

Blogging for Business

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A “blog” is a website (or part of a website) that is regularly updated with new articles, thoughts, opinions, etc.

In recent years, many businesses have found that blogs have provided a significant boost to their website, often becoming a primary source of traffic for them.

There are a number of reasons that blogging can be a powerful marketing tool:

- People love fresh, interesting, and useful content.
- It’s unlikely that anyone will link to your “About Us” page, but if you write an insightful “top ten” list about your industry, hundreds or thousands of people may link to you within a matter of days.
- Journalists increasingly look to blogs to get a sense of what’s hot, and regularly posting industry-related blog articles can help you generate free media coverage.
- The constant infusion of fresh, keyword-rich content will give your site a boost in the search engines.
- It keeps people coming back to your site.

Blogging is easy to do poorly, though. Before you start, spend some time reading existing blogs, particularly within your own industry. Think about what you like and dislike about them.

Some quick tips for great business blogging:

- Post regularly, but not obsessively. Once or twice a week is a good pace.
- Try to give each post the same attention you’d give to a magazine article submission.
- Strive to provide useful, practical content that people will bookmark, send to their friends, or link to from their own website.
- Don’t rant, babble, or preach.
- Avoid getting overly personal. It’s okay to note that your baby was just born, but listing the items you ate for breakfast isn’t appropriate (unless you’re a food critic, of course).
- Get involved with other business bloggers. Exchange ideas and tips.

<http://www.fortymedia.com/blog/howto/29/how-to-promote-your-website>
