

# How A Weekly Blog Can Benefit Your Business

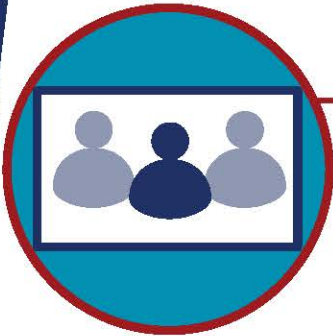
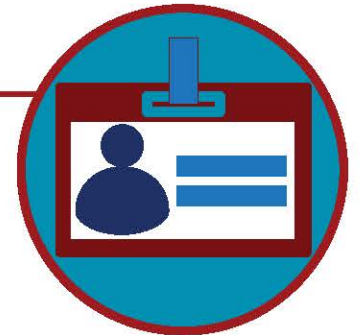


## Increase Visibility

When you regularly add content to your website, you provide search engines with new content to index. Additional content also increases the likelihood that you'll match search keywords.

## Establish Yourself as an Expert

Your blog gives you a space to share your knowledge and expertise with customers. When you provide consistent, quality information with your customer, they will come back to you time and time again.

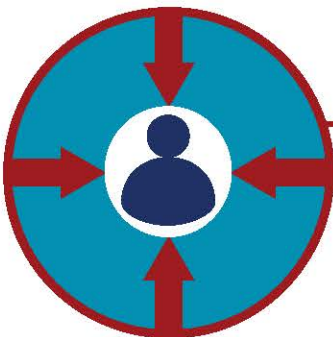
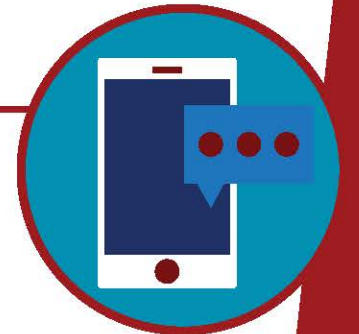


## Build Relationships with Customers

A blog provides an opportunity for comments. You can interact and get to know your customers on a personal basis. When you respond to comments, you create a positive rapport with your customers.

## Provide Opportunities for Sharing

When you create a blog post, you give customers the chance to share content on their own social media accounts. Think of it as a free marketing technique.



## Connect People to Your Business

Blogging can help customers see you as more than just a business. They will see your vision and personality, which in turn creates customer buy-in.

## Set Yourself Apart from Competition

An active blog shows customers that your business is alive and thriving. Customers are likely to choose you over a similar business with outdated content.

