

The Fundamentals of Business Blogging - Visibility, Engagement, Opportunity, Link Bait, Brand, Content

There are 6 fundamental benefits to business blogging:

1) Gain Visibility as a Thought Leader

Each thoughtful post on your blog is a public demonstration of your thought leadership, personal integrity, humor, and professional insights. You don't have to refute one of Einstein's theories to get respect. For example, a summary of recent trends in your industry, or a reaction to a recent news article can be extremely effective blog posts.

2) Engage Customers in a Dialogue

If you blog using a solid blogging engine, readers will have the option to comment on each article. Folks who comment on your blog may be sales leads, or they may just challenge or support your views. Either way, comments beget comments, and you will soon be at the center of an industry-relevant dialogue with customers and partners.

3) Every Blog Article is an SEO Opportunity

The much-discussed "long tail" of search refers to highly specialized, low-traffic search terms that represent a significant amount of total searches. Translation: lots and lots of people are searching online for lots and lots of random things. You can't realistically optimize your site for every long tail search term, but you can certainly write blog posts targeting niche keyword phrases that are likely to draw highly qualified prospects. For example, blog a reaction to a speaker in your vertical at a local tech conference. You may not draw much natural search traffic, but there is a good chance your blog will rank well very soon for searches like "vertical + conference + speaker + city", and those visitors may be highly interested in your reaction to the speech.

4) Blogs Are Link Bait

Very few websites or bloggers will link to the "products and services" page on a corporate website. People don't link to corporate advertisements. On the other hand, a good blog article is an industry-specific insight or a thoughtful critique. Blog articles garner links because they are interesting, informative, and not overly corporate or sales-focused. The benefit to you is that more links means better search engine rankings and more site traffic, which translates into more sales leads.

5) Humanize Your Brand

Blogs offer an opportunity for a company to present its insightful, helpful, thoughtful side. Through a blog, prospects will get a sense of your company's people, culture, and vision. Blogs are an opportunity to provide a less antiseptic view of your company that is more personal and less "corporate". Blogs can humanize your brand.

6) In Google, Fresher Content = Better Website

Google will periodically crawl websites looking for new and updated content. In general, it is better to have Google crawl your site as often as possible. Sites that get crawled more often have more frequent updates and more authority. Blogging consistently ensures there will be fresh content on your site.