

An Introduction to Business Blogging

When it comes to online marketing, content is still, and will be for a long while to come, KING!

Our FREE E-BOOK has been created to help you create the perfect blog for business. At the end if a standard for we use for our clients when we are writing content on their behalf, and this very practical document is included within this freebie to help you create the perfect blog with your focus in mind.

The thing with blogging is that often the focus is forgotten. You will see businesses writing about their week in the office, wishing people well in their new roles or sharing pictures of dress down Friday and Cakes days!

These are all very good for highlighting the personality of the business, but this does not help your company get found on the Internet.

With so much online competition, it is essential that your business keeps focus. If your company sells widgets, blogs about cakes are simply not relevant and may in fact harm your SEO efforts if there are too many, and therefore this type of light-hearted blogging should be used sparingly.

How do we (M3 Strategic Marketing) go about content writing?

- 1) We know our persona - As a business we identified the kind of personality we wanted to write as on the web. Do we want to be seen as knowledgeable and professional? Yes we do! Do we wish to be known as being friendly and approachable, once again, we certainly do! Do we want to appear as being creative and fun? Again, yes we do!
- 2) How do we develop a persona that encompasses all these elements? That part was easy, as a part of the M3 team, all our content writers are professional, knowledgeable on their specific subject expertise, friendly, helpful, creative and fun! Your persona should reflect your own company, and generally you will have people within your team who fit how you want to be seen on the web, after all you employed them for these skills. One or two of them may also be comfortable with writing, and these people can become your content creators, writing about the things they know and love within your company.
- 3) We have identified our key words – What does this mean to you as a business? So, if you are selling widgets (and not cakes) then you will need to do some research into your own market place to find out what your target audience are typing into the search engines to find your widgets for sale or manufacture. Remember that as the marketplace evolves (new people joining companies, new developments within the industry, new standards, new innovation) then these keyword search terms will evolve and change. This means that you need to review this regularly and start writing about what your target audience would like to know more about. The form at the end will help you here.
- 4) We understand how people read – now that may sound a little strange, but people read web content very differently to reading a book, newspaper article, magazine etc. People skim! So, if you write lots of content on a page without making it easy to pick up on the highlights and calls to action, then your blog will simply be skimmed over and ignored. Use images and bullet points. Remember people would far rather read 7 top tips than a page of words. Bold or CAPITALISE the highlights of each tip, leave them wanting more and tell them how to obtain more with a very clear Call To Action. (Click here to see more top tips on... for example)

Now for the best bit.

We promised a document that you can use to help you create a business blog with the focus in place, and below is the form we use for our own clients when we create business content on their behalf. It helps us remember what we are writing about and also the style of writer we are to be.



We are sure it will help you too, and please feel free to pass this EBook on to another business to help them too. All we ask is you leave our contact details in place, just in case you ever need us in the future.
THANK YOU

Blog Post Request Form:

Company Name:

Web URL:

Persona: (gender / location / age / job title / interests etc.)

Target Audience: (gender / location / age / job title / interests etc.)

Aim of Blog: (Include CTA's required)

Blog Title:

Key Words:

Remember to format your log post in the following way:

- 1) Title
- 2) Opening Paragraph
- 3) Main content
- 4) Call to Action 1
- 5) Main content
- 6) Call to Action 2
- 7) Closing Summary
- 8) How to make contact

END

WORD COUNT: 300 to 400 words is optimum

Keywords used: list your keywords here so you can ensure you are optimising for the correct phrases.