

Web Site Design

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## Why do I need a Blog?

Most of us have heard of a blog or even used one. Are they only for personal use or can we use them in business? What benefits to my business will it give me? I have not got the time or understand how to get started? What is the best way to use it? We will answer all these questions for you.

### What is a Blog?

A Blog is shortened from Web Log. It is a shared online web page journal where people can post diary entries. It is maintained on a regular basis by an individual.

Blogs are here to stay! If your business doesn't have a Blog yet you need to start planning on getting one running as soon as possible. Any professional company should be developing a personal relationship with their customers. What better way to do this than a personal story from your Blog that they can relate to?

### What are the benefits of having a Blog?

Static web sites will soon lose search engine rankings as they are considered old and possibly irrelevant. Use your Blog as a product or service update centre where customers know to check in for status. Post daily tips and information to your customers. Share your expertise and become a hub for useful posts on your market.

Search Engines LOVE Blogs because the content is fresh and constantly updated! Blog posts are dramatically less expensive than newspaper, magazine and radio. Blog posts are eternal advertisements. They live forever online, whereas a newspaper, magazine, radio or TV ads are gone with the recycling or are missed.

With a blog, you can be found by a potential client because they searched for a topic you blogged about 5 years ago. Because blogs are ongoing, the information you post is timely, relevant and cutting-edge, as well as proof that you have a steadfast, reliable presence.

Your blog is a showcase of your expertise and a portfolio of your work. Even though there are currently about 90 million blogs...not everyone has one. Establishing yourself with a blog puts you ahead of many competitors in your industry.

You can do it all by yourself. You won't need to pay a web designer to update, edit or add to your site as long as you have CMS for your site. We covered this in previous months. If you missed this please visit our [CMS article](#) to keep your site current.

## How does it work? Is it easy?

Bloggers begin their work by logging in to a Content Management System. This is the inner workings of the blog, where the writer can create new posts, edit old ones, manage user comments and set up the blog's look and feel.

Using a CMS is no more difficult than making changes to a MS Word document. The functions and buttons are the same or similar. You can also preview your changes in a web browser before posting it to the live internet.

## My site or another site?

You can have a blog on another site other than your own. They offer a wide range of features and most of them are free. The downside of this is that they are benefiting from your popularity from the hits and the only way you can get people to your site is with a link. Although an inbound link is good for your search engine rankings it is much better to be getting the traffic to your site. Each one of your words then becomes searchable from a search engines point of view.

Also if the traffic is coming direct to your site you will be able to get better measuring data from your [Google analytics](#). You will be able to see how long people are staying on your blog and what search terms they used to get there.

To direct the traffic to your blog you will need to use other forms of social networking like Twitter to summarise your week or month. Remember that we have covered [how to optimise the links](#), for example we would use “Web Design” as the linking words.

This strategy has double benefits of getting good inbound links and also generating a great deal of traffic to your site. It is about popularity as far as the search engines are concerned!!!!

## What do I put on it?

You can put whatever you like on your blog, text, video, music and pictures, about anything you think interesting enough. It is best to stay away from direct selling. This puts people off as they just see it as another advert. You need to make it interesting and run like a story or diary. What goes on behind the scenes of your company? What have your employees been doing outside of the office to help a charity?

A blog is completely personal, a sort of journal that you share with the world.

We have only covered the basic type of blog here. You can have much more advanced functions like RSS live feeds (We will cover this in another article). The point is that you cannot afford to miss out on this type of marketing this year. It is important to get started before your competition does.

## How can we help?

We are offering to convert **your web site into a CMS (Content Management System) for £250 which includes training** on how to update the web site yourself. You may be looking to redesign your web site. Our range of packages can be found on our web site, [Standard](#) or [E-commerce](#).

**Call Darren at Develop and Promote on 01522 822520 to get some advice.**