

Blogging Small Business

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Having a blog
for your
business

Get
noticed

Establish
authority
and
trust

Connect

Getting Noticed

- Through Search
 - Each post is a unique URL
 - It's relevant, specific, fresh content
 - It's worth sharing with other people
- Through Interaction
 - Being a visible part of your industry's community gets you noticed
 - Interacting with intent and some intelligence makes you a valuable, interesting player

Establish Your Brand

- Intelligent. Informed. Trustworthy.
- Gives a real sense of your business in a way that your website can't
 - Personal connection
 - Responsive and active
 - Trustworthy advice

Connecting

- Having a conversation
 - Participate and contribute on your own and on other people's blogs
- Talking back
 - Comments are where the conversation happens
 - Moderate, respond, acknowledge

Basic Requirements

- Put it on your site
 - Search benefits
 - Pre-qualified traffic
- Post regularly
- Stay focused: 1 post, 1 topic
- Give credit where it's due



Find Your Voice

- Be your wonderful self
- Be useful
 - Refine what you know, then share it
 - Curate the web
 - Tie it in to related areas
- Be enthusiastic and curious

Making It Relevant



Making It Relevant

- Whatever area you're in, there are related areas of interest to both you and your audience. We have a search marketing blog, and these are some of the areas we branch out into.
- Expand in ways that make sense for your target audience

Make It Profitable

- Small (but important) commitment to regular writing pays off big
 - Far less time required than copy writing
- Compliments and expands current marketing and publicity-generating efforts while providing solid site-related benefits

Why You?

- Existing relationship and trust
- Pay Per Post services don't know the client and their business like you
- Automated content generating services routinely violate copyright by scraping the content off of other sites. This can do much more damage than good.