

SPECIAL REPORT

# Do I Really Need A Blog



by

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# Do I Really Need A Blog?



## Introduction

The answer is an unequivocal YES!

However, if you create a Blog just for the sake of having one, you're probably wasting time, effort, and money.

### *The fact is...*

A well structured Blog, which is continually updated with fresh and unique content, can be one of the most cost effective ways of creating instant credibility, attracting qualified traffic to your website, and ultimately converting information seekers into buyers.

### *Here's the thing...*

If set up correctly at the outset, a Blog can become a traffic generating, lead capturing, and money making machine - a key component of your overall marketing mix. Compared to many other methods of marketing, a Blog generally requires much less investment of time and money.

## What Exactly Is A Blog?

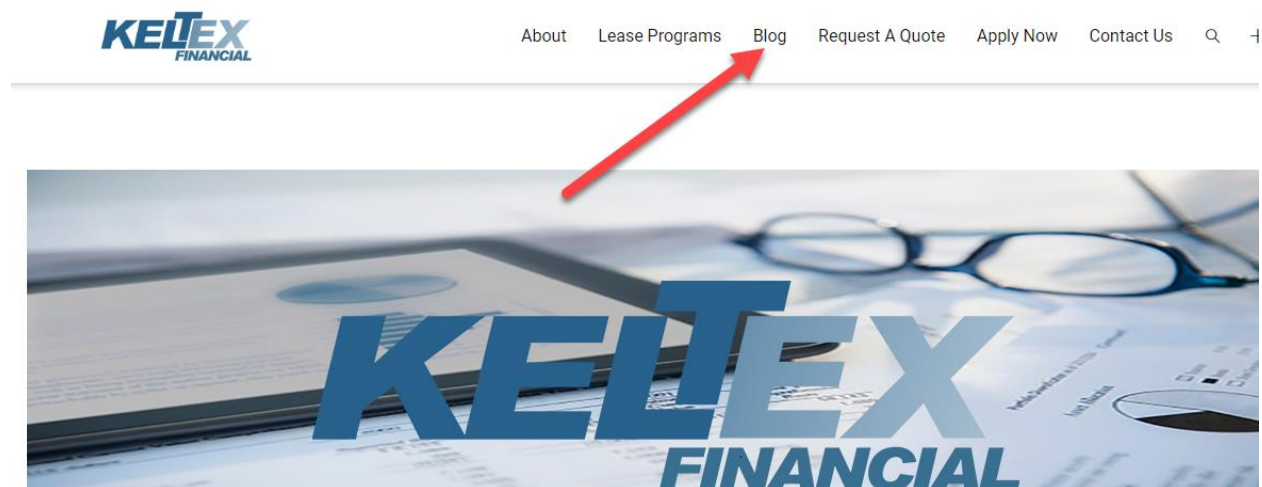


The term Blog is derived from the word Weblog, a vehicle which was once used to journal and share information on the internet. It originated in the early 1990's when the World Wide Web came into existence and has undergone a number of changes over time.

Blogs evolved into a means for people, passionate about a specific cause or subject, to express their opinions, demonstrate their expertise, and communicate valuable information to others.

As the internet became more popular, and websites became easier to create, enterprising individuals found ways of creating and monetizing Blogs by using them to promote products and services. These free standing Blogs still exist and remain a great opportunity to potentially generate huge amounts of income.

For our purposes, we will be discussing a very specific type of Blog which I will refer to as a Website Associated Blog. A Website Associated Blog generally forms part of the company website and is accessed by clicking a tab in the top or bottom menu, or appears under a heading such as Recent Posts, What's New, or Popular Posts.



*Example of a website menu bar with a Blog Tab*

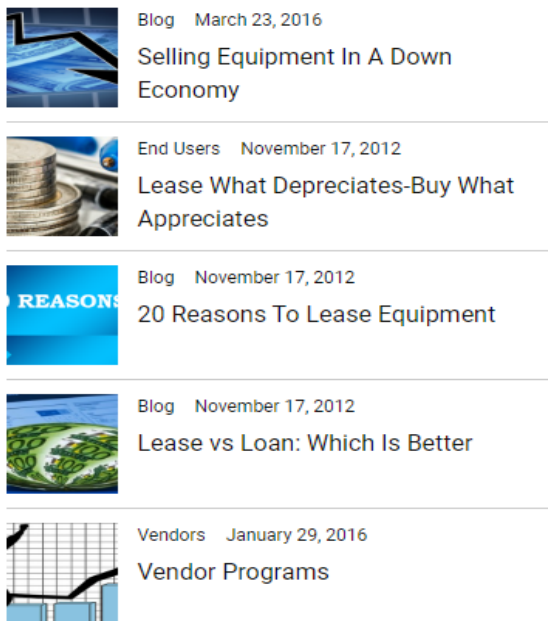
Below is another example where a sampling of recent Blog Posts appear on the Home Page of a website.



**Example of sample of Recent Blog Posts on the home page**

The Blog area of a website typically blends in with the rest of the site and provides valuable information to the visitor. Visitors generally do not know they are in the Blog section.

#### Popular Posts



This example uses a WordPress sidebar widget titled Popular Posts. You can see that access to a Website Associated Blog can be from a variety of different places on the website and redirects to a separate area of the site.

A Website Associated Blog is meant to be an unbiased, informational area of the website with no sales pitch and nothing to sell. It is the safe spot, where visitor should feel comfortable that they won't be sold.

This "safe spot", however, gives us the opportunity to develop a relationship with the prospective customer, build trust, and subtly persuade them to take some sort of action.

Although informational in nature, the Blog Post serves as a pre-sell page for the product or service you are selling, and must have a call to action which we will further discuss later in this report.

## It's Not Just A Random Batch Of Articles



An effective Blog is a strategically planned section of your website, designed not only to deliver valuable information, but also to subtly move the visitor through a sales process without creating the feeling of being sold.

Each Blog Post must be crafted and written with carefully selected keywords to attract the right prospects and rank high in the search engines. Further, existing Blog Posts must be refreshed every 4-6 months, and brand new content must be added on a consistent basis.

A properly written Blog will leave the reader wanting more. Like any other page on the website, it must help the visitor move to the next step by providing one or more options to take further action. Common “Calls To Action” include:

- A request for additional information
- Leaving a name and email address in exchange for a report, eBook, or video
- A link back to the main website to obtain more detailed information
- Booking an appointment or consultation

All too often, business owners minimize the importance of a Blog, and treat it as a “nice to have”, as opposed to an integral part of their marketing strategy. They aimlessly post poorly written, SEO unfriendly, untargeted articles, wondering why the Blog is not working.

## 5 Biggest Reasons That Blogs Fail



*Well...*

I guess Blogs really don't fail, because any content is usually better than no content. Unless of course it is copied, plagiarized, or simply not relevant to the website.

If however, the goal is to generate website traffic, capture leads, and increase revenues, I believe that a high percentage of blogs do in fact fail

– or at minimum, perform poorly.

Following are 6 common reasons why they do so:

### 1. **No Dedicated Blog Writer or Blog Manager**

So often a business owner will decide to set up a Blog on a whim, with no plan, no marketing strategy, and nobody dedicated to regularly creating content and managing its effectiveness.

In many cases their egos kick in and they begin by writing a few articles themselves. After all, they know more about their products and services than anyone else, so who better to write Blog articles. Wrong!

After realizing that writing quality articles is more complicated than they originally thought, and also recognizing that it can be very time consuming, they assign the project to someone else within the organization - perhaps an employee who has shown better than average business writing skills, or is experiencing some temporary downtime. Wrong Again!

This employee gets busy or leaves the company. The Blog become a low priority and gets placed on the back burner, never to see the light of day again. A great opportunity to inexpensively increase website traffic, increase revenues, and increase profitability, gone by the wayside.



## 2. Not Understanding That Writing Is A Specialized Skill

The services provided by online copywriters, content writers, email writers, and video script writers, are most often minimized by business owners – especially the ones who are inexperienced in internet marketing.

Good writers become an integral part of any organization's marketing team and are generally the first people contacted when initiating a new marketing campaign, introducing a new product or service, developing an email marketing strategy, creating social media buzz, or increasing faltering sales.

Online writers are highly skilled professionals who, aside from exceptional writing skills, must possess a thorough understanding of SEO and related keyword research, website traffic methods, the psychology of website visitors, the anatomy of a website and how to optimize it, Social Media marketing, and a whole array of other specialized skills.

They must be able to write in a subtly persuasive manner without the reader knowing that they are being silently moved through a sales process. They must know how to leave the reader wanting more.

In many organizations, the online marketing writers are highly regarded and often compensated much like a commission sales person.

## 3. Impatience

A Blog often begins as a great idea - inexpensive marketing tool which will magically resurrect sales and save the day. Competitors, vendors, and frequently visited retailers have them, and they all very impressive. Since everyone has one, they must work. No necessarily!

Although this is partially true, many organizations quickly set up a Blog with 5 or 6 Blog posts. They make a feeble attempt to promote them on Social Media platforms, article directories, and to their own customer base. After a few months, the anticipated floods of traffic are just not there - and the idea is scrapped.

Unlike Pay Per Click (PPC) traffic methods, Blog marketing is a long-term strategy which most often takes time to see results. It is highly sustainable if done correctly at the outset while PPC will only generate traffic as long as you keep paying for it. Stop the funds, the traffic disappears.

Patience is absolutely necessary when implementing a Blog strategy as results are not immediate but can be realized for many years.

#### 4. **Blog Becomes Stale**

Blog Posts like any other form of online content will ultimately disappear over time if it is left untouched. Unfortunately, a Blog is not a "set and forget" marketing system. In fact, set and forget marketing may very well be a thing of the past – if it ever really existed at all.

The mandate of Google and all other search engines is to deliver fresh, current, unique, and relevant information to the individuals typing in specific search terms.

Their goal is to give their customers exactly what they are looking for, “first time, every time”. As a result, Blog Posts which sit around for years without being touched, are viewed as outdated, and ultimately appear very low in the rankings. Although the information may still be extremely pertinent and useful, is perceived by search engines as stale.

Following are few simple things you can do to keep the search engines happy:

- Every 4-6 months add a new section to each post so search engine view it as updated content
- Review the keywords visitors are using to find the post and ensure they are used throughout
- Look at the keywords visitors of competitive sites are using to find their sites
- Lengthen the posts as search engines give a higher weighting to longer posts – 2,000 words is now the minimum
- Remove any reference to the date of publication

## 5. No End Goal Or Strategy To Get There

In reality, most businesses don't have an end goal or strategy to get there. They aimlessly write articles, or have unqualified individuals write for them, with no real purpose, or goal in mind. For some reason, they minimize the importance of a Blog and miss out on a huge opportunity to impact revenues.

Just like any marketing strategy, a Blog must have a well defined, measurable goal in place. Something to strive for and a definite purpose for committing time, effort, and money.

I believe that lack of focus, poor planning, and a half-hearted commitment are the main reasons why Blogs fail.

## Should I Write Blog Content Myself?



I'm a copywriter, have a successful copywriting business, and do this for a living. So of course I am a bit biased. So of course I would love to create and write a blog for you.

Without knowing you, I suspect that you should not be writing your own Blog. Here are a few things to consider:

### **1. Your Understanding Of Copywriting**

Can you look in the mirror and honestly tell yourself that you know how to write effective copy? The kind that highly skilled professionals create which persuades the customer to pull out their credit card and make a purchase. The kind that ensures branding consistency across every piece of communication. Everything from emails, to letterhead, and brochures to website and social media content. If the answer is no, you should probably hire a dedicated professional.

### **2. Your Best Use Of Time**

As a business owner is your primarily role that of running the company and ensure its profitability? Is your time is best spent managing people, cultivating relationships with clients? You are the expert in your field and that's where your focus should be. If the copier stops working you call a technician. If the toilet plugs, you call a plumber. You don't fix these things yourself.

The same should be applied to your overall communications strategy. If your marketing efforts are disjointed and not consistent, you should probably hire a copywriter - someone with specialized knowledge.

### **3. Dedication And Commitment To Making It Work**

In this day and age, it is absolute vital to consistently produce valuable content on a regular basis. Websites become stale and lost in the search engines rankings if is not fed with fresh content. Customers stop visiting social media properties if it is not consistently updated with new information.

A solid Blog marketing strategy requires new posts to be written and existing posts to be updated – forever! Can you or one of your employees make this commitment? To create and manage an effective Blog is a full time job – not just a part time project. You as a business owner cannot do it yourself, and it makes no sense to make it a project of an existing employee. Hiring a skilled copywriter is a cost efficient way to manage these functions.

#### **4. An SEO Writing Style**

You may be an excellent business writer and receive accolades from your peers for your professional, clear, and concise writing style. That's great, however, in order for pages and posts on your website to be recognized by Google and other search engines, the content must be written in an SEO friendly manner.

SEO stands for Search Engine Optimization and is critical to land on page 1 of the search engines. Professional copywriters understand the requirements of search engines, and naturally deliver SEO friendly content when writing for online properties.

#### **5. Professional Writers Offer More Than Blog Content**

In order to optimize your communication efforts, each marketing element should be consistent and work together to establish your unique brand. The entire marketing mix can be analyzed by a copywriter, and strategically designed to ensure that every dollar spent on marketing is maximized. This includes emails, brochures, flyers, advertising, website and its sales pages, landing pages, funnels, and more.

### **Recap**

- A Blog must have a well defined goal, backed by a sound short-term and long-term marketing strategy.
- The topic of each Blog Post must be carefully selected based on topics visitors are searching for - not only on your site, but also the websites of your competitors.
- Each Post must be written from an SEO (Search Engine Optimization) perspective to ensure that it ranks high in Search Engines such as Google and Bing.
- Post must be written thinking about the type of information potential customers who are seeking.
- New content must be effectively delivered to social media platforms and promoted to the existing client base or email list - this creates "buzz" to gain traction.
- To optimize effectiveness, written content should be re-purposed into a video format, chapter in an eBook, an audio download, and more

By now you should begin to see the value of a having an effective Blog, and appreciate that it requires considerable time, effort, and expertise to execute it properly.

If you would like a complimentary Blog Consultation, visit an click on the Contact Tab.

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