

Blogging Best Practices for Small Businesses

Adding a blog to your website is a simple, effective way to create content that shows your expertise to potential customers.

Blogs are also effective for getting the attention of search engines, by letting Google and others discover what your website is all about.

Planning and creating blog posts is not complex. The following best practices will help you to write and promote blog posts that get the attention of your potential customers.

1. Use Less Popular Keyword Phrases

To avoid competing with larger websites, use phrases as keywords (long-tail), instead of single keywords that have too much search volume.

Your keyword phrases should be based on typical questions that potential customers have about your product, services, and your industry.

2. Avoid Using Clever Titles

Using straightforward titles for your blog posts helps to attract the attention of website visitors looking for specific information. A direct title also helps Google learn what your website is about.

3. Answer Meaningful Questions

The most effective blogs answer relevant questions and educate potential customers and clients, instead of merely entertaining them

Your content marketing strategy should help you to be seen as an expert who solves customers' problems.

4. Don't Ignore Meta Descriptions

This is the technical side of SEO (search engine optimization) that makes it easier for search engines like Google to discover your website.

The meta descriptions for each one of your webpages appear on Google search results, so it's important to gain people's attention as they look through their search listings.

Your content management software (WordPress, Wix) allows you to create meta descriptions and other SEO data using a visual editor, instead of directly manipulating HTML code.

7. Share Your Content to Gain Attention

Sharing your blog posts in other sites and platforms helps to expose your content to the largest number of people. Sharing also helps your SEO performance by getting Google's attention.

A few good places to share your posts / articles include:

- Popular websites
- Your FaceBook business page
- Your LinkedIn page
- Twitter

You can simply copy and paste your content to these sites. You may also decide to make a few changes to the title and subheadings of your post before sharing them.

8. Keep Your Content Updated

SEO experts say you need to upload new blog posts regularly in order to get ranked by Google but, if you simply don't have the time to do so, you can make minor changes by editing your existing content and updating it.

Doing this is one way of keeping your website updated and active.

9. Your Blog Needs to Link to Your Marketing Funnel

Writing blog posts without an underlying marketing objective is a waste of time, since site visitors will simply read your content and click away to another website. This means lost opportunities to build relationships with potential customers.

The most effective way to nurture customer relationships is to make your blog a component of your entire marketing funnel (sequence).

Adding links that connect your blog posts to other funnel segments, such as landing pages and sales pages, encourages visitors to stay in your website and, hopefully, provide their contact information in exchange for free samples or PDF reports.

10. Promote Both New and Old Posts

Creating blog posts, articles, and other content is not enough. You also have to promote them as if they were a product you're trying to sell.

Using social media sites such as Twitter, FaceBook, and LinkedIn is an effective way to attract the attention of people who might have a need for your type of product or service, especially by targeting groups that reflect your target market's characteristics.

Within social media platforms, you have two options:

1. Use free methods, such as tweets and social media updates
2. Make use of paid advertising services within these platforms

It might be necessary for you to use paid ads in order to get faster results, although placing ads in FaceBook, for example, is much cheaper than using Google Ads, where you are competing against well-known brands.

The key to promoting your website or content effectively is to focus on sharing your knowledge, instead of directly promoting your product. This form of advertising builds your reputation first, before you try selling directly.

Applying these best practices will ensure you get the most out of your investment in inbound / content marketing efforts.

Get More Customers with a Marketing Funnel

Please visit www.WritingConversions.com/downloads and get your free report, *Marketing Funnels: The Secret to Marketing and Growing Your Small Business Affordably*.

You'll learn why setting up your marketing content as a sequence (marketing funnel) is the most effective way to promote a small business affordably.