

alexandrapatrick

Why write a blog – top ten reasons

This document is a blog post taken from
www.alexandrapatrickblog.co.uk

Why write a blog – top ten reasons



Do you need that little bit more convincing to write a blog? Or have you started one and run out of ideas how to add new posts?

A blog is great way to tell potential customers who you are, what you do and how you work. And millions of people read them!

Why write a blog – top ten reasons

Here's our **top 10!**

- 1. Drives traffic to your website** - regular posts keep your [website](#) fresh and insightful and gives people a reason to revisit.
- 2. Engage with your audience** - aim to provide useful information, 'how to' guides, consider how you can solve their business problems.

Why write a blog – top ten reasons

Here's our **top 10!**

3. **Makes SEO sense** - it's good for search and you have potential to add keywords to improve search rankings.
4. **Source original content** - communicate regularly and build up a meaningful relationship to encourage recipients to purchase in time, not immediately!

Why write a blog – top ten reasons

Here's our **top 10!**

5. **Collaborate with others** - invite guest posts, interview with partners or customers to help maintain interest and interaction.
6. **Establish a reputation** – be open and engaging and record real-life experiences to help build trust and encourage referrals.

Why write a blog – top ten reasons

Here's our **top 10!**

7. **Share expertise** - be passionate about passing on your knowledge, your style can be less formal than a corporate website.
8. **Showcase products** - offer 'behind the scenes' information about your products and encourage customers to share comments.

Why write a blog – top ten reasons

Here's our **top 10!**

9. Content for newsletters - blogging content can be recycled and used for social media and newsletters.

10. Add podcasts/videocasts - record interviews and upload YouTube or Vimeo content; embed links to encourage others to pass along.

Why write a blog – top ten reasons

If you need a blog or want to share ideas about improving your blog, comment on [Twitter](#).

You may view this post at

<http://www.alexandrapatrickblog.co.uk/alexandra-patrick/why-blog-%E2%80%93-here-are-10-good-reasons-why//>

alexandrapatrick

West View

Marsh Road

Ruckinge

Kent

TN26 2PU

T 01233 733864

M 07961 079589

maria.callow@alexandrapatrick.co.uk

www.alexandrapatrick.co.uk



alexandrapatrick

marketing services, sharing expertise

www.alexandrapatrickblog.co.uk