

THE BUSINESS OF BLOGGING – WHY AND HOW

WHY MAINTAIN A BLOG ON YOUR WEBSITE?

BECAUSE BLOGS ...

1



Provide visitors with new content weekly and keep them coming back.

2



Maximize search engine optimization and improve website ranks.

3



Improve your site's authority when other websites to pick up your stories and link back to you.

4



Attract new visitors through social media.

A BLOG ARTICLE SHOULD BE:

Brief and relevant (400-600 words)

Lead generating (end with a lead-generating offer)

Optimized and original (target keyword phrases, content must be original for SEO credit)

Generously packed with helpful, practical tips and advice (never self-promoting)

DOES IT WORK?

Businesses that blogged 16 to 20 times a month got three times as many leads as those who didn't.

—Hubspot 2011 e-book, "Lead Generation Lessons from 4,000 Businesses"

3x LEADS