

## **7 POINTS TO CONSIDER WHEN STARTING A BLOG FOR YOUR BUSINESS**

*“Don’t focus on having a great blog. Focus on producing a blog that’s great for your readers.” – Brian Clark*

Developing and building a blog for your business presents a place for you to showcase your company product/service offering, lets you express your ideas and establish yourself as a subject area expert.

It’s also a great way to host freebies, special offers and promos for your loyal customers and create buzz for any upcoming products/services. Additionally, it can be vital in helping your website rank better on Google.

Below are 7 points to consider when you decide to set up a blog for your business:-

### **1. Your Blogging Platform**

There are several platforms out there but the best and most recommended is Wordpress. It’s hosted on your own domain and provides endless customization opportunities giving your blog a professional feel.

### **2. The Design**

This isn’t something you want to skimp on. It should be simple, attractive and present your content professionally and cogently with a clear call-to-action.

You should hire a professional designer to get this done right for your business. You could also do it yourself but it will require a lot of training and experience.

### **3. Define Your Message**

The blogging style shouldn't be arbitrary or all over the place. Determine your key messages before you begin the process.

For instance, if you're a fitness guru, your message could be to establish yourself as the fitness expert who inspires or as the person to contact when trying to lose weight post childbirth.

After you define your message, what do you hope to achieve through it? Mailing list, drive traffic to a specific page on your site or get visitors calling your business?

### **4. Who's Your Target Audience**

Your target audience should have a profile in your mind. What do they do? Where do they hang out? What interests them? What kind of lifestyle do they have? What are they looking for online? This will help you put together an effective plan for your blog.

### **5. What Kind of Content Will Be Delivered?**

It's your blog and you can upload whatever you like but it's important to align your content with your business objectives as well as what your target audience is interested in. Your content should be written for people, not search engines.

### **6. Create a Schedule**

Put together a timetable of your content. The dates they will go up, time and format all matter. Putting together a content schedule will help you manage the process better.

## **7. Create a Content Distribution System**

How will you be distributing the content on your blog? Hitting the publish button is the beginning of a process to get your content and ultimately, brand, out there.

The most important thing to remember when operating a blog is that consistency and relevant, search engine optimised content is key.

If you have any questions or thoughts, please share them in the comments section.