

farotech

ULTIMATE GUIDE TO MAINTAINING AN EFFECTIVE BLOG

A Farotech Whitepaper



So you've started a business blog. That's awesome! You don't need us to tell you what an instrumental role this can play in improving inbound marketing, driving traffic to your site, and converting that traffic into new clients or customers.

What you might be wondering is how to make this blog *actually work*. How can you approach this with an effective strategy that will get you the results you're hoping for?

In this whitepaper, we will look at the three key aspects of maintaining a great blog:

- The Aims of a Great Blog Post
- The Key Components of a Great Blog
- Getting The Most Out of Each Blog Post

The Aims of a Great Blog Post

Although your business blog is, of course, a part of your marketing campaign, to be effective, it must be genuine. You did not start this blog to run a series of advertisements; it is a strategic tool that can serve you well if you give it the time and effort it requires.

Establish Your Expertise

The goal of your business blog should be to publish articles that are not promotional but rather that share industry expertise, much in the way a column or an article in an industry magazine would. This practice will establish you as a thought leader and expert in your field.



Of course, it is okay to feature your products and services in some posts, but these need to come within the context of many other pieces which help readers to become aware of the problems they may have and to consider various solutions.

Demonstrate Regular Engagement

Your blog also demonstrates your engagement on your site, with your industry, and with potential clients. Your activity identifies you as a business who is interested, energetic, and willing to have a conversation about the things your potential clients care about. Without a blog, a website is kind of like a brochure that doesn't change often. ***A blog makes your website more dynamic by automatically injecting new content every time a blog article is published.*** Because of this important goal, it is imperative that you update your blog consistently.

Key Components of a Great Blog

A well-constructed blog post should include several key components:



An Attention-Grabbing Article Title

Because your blog article's title is the first thing people will see, it's important to make sure it clearly indicates what the article is about, is concise, keyword-rich (because the header tag is the most important for SEO), and attention grabbing.



Well-Written & Well-Formatted Text

The body of your article should be well-written and formatted in a way that makes it easy to read. Consider using header tags and bulleted lists to break up the content into sections.



Client-Focused Language

Think about what you are writing and the words you are using. Don't use industry jargon that only you and your employees would understand. Just as you did when brainstorming keywords, think of the words your customers would use to describe your business and use those keywords in your blog posts.



Images/Videos

Relevant multimedia content can make a blog article more memorable and fun to read. It also helps to break up text to make it more pleasing to the eye.



Links

Include in-text links to relevant content. These can also point to landing pages to help you generate more leads for your business.



Call-to-Action

Each and every blog article you publish should include a relevant call-to-action at the bottom of the article to help boost lead generation.

Get the Most Out of Each Blog Post

After you have put in all of the hard work of creating fantastic, high-impact blog posts, you want to make sure that you are using each one to its fullest potential.

Make sure your blog is a designated section of your business' website. This will keep things organized and easy to navigate.

Additionally, make sure that you share each blog post via social media. Not only will this boost your presence on social media platforms like Facebook, Twitter, and even LinkedIn, but it will also give each post a much wider audience. When you make these posts, don't be afraid to ask readers to Like, Re-Tweet, or Share your blog!

Finally, share your most informative posts in a monthly newsletter with all of your leads. This consistent engagement can be a great way to stay on the radar of your leads and continue to demonstrate your leadership in the field.

Now that you know how to maintain an effective business blog, the only thing left for you to do is to get writing!

