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Reasons Why Blogging Should Be A Part Of Your Content Marketing Strategy

"Businesses who nurture leads through blogs make 50% more sales at 33% less cost."

1- Humanizes your brand & keeps you connected

People trust blogs and blogging gives your business a way to address the issues and concerns of your customers. Your blog posts give you a unique opportunity to share your voice and personality - thus building trust and increasing your brand's likeability.

2- Increases your search engine traffic.

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



3- Builds authority in the market and fosters trust.

A blog is one of the best ways to establish your brand as a leader in the market. It offers a platform for sharing important information about your brand, builds authority and fosters trust and familiarity amongst your customers.



4- Supports your social media initiatives.

Sharing highly topical blog articles on social media increases traffic to your website. A blog adds depth to your social media posts by delivering relevant content to your customers. Without a blog to promote via social, you are missing a great opportunity to drive high quality engagement with your audience.

5- Improves conversion rates.

A conversion rate is the percentage of visitors who complete a desired action. An active blog signals that your business is active, thriving and well-maintained. Blog activity and consistent information is attractive to visitors who are interested in your brand.



6- Increases number of leads.

Research shows that the more pages a website has the more leads it receives. Companies with 401-1000 pages of content get 6x more leads. And companies that blog get 67% more leads than those who do not. The more you blog and create meaningful content - the more leads you generate for your business.

7- Helps you rank better for long-tail keywords.

Having more content is the best way to rank for long-tail keywords or search queries. The more content you create, the more chances you have to rank for less common, but higher-converting keyword phrases.



8- Helps generate more inbound links.

Having high-quality inbound links to your website is one of the three pillars of SEO, but without a blog it is extremely difficult to attract authoritative links to your website. Companies that blog receive 97% more links to their websites than those who do not.

9- Facilitates valuable discussion and information.

Blogging allows businesses to connect with their customers via a two-way conversation. Opening the comments on your blog helps to facilitate discussion about relevant topics and it gives you an opportunity to listen to and respond to your customers questions or concerns on your platform.

10- Keeps your website fresh and relevant.

Google loves new content! And new content being added consistently is rewarded. Blogs that are updated regularly with good content have a 434% higher chance of being ranked highly on search engines.



Blogging is a fabulous and economical way to generate leads and offer more comprehensive information about your products or services.