

Just Why Is Blogging King?

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Marketing consisted only through print, radio, TV, billboards and direct marketing channels during that time that seems so long ago. The something amazing happened and changed the marketing channels forevermore. The Internet has radically changed the marketing experience by removing geography as a limiting factor, and as a result it has increased the number of potential customers a company can reach through its marketing efforts.

Potential customers can search for just about anything on the Internet. Blogging is king because it is the token of promise that you will be able to take advances in marketing one step further by transforming them into a conversation. It allows organizations to initiate conversations with their audience. Blogging conversations can also occur between customers and potential customers and your competition and existing or potential customers. Then something wonderful will occur once a conversation has begun, you and your customers begin to immediately understand each other better. Gaining a better understanding of your customers allows you to more effectively and efficiently market to them. This, of course, lowers your marketing costs!

The reasons that a company should partake in blogging are countless because the benefits that result from blogging are too beneficial to miss out on. Blogging positions you as a leader in your niche. That puts you right where you need to be, on top of your game. Blogs will provide your small business an opportunity to share your knowledge with a much larger audience. An opportunity to connect with a wider audience and build a community is a strong benefit for consultants and knowledge workers. Blogging is extremely easy to do but somewhat time consuming, all you have to do is be able to push of a few buttons. If you find it necessary there are plenty of blogging tools that can get you started.

Solid and consistent blogging brings you higher up in the search engine rankings. If your business does not rank in the top 20 spots on the major search engines, you might as well be in the millionth ranking spot. However, techniques such as search engine optimization (SEO) can increase search engine rankings but can also be very costly. Business blogging offers an affordable solution for small business. Business bloggers are achieving top search engine rankings because search engines rank based on link popularity and easy to index regular content among other factors. Learning the basic skills of search engine optimization and good content management are keys to better rankings for bloggers.

Blogging is a low-cost alternative to having a web presence. For small business owners without the time to learn web html or the money to hire a designer/developer, blogging offers an inexpensive method to get your company's name out on the Internet. Blogging also provides several communication benefits. People see blogging as a time saver instead of providing many interviews; blogging gets the message out to many people at once.

If you just keep adding information on a Web site then you must position yourself so that people are aware of it and obviously want to visit it. People also are not going to keep visiting a stale website or one that remains the same with no changes. They eventually go completely stale and you waste time looking at it. This is another reason that blogging has become so popular and why it has reined king.

To get first rate internet marketing tips and all round good 'business-building' advice, visit Ray Johnson's Official Internet Marketing Blog @

<http://www.ray-johnson.co.uk>

Bloggers

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