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To Blog or Not to Blog?

Businesses today are faced with many different options of how to get word of their products and services out to potential customers. One option is writing a blog about their business. But don't just do because everyone is doing it. There needs to be a strategy in place because although there are numerous benefits, there are also some commitments you need to be aware of.

First the benefits:

1) **Blogs can improve your Google ranking:**

Search engines are always looking for good content that it can match to the keywords people are looking for. Update your site with new content often and Google will pay more attention.

2) **Show expertise in your field:**

Giving out free advice is a great way to establish you as an expert and a trusted resource for customers looking for your product or service.

3) **Gives a mechanism to get feedback from customers:**

Use your blog to tell about new products, services, advertising and then invite readers to leave a comment



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about their opinion of it.

Commitments to be aware of:

1) Time:

Blog posts need to be written frequently, at least once a week. Longer than that, readers will lose interest and won't return.

2) Content:

Blogs need to be well-written with interesting, useful content not just a hard sell of your products or services. If writing is not one of your talents, hire someone to do it or don't do it at all.

I can help your business get a blog established and can custom design it to match your business look.

I hope you have found this information useful. Even if you can't use my services at this time, maybe you know someone who can.

Next month: How to tell when a new site design is needed

Until we *Geek* again,

Cathy Gazzolo, the "Artistic Geek"

Creating websites that are easy to use and easy to find.