

HOW TO START A SMALL BUSINESS BLOG

Simple steps to creating an effective, long-term strategy

Determine your mission

Consider your qualitative goals. Why do you want to start a blog? Do you want to educate your customers, build brand awareness, or something else more relevant to your business? Review competitors' blogs and other blogs you admire for ideas.



Set measurable goals

Write down a list of quantitative goals you wish to achieve. Are you aiming for an increase in web traffic, social media followers, monthly leads, or something else? And by how much? Prioritize your list and be prepared to track your progress.

Create a schedule

Blogs need to be consistent. Space out your posts in a way that keeps your site fresh and your readers returning. Strive for posting on the same day each week, or same time each day if you have a lot of content.



Plan your sharing and distribution

Create a social media strategy for sharing your articles. You want to maximize your reach without overwhelming yourself. Ask yourself: "where are my customers online, and how can I get them to see this?"

Create your content!

This is the fun (and difficult) part! Being consistent, developing your voice, and remaining relevant is a challenge - but a rewarding one. Visit our site below for more advice on how to write headlines, craft content, and boost your website traffic!