



INTRODUCTION TO BUSINESS BLOGGING

FREE E-BOOK

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By

Aruna S
www.seoage.com

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BUSINESS BLOGGING STRATEGIES FOR BEGINNERS

Tips And Strategies To Make Your Website's Blog Work For You

If you're in business online, you probably have a blog. If you don't have a business blog yet you need to get a business blog. Blogging for business is a crucial (and free) way to advertise yourself, your website and your products. It also helps with search engines to affiliate your business website with relevant keywords.

What makes a successful blog? It is one of those answers that's as simple as it seems. A blog is a necessary extension of your business website. Your blog is a great marketing tool, but it's a mistake to use it solely as a marketing tool.

Readers don't want to return to a blog that is entirely self-serving and reads like an infomercial. Here are some great tips to help make your blogging experience more fun and more beneficial:

Offer Quality Content

It seems like it goes without saying, but you might be surprised at how often this is overlooked. For your blog to be successful, it needs to be engaging. Plenty of people may follow or read your blog, and the key is to get them to leave comments and remember what you had to say. Comments aren't the only way to make your blog interesting and interactive. You can also make use of questions, polls, interesting facts, links, relevant videos, your favorite things, and many other things that involve human interest and touch on emotions.

Catchy Title And Opening Sentence

Your title and opening sentence are your post's first impression. You know what they say about first impressions. Make your title and opening sentence engaging and interesting, and your reader is more likely to stick around and read the rest of your post. They may even share it. Also, proper use of words in a blog title is more likely to be scooped up by the search engines. Ask yourself 'is this something I would want to read?' If not, there's a good chance your reader won't want to read it either.

Post Regularly

If you're blogging for business, then you should get yourself on a blogging schedule. If someone is a devout follower of your blog, it won't take long for them to tire of stopping by your blog to see the same post they saw last week. With so many blogs to look at they may move on to someone who posts more frequently. Don't let that happen. Post regularly. Even if regularly is only once or twice a week, it keeps your content fresh, keeps people interested and gives them a chance to connect with you. Whether it's a favorite quote, video or picture... it's still new content.

Keep It Positive

One of the worst things you can do is to be negative. If you're in the business of complaining or trash talking your competition, chances are you won't have many readers. If you do have readers, they're likely not the readers you want. A business blog is not the place for highly controversial topics, and negativity you alienate readers and risk coming across as unpleasant or painful. Some may argue that controversy draws traffic, but that's not a chance worth gambling your business credibility with.

It Takes A Friend To Make A Friend

Comments. Who doesn't love them? One of the easiest ways to bring attention to your blog is to leave comments on other blogs. Not only is it good free publicity, but it's also a nice thing to do. Besides you just might learn something or uncover some useful tips or a sale. Win-Win.

Make It Personal

Take advantage of social media (Facebook, LinkedIn...) One of the best things about social media outlets is that they offer a targeted audience to share new ideas, products, and information. Blogs and social media outlets allow the buyer/potential buyer to see you on a more personal level which is almost always good for business.

Guest Blogging

Guest blogging is an excellent way to promote other businesses. You're giving your guest the attention of your audience, and at the same time, you will be introduced to a new audience of readers and gain some publicity by being a guest blogger on their site. Everyone wins new exposure & new readers for the writers and a new perspective for the readers. Nice.

Use Links & Keywords

Your blog is one of the best places for you to take advantage of relevant links and search engine friendly keywords. Whenever possible link back to your website, your previous blog posts and your social media sites. When you share the other places, you can be located online, and it saves the reader the trouble of having to research the information. It also gives you credibility and shows your willingness to showcase your wares across several channels. Aren't you savvy and established to be all over the place.

Analytics And Trackers

Take advantage of the free analytic and tracking software available out there. You can find out what sites or keywords brought visitors to your blog, where they are 'bouncing' to, the geographic demographic of your readers, how long people were on your site, what posts were most popular and so much more. Try Google Analytics to get started.

End On A High Note

Your first few sentences determine if your reader will stick around. Once they have gotten to the end, the trick becomes getting them to come back.

TIPS TO GET TRAFFIC TO A BUSINESS BLOG

Every day more and more businesses are starting to create blogs. They are using these blogs to help market themselves. The thing that business owners need to keep in mind is that the only way the blog can turn into a successful marketing tool is if the business owner has a solid understanding of how to get traffic to the blog.

Social networking is not something that any business owner can afford to ignore. When a business sets up an account with websites like Twitter and Facebook, they are making it possible for them to connect with thousands of people. Not only will the business be able to use the social networking websites to help them connect with customers, but the fact that both Facebook and Twitter allow the posting of blog links makes it easy to alert fans of the business that something new has been posted to the blog.

Not only will participating in social networking help the business get traffic to the blog, but the backlinks that the business can use in their profiles and comments will contribute to boosting their websites search engine rankings.

Interestingly enough, one of the things that some businesses have done to get traffic to their blog is writing articles and posting comments on discussion boards that direct readers back to the businesses blog. There are two ways that this can work. The first is by making sure the article/review post is directly related to a topic that the business recently blogged about.

If a person stumbles across the article and becomes interested in the topic, naturally the next step is reading the blog post. The second way that the article/discussion post helps the blog is that a link to the blog can be embedded in the article, which will boost the blogs search engine ranking, making it easier for people to find.

One of the things that businesses are going to want to do is to look at their website and figure out how the layout can be changed so that visitors will be able to find the blog easily. Some businesses choose to handle this by making sure that

the blog is a part of their website. Other businesses find that they prefer it when they have the blog located on a separate server. Instead of posting it directly on their site, they make sure that they have a very prominent link on their homepage and invite all the web page visitors to check out the blog.

It is important that business owners don't get so obsessed with the idea of being able to get traffic to their blog that they forget about the actual blog. It is up to the business owner to make sure that the blog is frequently updated with interesting posts.

Starting Your Own External Business Blog

Starting a blog for your business offers many advantages for all types of companies. A blog for your business can help to establish a better reputation for your brand as well as promote awareness about your business. An external blog, however, can achieve that and more. These types of blogs help to increase the amount visitors to your website by way of valuable content marketing and better search engine optimization (SEO).

Before we get too enthralled by the benefits of external blogging, let's observe the fundamentals of what constitutes an "external business blog."

External Business Blogs: Defined

An external blog is a content publishing website that is a separate domain from the actual website of the business. Where an internal blog is a part of a website's domain ("http://www.yourbusiness.com/yourblog"), a blog that is external are their entity ("http://www.yourblog.com").

Blogs for businesses often target a particular niche or topic that relates to the company in some way. Additionally, some external business blogs are even designed to include similar brand elements of the business. There many ways to start an external blog for your business, but what is important for almost any type of blog is having a very distinct focus that captures the interests of a very targeted audience.

Focus Your Blog's Theme

Most broad-based blogs that cover many different subjects fail to retain a consistent readership and a loyal following. It signifies the importance to carve a niche for your blog and narrow the overall theme of the blog's content.

For example, if the law firm is developing a blog for its legal practice, the topic should be focused on a particular area of law. In a legal context, this concept could be taken to high extremes, for a business law firm could create a blog dedicated solely to bankruptcy litigation or creditor's rights law.

The key is to understand the nature of the target audience and the type of content they find value in reading. Before launching any blog, take some time to absorb who and what the content will emphasize. Does the target audience appear large enough? Can valuable content be produced that will generate interest? Does the idea behind the blog offer sustainable value?

A general tip to remember before getting started always creates a blog with a purpose and only publish content that offers value.

Develop Goals For Your Blog

All blogs, both internal and external, should have a goal. One of the most common goals for business blogs is to attract relevant readers (with compelling content) and funnel those readers to the business's website. This practice is known as content marketing, and it helps to establish credibility and trust in business, so the readers will react more positively when considering the company as a solution to their needs.

Another common goal for external business blogs centers on the practices of search engine optimization. The success of an SEO campaign often hinges on the popularity and credibility of a website. It is where an external business blog can help.

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In SEO, links pointing to a website are like votes of popularity. A well-optimized website with quality links directing to its web pages will often be recognized as popular to the search engines, and thus deserving of a higher ranking. Building links from an external blog are one of the easiest and highly effective techniques to generate "link popularity" for SEO and achieve greater rankings in the search engine results.

A blog for a business can also serve as a robust tool for branding and build more awareness in the market. This idea coincides with content marketing; however, the difference is having less call to action and more interaction. Unlike marketing-focused blogs that seek to inform and direct readers to take action, blogs for branding can be fun retreats for Internet users while offering creative and enlightening content.

While developing a blog for your business, don't be afraid to exploit some creativity and enjoyment. If you are truly passionate about your profession, you will love managing your blog and share ideas and information with your readers. Just remember to build your blog with a purpose (and with goals,) and keep your content fresh, valuable, and focused on your niche.