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Blogging for Business

By Michael Swartz, MJS Web Solutions

By now you may have heard of the term 'blog'. If not, a blog, (or weblog) is an online journal or diary...at least that's how it all got started. On personal websites, mostly kids and students, would post their thoughts of the day online. A few years ago businesses began noticing the huge impact and popularity of some of these blogs. Recognizing the potential, businesses began creating their own blogs to reap the overwhelming benefits.

Blog Benefits

Blogs are incredibly beneficial in so many ways. Here are a few that really stand out:

- They're personal – In an impersonal world called the internet, it's refreshing to read the more human aspect.
- They're interactive – Readers can post comments and interact with the blog writer and vice versa.
- Search Engines love blogs – Keyword rich, easy to index and popular.
- They're easy to setup and maintain – You can setup a blog in a matter of minutes and maintain it without knowing HTML code.
- They can increase traffic to your website – If you're providing valuable information on your blog, they'll be a reason for visitors to return and more likely to contact or buy.

Blogs have many uses. Librarians are using blogs to provide updates to their staff and patrons. Project Managers are using blogs to distribute updates to team members. Writers are using blogs to showcase they're writing skills to publishers. Blogs can also be used to deliver company news alerts or announce new products or services. There's no end to the possibilities – only your imagination.

Writing a Successful Blog

If you decide to begin a blog of your own, I have one tip: Have a theme. A successful blog is one that is centered on a particular theme. This could be about marketing, dentistry, religion, gardening, etc. The more focused your theme is the more likely your visitors will be your targeted audience. At MJS Web Solutions our blog is strictly about the internet – web design news and techniques, how to get higher in the search engines, etc.

An Unsuccessful Blog

There is one major disadvantage to having a blog. Keeping it regularly updated. If you do not regularly add new posts to your blog, it can become stale and no one will have a reason to visit. There aren't any rules on when to update, but a regular schedule is better than none. If you do decide to start a blog, realize that it takes time and dedication.

More Information and How to Get Started

Interested? Here are some websites with more information on blogs and how to setup a blog of your own.

- <http://weblogs.about.com/>
- <http://www.blogger.com>
- <http://www.typepad.com/>

Mike Swartz says, "Check it out."

To learn more about blogs, search engine optimization and all things internet, visit MJS Web Solutions on the web at <http://www.mjswebsolutions.com>.