



# The Business of Blogging

- Why and How

## Why Maintain a Blog on Your Website?

### Because Blogs ...



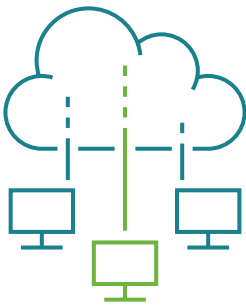
**1**

Provide visitors with new content weekly and keep them coming back.



**2**

Maximize search engine optimization and improve website ranks.



**3**

Improve your site's authority when other websites to pick up your stories and link back to you.



**4**

Attract new visitors through social media.

### Blog Articles Should ...



**Educate.** Avoid self-promotion and establish yourself as a thought leader.



**Guide.** Use subtitles and lists to help readers find the information they need fast.



**Earn trust.** Establish authority by sharing well-researched, well-sourced information.



**Delve deep.** Ranking usually requires at least 1,200 words.



**Stand out.** Original content is essential if SEO is one of your goals.



**Focus.** Incorporate semantic SEO using carefully-chosen keyword targets.



**Inspire.** End with a call to action that compels readers to take the next step.

### Three More Reasons to Blog ...



**60%**

of people say they read blogs daily or weekly.<sup>1</sup>



**40%**

of people use Google to conduct research before making a purchase.<sup>2</sup>



**54%**

of B2B decision-makers spend more than one hour a week reading and reviewing thought-leadership content.<sup>3</sup>

Sources:

1. HubSpot

2. Think with Google

3. 2021 LinkedIn-Edelman Thought Leadership Impact Report