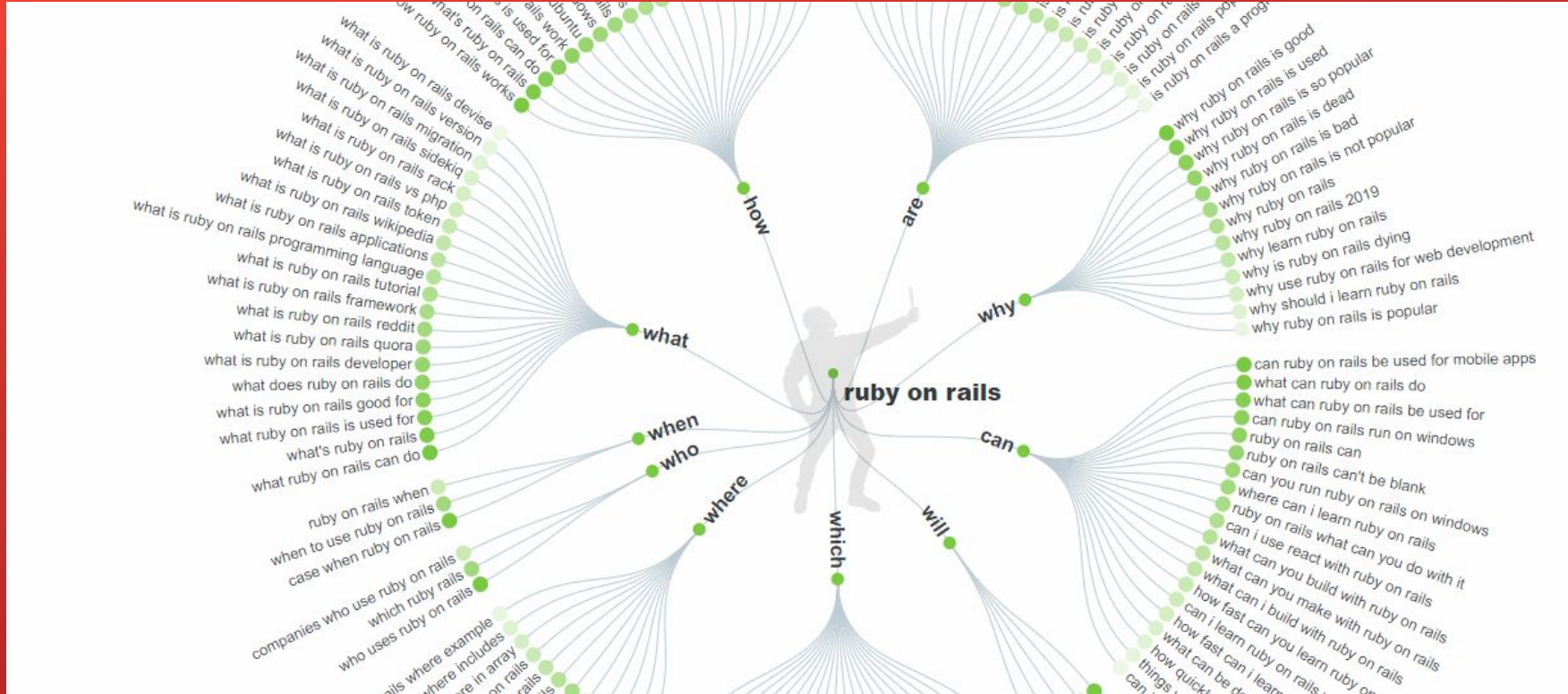
Let's use some tools for that!





# HOW TO FIND THE IDEA FOR YOUR ARTICLE?

1) <https://answerthepublic.com/>



# HOW TO FIND THE IDEA FOR YOUR ARTICLE?

2) <https://neilpatel.com/>


English / United States

3,381 Keyword Ideas  Filters

SUGGESTIONS [482] | RELATED [3,381] | QUESTIONS [69] |  
PREPOSITIONS [50] | COMPARISONS [40]

<input type="checkbox"/>	KEYWORD ?	VOL ?	CPC ?	PD ?	SD ?
<input type="checkbox"/>	ruby on rails learn	880	\$5.90	23	12
<input type="checkbox"/>	ruby on rails vs ruby	590	\$0.72	1	6
<input type="checkbox"/>	ruby on rails development	480	\$123.51	96	34
<input type="checkbox"/>	ruby on rails job	480	\$5.88	9	8
<input type="checkbox"/>	ruby on rails installation	480	\$7.88	3	6

## Keyword Overview: ruby on rails

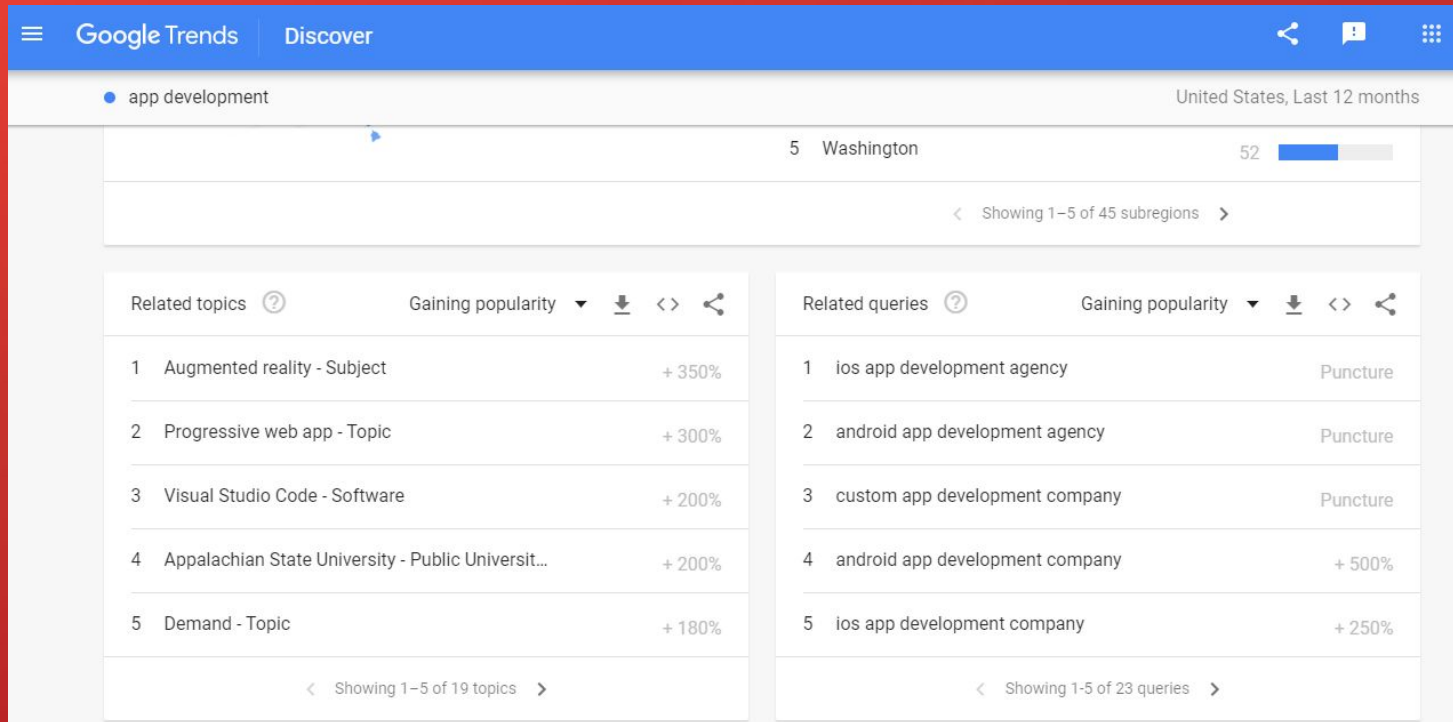


The average web page that ranks in the top 10 has **2,119 backlinks** and a **domain score of 86**.

	GOOGLE SERP ?	EST. VISITS ?	LINKS ?	DS ?	SOCIAL SHARES ?
1	<a href="https://rubyonrails.org/">rubyonrails.org/</a>	6,748	15,905	90	4,523
2	<a href="https://guides.rubyonrails.org/">guides.rubyonr...</a>	3,596	995	90	1,865
3	<a href="https://en.wikipedia.org/wiki/Ruby_on_Rails">en.wikipedia.or...</a>	2,160	1,198	100	538
4	<a href="https://www.skillcrush.com/ruby-on-rails/">skillcrush.com/...</a>	1,462	27	81	588
5	<a href="https://github.com/rails/rails">aithub.com/rail...</a>	1,041	1,030	98	5,911

# HOW TO FIND THE IDEA FOR YOUR ARTICLE?

3) <https://trends.google.com/>





# HOW TO FIND THE IDEA FOR YOUR ARTICLE?

4) <https://www.quora.com/>




Answer · Recommended for you ×

## How hard is it to get a job in web development?

 Colton Colcleasure, Became an employable web developer in less than a year.  
Updated Jun 25, 2017



From my experience, *very easy*. On December 17th, 2015 I sat down at a shitty laptop in a dark room and told myself I was going to become a web developer in 180 days. Unfortunately, it did not work o... [\(more\)](#)

 100+  8  153  

# HOW TO FIND THE IDEA FOR YOUR ARTICLE?

## 5) Your everyday life!

- Books you read
- News you heard
- Project you did
- Challenge, that you've overcome
- You name it!

But remember to do a SEO research either way!



# TIPS & TRICKS ON HOW TO WRITE AN ENGAGING ARTICLE.

## 1) Use number or question in the title

16<sup>TH</sup>  
JANUARY •  
2020

How to Build Your Digital  
Marketing Strategy Right?

12<sup>TH</sup>  
NOVEMBER •  
2019

5 Best Examples of Construction  
Software for Estimating to Make  
Your Business Grow Faster

# TIPS & TRICKS ON HOW TO WRITE AN ENGAGING ARTICLE.

2) Compare something to something



**Ruby vs. PHP - Which One Is Right for Your Project?** 11 min read

# TIPS & TRICKS ON HOW TO WRITE AN ENGAGING ARTICLE.

3) Focus on the value, that the reader will get from your article - so many people wrote on that topic, why you should read MY piece?

- mention sources, statistics and interesting infos
- include as much personal opinions as possible
- keep the language casual - like in a small talk
- if you can insert pieces of code - do it!
- use real-life examples



# TIPS & TRICKS ON HOW TO WRITE AN ENGAGING ARTICLE.

## 4) “Speak” the language of value

“This app is great because it has nice functionalities”

Vs

“Thanks to great functionalities, this app will save you tons of time and money spent on a repetitive tasks”



# TIPS & TRICKS ON HOW TO WRITE AN ENGAGING ARTICLE.

## 5) Keep the article structured

<Title>

Introduction

Elaboration

#1 section

#2 section

#3 section

Conclusion



# TIPS & TRICKS ON HOW TO WRITE AN ENGAGING ARTICLE.

5) Include photos, graphics, videos and other visuals

When it comes to technologies - 2019 was not able to surprise us. Thanks to an awesome team built of experienced Ruby on Rails & Mobile developers, we could deliver even the most complex projects within the fixed time & budget. Example: [Shawarmer app](#). Despite a completely different culture and some new payment options that needed to be implemented - we've made it.

Current projects going smoothly enabled us to experiment with some completely new technology stack - such as React Native.



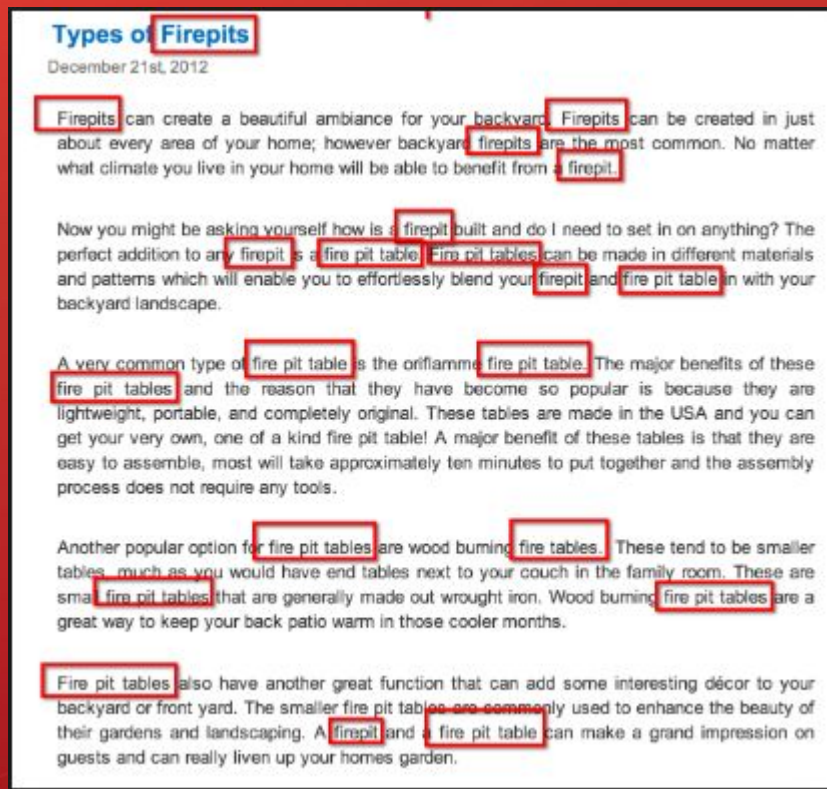
**Kamil Baćkowski, CTO**

From the technological point of view, the biggest innovation we've implemented last year is the wider usage of React Native. We had a chance to explore this technology on two projects developed for our clients and one open-source, that we're working on for our own marketing - sales purposes.

One of the biggest advantages of React Native that we see by now is that when it comes to quick prototyping & building mobile MVPs - it works very well! Another one is its rapid development, which it owes to a huge community and biggest brands using it on a daily basis.

# TIPS & TRICKS ON HOW TO WRITE AN ENGAGING ARTICLE.

5) Keep the keywords in mind but don't overuse them



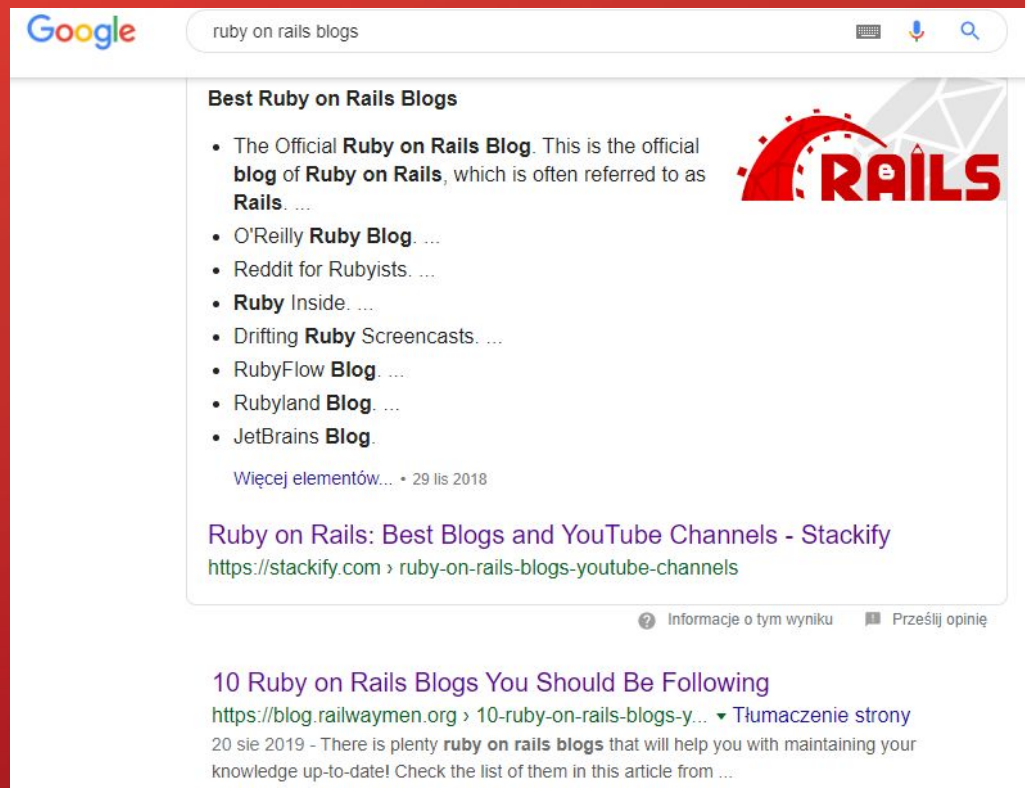
# HOW TO MEASURE IF YOUR ARTICLE IS DOING GOOD?

## 1. Google Analytics Data

<input type="checkbox"/>	Page ?	Page Views ?	Unique Page Views ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
		<b>718</b> % of Total: 0.83% (86,749)	<b>645</b> % of Total: 1.50% (43,027)	<b>00:06:50</b> Avg for View: 00:00:51 (710.62%)	<b>612</b> % of Total: 2.61% (23,449)	<b>58.08%</b> Avg for View: 21.76% (166.89%)	<b>85.24%</b> Avg for View: 27.03% (215.33%)
<input type="checkbox"/>	1. <a href="#">/what-do-basecamp-github-and-twitch-have-in-common-they-are-top-notch-ruby-on-rails-examples</a> 	<b>687</b> (95.68%)	<b>616</b> (95.50%)	<b>00:07:19</b>	<b>593</b> (96.90%)	<b>58.58%</b>	<b>86.46%</b>

# HOW TO MEASURE IF YOUR ARTICLE IS DOING GOOD?

## 2. Google Position



The image shows a Google search result for the query "ruby on rails blogs". The search bar at the top contains the text "ruby on rails blogs" and the Google logo is on the left. Below the search bar, the results are displayed under the heading "Best Ruby on Rails Blogs". A list of seven blog entries is shown, each with a bullet point and a truncated title. To the right of the list is a red "RAILS" logo with a gear icon. Below the list, there is a link to "Ruby on Rails: Best Blogs and YouTube Channels - Stackify" with its URL. At the bottom, there is another link to "10 Ruby on Rails Blogs You Should Be Following" with its URL and a brief description of the article's content.

Google

ruby on rails blogs

### Best Ruby on Rails Blogs

- The Official **Ruby on Rails Blog**. This is the official **blog** of **Ruby on Rails**, which is often referred to as **Rails**. ...
- O'Reilly **Ruby Blog**. ...
- Reddit for Rubyists. ...
- **Ruby** Inside. ...
- Drifting **Ruby** Screencasts. ...
- RubyFlow **Blog**. ...
- Rubyland **Blog**. ...
- JetBrains **Blog**.

Więcej elementów... • 29 lis 2018

[Ruby on Rails: Best Blogs and YouTube Channels - Stackify](https://stackify.com/ruby-on-rails-blogs-youtube-channels)  
<https://stackify.com/ruby-on-rails-blogs-youtube-channels>

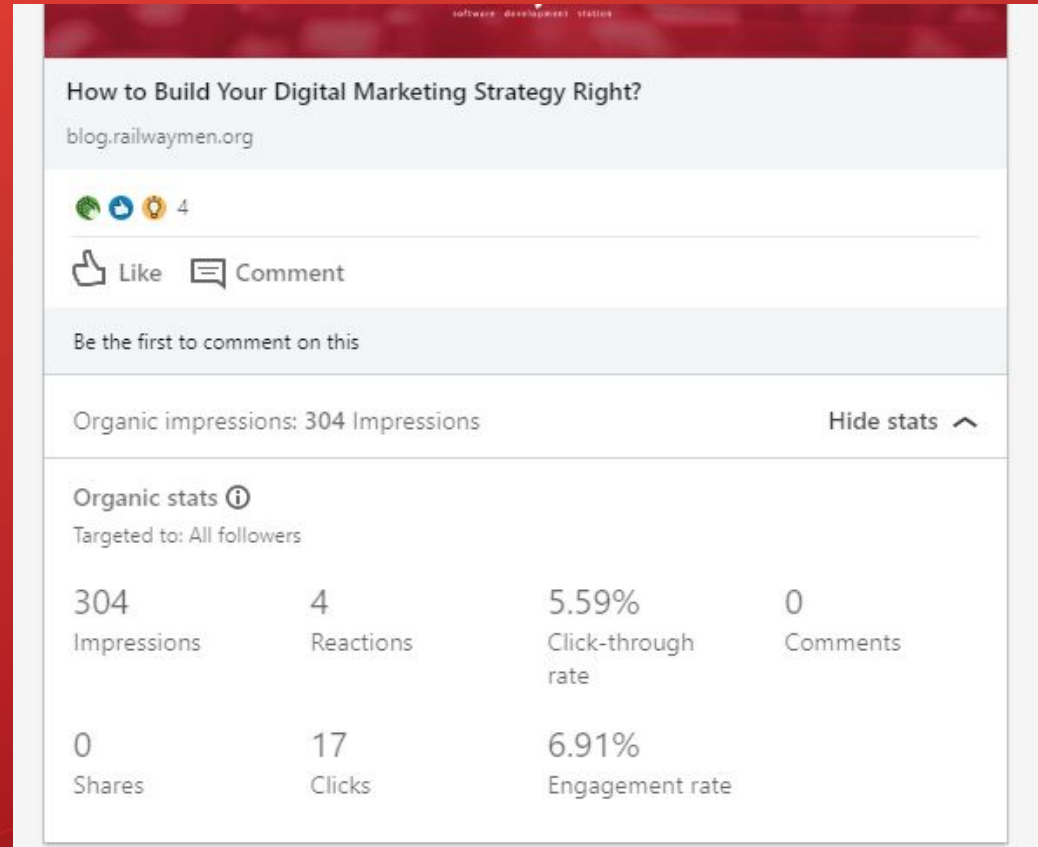
Informacje o tym wyniku Prześlij opinię

[10 Ruby on Rails Blogs You Should Be Following](https://blog.railwaymen.org/10-ruby-on-rails-blogs-y...)  
<https://blog.railwaymen.org/10-ruby-on-rails-blogs-y...> ▼ Tłumaczenie strony

20 sie 2019 - There is plenty **ruby on rails blogs** that will help you with maintaining your knowledge up-to-date! Check the list of them in this article from ...

# HOW TO MEASURE IF YOUR ARTICLE IS DOING GOOD?

## 3. Social Media popularity



# HOW TO MEASURE IF YOUR ARTICLE IS DOING GOOD?

## 4. CTA clicked

<input type="checkbox"/>	PREVIEW	NAME ↕	VIEWS ↕	CLICK RATE ↕	CLICKS ↕	LOCATIONS ↕	LAST MODIFIED ↕
<input type="checkbox"/>	<a href="#">CTA Best articles 2019 ruby on rails ...</a>	<b>CTA Best articles 2019 ruby on rails ...</b> Simple	159	38.99%	62	1	Jan 7, 2020 Iza Majocho
<input type="checkbox"/>	<a href="#">See all of them listed here.</a>	<b>CTA Best articles 2019 ror books</b> Simple	159	23.9%	38	1	Jan 7, 2020 Iza Majocho



# HOW TO MEASURE IF YOUR ARTICLE IS DOING GOOD?

5. Contact forms filled thanks to blog articles - again, Google Analytics



# HOW TO MEASURE IF YOUR ARTICLE IS DOING GOOD?

6. Word of mouth - client says, he/she found you that way :)



# BEST 5 ARTICLES PUBLISHED AT RAILWAYMEN BLOG IN 2019:

1. 10 Ruby on Rails Blogs You Should Be Following
2. What do Basecamp, Github and Twitch have in common? They Are Top-Notch Ruby on Rails Examples
3. 8 Ruby on Rails Books You Should Read to Become a Better Developer
4. Ruby vs. PHP - Which One Is Right for Your Project?
5. When Money Isn't Enough: the Most Expensive Apps that Failed

QUESTIONS?

