

# HOW BLOGGING CAN BENEFIT YOUR BUSINESS

## Improves Sales

- Gives you access to an educated, influential group of potential buyers
- Integrates the sales pitch with helpful content, making users more receptive to marketing messages
- Shortens the buying process by answering questions and expanding upon product information
- Allows you to highlight your clients' satisfaction and success, giving users more incentive to buy

## Improves Web Traffic

- Broadens your reach by encouraging users to share blog posts via e-mail, social networks and social bookmarking sites
- Builds keyword density with each new post, improving search engine optimization
- Gives you opportunities to rank for a limitless number of keywords and phrases
- Makes it easy to exploit growing trends, since search engines index blog content more frequently

## Improves Customer Relationships

- Deepens customer relationships by encouraging them to discuss relevant topics in the blog comments
- Eliminates trial and error by providing an easy way to get user feedback on new products and marketing methods
- Encourages customers to visit your company's web site on a regular basis
- Improves credibility and trust by establishing your business as an authority