# 5 Small Business Blogging Tips

### Get Your Own Blog URL

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If the URL of your business blog is companyxblog.wordpress.com, or companyzblog.blogger.com, then you're doing it wrong. For improved SEO and visibility, your blog URL should be companyx.com/blog or blog.companyx.com. Your business blog should be part of website, not hosted elsewhere.

#### Answer Customer Questions

If you need blog post ideas, then make a list of all the questions a potential customer asks before they make a purchase. Then, write a blog post for each question, answering it in detail. This builds SEO as well as thought leadership. Your customers, and your sales team, will thank you for it.

#### Publish Regularly

Writing once a month or every other month isn't enough for a blog. One new post per week is the minimum. If this sounds hard, then use an editorial calendar to schedule when you will write and publish your posts. An inconsistently updated blog doesn't sit well with the audience, and publishing too infrequently doesn't develop an audience.

#### Make it Easy to Subscribe/Share

On your small business blog, it should be obvious where someone can subscribe, and how someone can share the blog or a particular post. If you don't include these features, you lose a big opportunity for your readers to engage, and engage regularly, with the content and with your brand.

#### Amplify Your Blog

Too many small businesses fail to include a link to their blog on their home page! At the very least, do that. Other great ways to amplify your blog include sharing posts on social media, creating a blog digest to send to current customers, and to utilize internal links to promote posts throughout your website.



## Blogging for Business Done Better

Blogging for business involves writing an article every week or every other week, about 400 words, about something related to your company or around a keyword for which you want to rank. It's enough to get by, but it's not enough to do business blogging well. It's a lot more than writing blog posts, even if that's blogging for business in its simplest form. If you want your business blogging efforts to generate traffic and leads and actually do something for your SEO, then getting something up every now and then isn't going to do that. Business blogging is about your customers, creating something of value to them while offering a great experience with your company. Follow these five small business blogging tips to provide more value, and to take your business blogging to the next level.



If you want additional help or a more in-depth blogging for business resource, then our "How to Blog for Business" eBook may be a good fit. <u>Click this link to download it for free.</u>

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