

Many businesses wonder if they should get a blog on their website.

A blog can be a good idea.

First, when you have well-written, valuable content, search engine web crawlers will find the content and the long-tail keywords leading people to your website.

Second, when you have quality content, your customers will spend more time on your site.

Third, your customers and Google see you as an authority in your industry. Search engines prefer well-written, valuable content. A blog can generate interest in your offers, whether it is a product or a service.

Why would you want a blog?

A blog can help update your customers on what is happening in your company.

As an example, write about adding something new to your products or services. Regular, fresh content on your website can help you rank higher in the search engines. It shows that your company is still active, even if the rest of your website hasn't changed.

Search engine sites prefer keyword-rich, quality content. Your blog can help drive long-term traffic to your website, by helping your business get more attention.

Not only can you get traffic to your website with a blog, but you'll be offering valuable content to your customers.

You can help them stay up to date on the changes in your industry. Your customer can make informed decisions for their business when they know about industry changes. Since you are the one who has informed them of these changes, they will trust you and your company more.

Other benefits of having a blog

There are several other reasons having a blog will benefit your company.

First, the cost of maintaining a blog is lower than other types of advertising. You pay less to get your information in front of your customers.

Second, if you have a social media presence, you can repurpose part of your blog posts for your social media pages, with a link to your blog for visitors to read the full information.

Third, if you maintain an email list, adding a sign-up form on your blog will help you grow your email list. An email list is another inexpensive way to get your product information out to your potential customers. Once you have an email list, you can add an excerpt of your blog to your e-newsletter, and put a link to your blog post for them to read more.

Fourth, you can reach out to your newsletter recipients later to ask if they have questions or would like more information.

What should you use for content ideas?

You can use frequent customer questions as ideas for your blog posts. When you answer these questions, you show you are an authority on your topic.

It helps your customers feel better about reaching out to you. It can save time since they will already have the answers to some of their questions when they reach out to you.

You can highlight the different employees in your company. This helps your customers to get to know who they will talk to when they reach out to you.

If you are a solopreneur, write about why you started the company. Write about what your goal is with your company.

Another good blog post subject is to talk about current events in your industry. You can update your customers on news that will relate to what they need. There might be a new tool that you can offer to them that will make it easier to run their business.

You can ask questions to see what information they would like to see on your blog. If you answer one customer's questions, others can find their answers more easily as well.

When you answer their questions, they will feel like they are choosing the right business.

Why might you have someone else write posts for you?

The search engine rules keep changing. These rules affect how you rank on the search engine results pages.

As little as 10 years ago, companies providing content suggested having the keywords written on the pages as much as possible. They would even have the keywords put on the pages in a color that matched the background.

Now, search engines penalize such behavior. It's difficult to keep track of the changes to how search engines handle the content.

You have other, more important things to worry about.

You should post regularly to your blog, whether it's twice a month, once a week, or even more frequently. This can take up a lot of your time when you're trying to run your business.

You can hire someone to help you, taking a task off your plate, and giving you the time to run your business.