



Blogging for business

Keeping a regular blog for your business - why and how!



WHY BLOG?

Well, several reasons...

Firstly, to show your authority in your business area: "this person knows their stuff" (but without giving away *all* your secrets).

Secondly, to put a personal face on your business - people buy from people, as they say.

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GOOGLE LIKES IT!

Your blog can bring people to your site, if you pick topics that include key search terms. Make sure to share on social media, to help broaden your reach.

And finally, Google and others like sites that are regularly updated, for instance by having new blog content often.



WHAT TO PUT IN IT

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Write about what you know, that your readers don't know, in a nutshell. Keep it to a single topic per blog, and don't waffle on for ages.

If your work is visual, then a nice lot of photos is good, but you do need *some* words, for Google to find, and to give context.



CHOOSING TOPICS

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Some pointers for topics, to get you started:

- Behind the scenes in your business. People are nosy!
- Your geographical area, and things happening there
- Topics and news stories connected to your business, even if not directly relevant.
- Calendar events: national, local, business, personal...



PEOPLE BUY FROM PEOPLE

So you need to make sure your tone is right. Be yourself, be chatty, get the balance right between technical language to show your expertise, and explaining what you mean for someone coming new to a subject. Tell them why they should be excited about the thing you're excited about, and keep it interesting.

