



# Blogging For Business

**Many businesses these days have a blog, but what are they and how can they help you attract new customers and market your business?**

## What is a blog?

A blog is simply a webpage or standalone website where new content is regularly published. Each blog post appears in the order in which it was posted and can cover any topic the writer chooses.

The word “blog” started as a short form of the term “web log”. It originally referred to content that was published by individuals as an online journal documenting their thoughts, ideas and lives.

Nowadays blogs are commonly used by all sizes and types of businesses as a powerful marketing tool with many benefits.

## Top 5 Benefits of Blogging

1

### Showcase your expertise and build authority

Blog posts are an excellent way to show your audience that you know what you’re talking about. Posting informative content that is relevant to your industry, products, and services helps your audience and Google to recognise you as an authority on these topics.

2

### Inform potential customers about the benefits of your products and services

When people are looking for a product or service, or trying to decide between them, they turn to the internet for information. Blogs help your potential customers to understand more about the products and services you offer, their benefits, and how they meet their needs.

3

### Boost your ranking on Google

Publishing consistent and relevant content on your blog is a powerful way to improve your ranking on Google search engine results pages. Google works by continually scanning online content for answers to the questions that people are typing into the search box. It then delivers a list of relevant websites and pages that best align with what the searcher is looking for.

So a good starting point with your blog content is to think about the type of questions or search terms your customers might be typing into Google and use these as topics for your blog posts.

Working out what your potential customers are typing into Google is called *keyword* research. Once relevant keywords have been identified, they can be strategically used in blog posts which over time can really boost your ranking on Google and help people find your website. Keyword research and search engine optimisation (known as SEO) is a specialised area that’s worth getting professional help to maximise your results.

## 4

### Share your posts and bring traffic to your website

Blog content is ideal for sharing via social media or email newsletters. Your customers can also easily re-share useful information among their network extending your reach.

Once you have a blog post published on your website, share a snippet on your social media or email newsletter with a link to the post. Make sure your blog post has a clear and interesting headline that entices the audience to want to read more. This brings your social media followers to your website where they can discover more about your business, products and services.

## 5

### Blog posts can be a launch pad for other content

Popular blog posts can be repurposed to create a variety of other content. This not only saves you time coming up with new ideas, but it also leverages your most popular content.

Choose your best-performing blog posts to repurpose into new content. For example, you could identify engaging quotes from a blog post and post these on your social media. Educational "how to" type blog posts can serve as a basis for a video or series of videos to share on YouTube. Or you could create an Instagram reel or go live on Facebook on the topic. Blog posts can be used to create email newsletter content or an email series. Popular blog posts with ongoing relevance to the audience can also be continually refreshed, republished and re-shared over time.



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## How to start blogging for business!

### How do you set up a blog?

To set up a blog, you will need a website with a blogging feature. If you don't have a website, or you have a website without a blog, you will need to speak to a web developer to get this set up. Once set up, ask your web developer to show you how to use the blog feature, then you can publish blog posts as often as you choose or you can get help from a professional copywriter to write and publish your blog posts.

### What should I post?

When creating content, start with your ideal customer in mind. Who are they? What are they interested in? What problems do they have? Your blog posts should be informative and help solve customer questions and problems.

Some of the types of posts that work well for blogs are 'how to' articles, list-based posts ("Top 5 shade-loving plants" for example), and thought leadership posts sharing your personal or industry-related insights. Have a look at different blogs online to get a sense of the types of posts that can be created, and notice which ones you find most engaging.

### How often should I post?

To achieve real benefit from your blog, it's important to post consistently and regularly. This helps your audience and Google recognise your website and your content as up-to-date and active. You will need to be realistic about what you can achieve if you are writing the content yourself, or your budget if you decide to outsource.



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