

What is Blog?

A blog is an excellent tool for creating and publishing content. It can be your website's home base or a hub for your content, where you can write posts such as product announcements, service guides, thought leadership articles, press announcements, and more. It is basically a platform for you to share your ideas and thoughts with the world.

How a Blog Works

There are certain basic rules that you need to follow, especially if you are writing a business blog:

- Know your audience and keep in mind the goals you're trying to achieve through your blog. Track if these goals are being met via Google or your custom analytics tool.
- Write down killer headlines which will improve the open-rate of your blogposts, especially if you are marketing it via Enewsletters or life-cycle emails.
- Design your blog so that it not only looks beautiful but helps your customers to easily find items such as the RSS subscription icon, a search box, your contact information, and social sharing icons.
- Make sure that you have categorized your topics well. Add relevant keywords and tags to your topics so that customers can easily find the blogposts.
- Keep an eye out for spam comments and enable the comment moderation feature which allows you to filter spams.

Benefits of Maintaining a Blog

A blog is primarily a community-building tool, a place for generating leads based on new subscriptions, which might also directly or indirectly lead to a sale. It is also an excellent tool for content maximization, for instance, let's say you have created a new video tutorial for your customers, which you've published on your website and on YouTube. Now, you create a blogpost for the same and market this video on your blog. Most importantly, your blog helps to nurture good relations with your customers and retain them longer.