

# 10 Reasons Blogging is important to your business

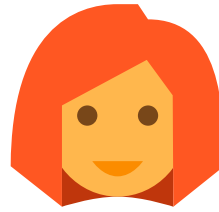
1



## Humanizes your brand, keeps your business in touch

Blogging gives your business a way to touch on issues and concerns of interest to your prospects. Your blog posts give you a unique opportunity to share your voice and personality - building up trust and increasing your brand's likeability.

2



## Increases search engine traffic

In terms of search engine rankings, as you add more content to your site, more pages from your domain become indexed in search engines. This improves organic search visibility and increases website traffic.

3



## Supports your social media initiatives

As you share your blog posts on social media, you increase traffic to your business website - a feat that would be much more difficult without highly-relevant, topical information such as that found in blog posts.

4



## Builds authority in your industry

A blog is one of the best ways to establish yourself or your brand as an expert in your field, as it gives you a platform for sharing important industry-related information and insights. As you build up authority in your niche, this breeds trust and familiarity.

5



## Improves conversion rates

An active blog sends a signal that your business is alive and well, loved and maintained. This is why I often tell business that can't update their blog regularly, it may be better not to have one at all!

6



## Helps generate inbound links

Having high-quality inbound links to your site is one of the three pillars of SEO. However, without a blog it can be extremely difficult to attract authoritative links to your business website.

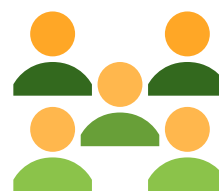
7



## Helps you rank for long-tail search queries

Having more content is the best way to rank for long-tail queries; the more content you add, the more chances you have to rank for less common, but ultimately higher-converting keyword phrases.

8



## Increases leads

Research shows that the more pages a site has, the more leads it gets. Businesses with 401-1000 pages of content get 6x more leads than those with 51-100. Simply stated, the more you blog, the more leads you generate.

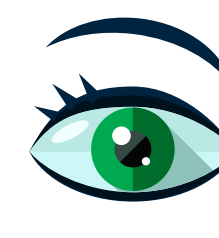
9



## Facilitates valuable discussion

Blogging gives businesses the opportunity to connect with customers and prospects through a two-way conversation. It signals to visitors that you're open to comments, feedback and even criticisms.

10



## Allows you to achieve 'freshness'

Google loves to see new content being added regularly, and rewards sites that do so with better visibility. Fresh content is likely to get more exposure for trending searches.