

If you've spent any time online in the last twenty years, you know most businesses have a website. A website will give a small business credibility. It will put a small business on a more even footing with a larger business that already has a website.

The next problem is to figure out how to get your website to come up in the search engines. Search engine optimization and advertising will help. You will still need to be adding content and other updates to continue to show your credibility. A blog will show what's going on behind the scenes and it is a great way to keep your customers updated with what is going on with your company and with what is going on in your industry. Some have said blogs are dead, but the events of 2020 have shown that it's difficult to make an accurate prediction of the future, even when you think you are reading the trends correctly.

An added bonus when you start a blog is that you will be able to continue to add long tail search terms to your website. You will also be able to attract new customers by letting them know more about your company. A good blog post can have a call to action that will have customers reaching out to you.

Research has shown that a company that updates their blog at least three times a month gets almost double the traffic of a company that doesn't blog at all. You might be alternate blog posts with information on your business and blog posts on news in your industry. A post answering frequently asked questions can help establish credibility and bring new customers to your website.

### ***Now that we've established reasons that you need a blog, what are the next steps?***

There are a number of ways that you can set up and maintain a blog. The three main options are listed below. What you decide will be a personal choice. You want to do what will most help your business and fit in your budget.

- 1) If you have the time, you may decide that you want to write for your company blog yourself. You have the knowledge and you know your target audience.
- 2) You may ask an employee or relative to write the blog posts instead. They will still have knowledge, though maybe not as much as you have.
- 3) The final option would be to hire a freelance content writer to write your post for you. At first a freelance content writer might need to work with you to learn your target audience. They will need to know what your goals are with your blog.

A good content writer would know the questions to ask to learn about your business. They would know how to keep updated on the most recent news in your industry. Once the freelancer knows the target audience, they can help keep your blog updated. They can send you the posts so you can review and send them any updates or additions. After that, you can either add the blog post yourself or have your freelancer do it.

### ***Once you know who is going to write the blog posts, what next?***

Blog post length and frequency are the most difficult to nail down. Much research has been done to determine the best results, but it will depend on the business and the industry. At

least once a week is good, but you might choose to post daily. No matter what you choose, you should make sure that your blog posts are informative and offering valuable and current information to your customers, while at the same time posting consistently.

If you choose to post once a week, you'll need to do some looking at your blog and website traffic to determine the best day of the week to publish. You might initially post on Tuesday, but if you see most of your traffic is on Monday, you might move your posting to Sunday evening. This schedule will allow you to get the most recent industry news for your blog post.

There are also a number of different suggestions on how long your blog posts should be. Posts of 1,000 to 2,500 words will help with showing up in the search engines. However, even posting a 300 word post can help with your page rank on the search engines.

If you are working with a freelancer, your best bet is going to be working with them to come up with the blog post length that you'd prefer, and start from there.