

4 REASONS TO HAVE A BLOG



Having an internet presence is essential for all businesses. Keeping a current website blog is essential to your internet presence.

#1 - DEMONSTRATE VALUE

If you're an authority in your industry, a blog will help show your value to existing and potential customers. Visitors are much more unlikely to do business with an out-dated website because it gives the impression of inefficiency. Stay current and show your knowledge with a current blog.



#2 - ENGAGE YOUR CUSTOMER

The best blog posts have two primary functions. They answer the question that led the reader to that page, and they convince the reader that you are the right one to provide that service. If you engage with a local audience, then they will engage with you.

#3 - SHOW YOUR COMPANY VOICE

The voice of your blog posts should echo how you communicate with customers. Your blog should demonstrate the elements of your business that make you unique, and appeal to your target audience. Through blogging, you can create an internal dialogue with your audience before they contact you.



#4 - HELP YOUR BOTTOM LINE

As your blog content library grows, so too will your keyword usage. Depending on the keyword that you are optimizing, your page will begin to show up more for certain search queries. In search, more visibility means more click-through, which means gaining new customers.

IT'S EASY!

(with the right approach)

Keeping a blog for your local business is the most natural way to regularly update your website. As the saying goes, content is king. Showing your customers what you can do for them will make your website valuable and help them to make the right choice. With the right approach and the right tools, your blog can help your business website get to the next level.