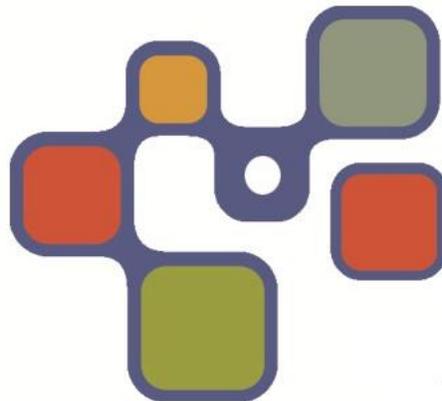


An Introduction to the Business Blog



Online marketers and SEO companies make a number of tools available to clients who want to make maximum use of their websites. One of those tools is the business blog. It is a tool that can reap measurable results when used properly. Yet many website owners eschew the business blog because the results do not appear to be evident.

Make no mistake that the business blog can be a positive force for your website. The fact that so many companies are now making use of it should say something important. Of equal importance is understanding what happens to companies that do not take advantage of this tool.

Worldwide Blog Usage

In order to show you the power of the business blog, let us start by looking at a few statistics. These statistics come by way of [Ignite Spot](#), a Utah-based accounting firm with offices across the Midwest and upper Midwest. Their statistics indicate the following:

- 77% of all Internet users read blogs regularly
- among companies that blog, 97% report more inbound links
- B2B marketers using blogs generate 67% more traffic
- websites with blogs boast 97% more indexed links
- 90% of consumers find relevant blog information useful
- 60% of consumers think positively of a company with a relevant blog
- 70% of consumers learn about a company through their blog rather than advertisements
- 61% of consumers have made a purchase based on reading a blog.

The statistics clearly demonstrate the power of the business blog for a number of purposes. Nevertheless, take that last statistic – the 61% of consumers who have made purchases via blog posts – and really think about it for just a moment. When you consider the average response rate of 10-15% for more traditional types of marketing, 61% is phenomenal.

If Your Business Does Not Blog

If your business does not blog on a regular basis, you are simply not reaching the widest audience possible. You are also not experiencing the greatest conversion rates for your website. And if conversion rates are not optimised, you are actually wasting your time and money being online.

Forbes contributor Ken Makovsky [wrote a very valuable piece in 2012](#) that underscores the consequences of not having a business blog. Makovsky is a PR expert and a member of the PR News Hall of Fame. He explained that any company choosing not to develop a blog is falling behind its competitors, citing a 35% increase in the number of companies using blogs between 2009 and 2011.

According to Makovsky, your competitors are blogging for a number of reasons:

- to build credibility and trust
- to create industry expertise
- to put a human face on the company

- to enhance company visibility
- to promote products and services
- to protect the company's online reputation.

The point to take away is this: more and more companies view blogs as critically important to the health and well-being of their businesses. Therefore, they are investing money and resources in them. If you are not doing the same, you are falling behind. Any benefits your competitors are enjoying through their blogs are not coming your way.

“Increasingly, companies are recognising the value of their blogs. Eighty-five percent of businesses rated their company blogs as ‘useful,’ ‘important’ or ‘critical’. A very significant 27% rated their company blog as ‘critical’ to their business.”

Ken Makovsky
Forbes Magazine

Your Reputation and Authority

If nothing else, a business blog is a tool companies use to build their own online reputation. If you go back and look at the statistics we cited from Ignite Spot, you would see that consumers have a positive view of companies with business blogs at a rate of about 60%. That means six out of every 10 consumers who read your blog will have a favourable opinion of your business as long as the information is relevant and useful.

It stands to reason, then, that the opposite is also true. Without a blog adding veracity to whatever claims your business makes, you are just another cog in the wheel of competition. Your potential customers will look elsewhere for the products and services you sell because you do not appear to them as an authority in your area of business.

Keep in mind that the Internet is now a vast wasteland of information, much of which cannot be trusted because it is created by people with no knowledge of the topic at hand. Today's Internet user is savvy enough to understand the principle of not believing everything he or she reads online. Therefore, separating yourself from all the noise requires that you establish some mechanism of authority. That mechanism can, and should, be your business blog.

How to Use a Business Blog

Gaining maximum benefit from a business blog is a matter of using it properly. There are some basic guidelines that apply regardless of the sector your company is involved in. They are as follows:

- **Relevant Content** – Since the point of your blog is to establish your authority, protect your reputation, and give your readers something useful, your blog needs to provide relevant information with every post. As an example, a company specialising in consumer electronics would be wise to blog about new technologies, products and manufacturers, security bulletins, and so on.

- **Useful Content** – In addition to being relevant, blog posts need to be useful. That means every post needs to answer a question, solve a problem, or provide some other kind of information the reader can actually do something with. It's not enough to throw 750 words on a page and hope for the best.
- **Understandable Content** – New bloggers often have a difficult time relating to their readers in such a way as to make the content easily understandable. For example, writers tend to use a lot of industry-specific vocabulary and jargon that goes way over the heads of readers. For maximum effectiveness, blogs need to be written in everyday language and with examples that meet readers where they are.
- **Concise Content** – Search engines are very specific these days in how they rank webpages. Their sophisticated algorithms can identify blog posts that ramble on without saying anything important. Therefore, while overall length is not necessarily a concern, blog posts should be concise in the points being made. A good rule is to get in, say what you need to say, and get out.

Of course, every productive blog includes some basic elements like relevant links and descriptive titles. Once a company's blog grows, it is also expected to include reciprocal links with other companies talking about the same types of things. These reciprocal links build credibility and help to maintain a positive online reputation.

Choosing Blog Ideas

All across the Internet there are literally tens of thousands of blogs that have been abandoned by their owners. In most cases, they have been abandoned because they did not produce the results the owners were hoping for. However, that's not the fault of the blogging concept; it's the fault of not knowing how to effectively blog.

The most important aspect of the business blog is coming up with the ideas necessary to post regularly. Given that marketing experts recommend posting a new blog every day, this is one of the most difficult parts of the task. You simply run out of ideas.

According to [Business2Community](#), the best ideas include:

- relevant industry news
- 'how to' guides
- analysis – including charts and infographics
- interviews with company officials.

Among all of the ideas listed above, relevant industry news is perhaps the best in terms of being a lifesaver. When all else fails and the writer is unable to come up with a suitable post idea, one look at the news usually solves that problem. Yet there is an added benefit here as well: blog posts referring to industry news keep your readers abreast of all the latest in your particular sector.

"You're probably also aware of what's happening in your industry right now. Write about the issues your customers or prospects might be facing, and how they can best deal with them."

Business 2 Community

How We Can Help

One final thing to consider regarding your business blog is who actually does the writing. Assuming your company has one or two employees who are skilled in this area, you are all set for writers. Nevertheless, most companies find themselves wanting. That's where companies like Carman Online Content Publishing come into play.

Carman specialises in creating high-quality content that will make your website stand out from the competition. Business blogging is but one of the services we offer.

Our team of expert writers are more than capable of producing daily blog posts on just about any topic you desire. Furthermore, our writers take the time to thoroughly research and document in order to create blog posts that establish your company as an authority within your industry. Our blog writing service is more than just a way to generate text.

In addition to creating posts for your business blog, we can also integrate that content with social media outlets like Facebook and YouTube. When you combine business blogging with social media, you create a dynamic way to increase visibility while maintaining your online reputation.

If you would like to know more about our blog writing service, [we encourage you to contact us](#) at your earliest convenience. One of our representatives would be more than happy to discuss your business blogging needs in order to develop an effective strategy for your company.