

What Is a Blog & Why Should You Create One?

Blogging keeps you in front of your customers and helps you attract prospects. This guide explains it all.



The Importance of Blogging

If your business doesn't have a blog, you might want to reconsider – B2B marketers who use blogs receive 67% more leads than those who do not, and blogs have been rated the 5th most trusted source for accurate online information.

At its most basic, blogs can help you develop an online presence, prove yourself an expert in an industry, and attract more quality leads to all pages of your site.

This guide explains blogging and how to get started.

We hope you find this information helpful. If you have any questions, feel free to reach me at 800-834-4910 or at inbound281.com.

Mark Parent

Mark Parent,
President & CEO
mparent@inbound281.com



What Is a Blog and Why Should You Create One?



this content originally appeared on Hubspot.com. Used with permission.

Even if you're not sure what a blog is, you've no doubt come across one at some point in time. Perhaps you've stumbled across a blog when you've searched terms in your industry.

If your business doesn't have a blog, you might want to reconsider — B2B marketers who use blogs receive 67% more leads than those who do not, and blogs have been rated the 5th most trusted source for accurate online information.

At its most basic, blogs can help you develop an online presence, prove yourself an expert in an industry, and attract more quality leads to all pages of your site.

If you're contemplating creating a blog for your business, or simply want to know what one is, keep reading.

What is a blog?

First, let's go over a brief history -- in 1994, Swarthmore College student Justin Hall is credited with the creation of the first blog, Links.net. At the time, however, it wasn't considered a blog ... just a personal homepage.

In 1997, Jorn Barger, blogger for Robot Wisdom, coined the term "weblog", which was meant to describe his process for "logging the web" as he surfed the internet. The term "weblog" was shortened to "blog" in 1999, by programmer Peter Merholz.

In the early stages, a blog was a personal web log or journal in which someone could share information or their opinion on a variety of topics. The information was posted reverse chronologically, so the most recent post would appear first.

Nowadays, a blog is a regularly updated website or web page, and can either be used for personal use or to fulfill a business need.

For instance, HubSpot blogs about various topics concerning marketing, sales, and service because HubSpot sells products related to those three subjects -- so, more than likely, the type of readers HubSpot's blog attracts are going to be similar to HubSpot's core buyer persona.

Alternatively, a woman named Kiki started a personal travel blog, called The Blonde Abroad, to document her travel experiences and provide readers with helpful tips and travel recommendations. Her blog doesn't serve a larger company, but it does help her create a personal brand.

If a personal blog is successful enough, the writer can also make money off of it via sponsorships or advertisements. Take a look at [5 Strategies to Monetize a Blog](#) to learn more.

What is a blog post?

A blog post is an individual web page on your website that dives into a particular sub-topic of your blog.

For instance, let's say you start a fashion blog on your retail website. One blog post might be titled, "The Best Fall Shoes for 2019". The post ties back to your overall blog topic as a whole (fashion), but it also addresses a very particular sub-topic (fall shoes).

Blog posts allow you to rank on search engines for a variety of keywords. In the above example, your blog post could enable your business to rank on Google for "fall shoes". When someone searches for fall shoes and comes across your blog post, they have access to the rest of your company's website. They might click "Products" after they read your post, and take a look at the clothing items your company sells.

A blog post links back to your overall blog site. For instance, right now, you're on blog.hubspot.com/marketing/what-is-a-blog. The "what-is-a-blog" section of the URL is tied back to /marketing/, which is the blog as a whole.

Blog vs. Website

A blog is typically a section of your business's website -- but, unlike the rest of your website, you need to update the blog section frequently by adding new posts. Additionally, your blog is a tool that allows you to engage more with an audience, either by analyzing how many readers share your blog posts on social, or by allowing readers to comment on your individual posts. In this way, a blog is more like a two-way conversation than the rest of your website. However, a blog can also be an entire website, and often is, if the blog is for personal use alone -- for instance, a travel blog.

What is a blog used for?

1. To help your company rank on search engines.
2. To share information about a given topic and become an expert in an industry.
3. To attract visitors to your site, and turn those visitors into leads.
4. To cultivate an online community and engage with an audience.

1. To help your company rank on search engines.

Typically, a business will use a blog to help the business's website rank on search engines. You can absolutely employ SEO tactics, or use paid ads, to help your company homepage rank on page one of Google -- but a more effective, long-term solution is blogging. To consider how your company can rank on search engines via a blog, we'll start with an example -- let's say you work for a web design start-up with very little online presence.

You decide to spend the first year writing and posting regular blog content that strongly relates to web design. Over time, your traffic increases and other companies link to your site for information regarding web design.

When this happens, Google recognizes your company as a legitimate source for web design information. Eventually (with a lot of trial and error), your blog posts begin ranking on page one of Google for terms like "web design", "website builder", and "e-commerce website".

Then, one day, you search "web design companies in X city" and find your company is now on page one. This is likely due, in large part, to your consistent blogging efforts.

2. To share information about a given topic and become an expert in an industry.

In 2006, Boston-native Matt Kepnes quit his job and began traveling the world. He documented his travels in his now infamous blog, NomadicMatt.com.

After about a year, thanks to tireless blogging efforts and SEO strategies that enabled him to rank on Google, he began pulling in \$60,000. Matt also created e-books, and used sponsorships and affiliate marketing to make money. Additionally, he wrote a New York Times best-seller, "How to Travel the World on \$50 a Day."

Now, Matt's blog attracts 1.5 million visitors a month and grosses about \$750,000 a year -- and he's become a well-known expert in the travel space.

If you want to become known as an expert in a topic that interests you, from fashion to blogging to fitness, you can -- and, oftentimes, it starts with a blog.

3. To attract visitors to your site, and turn those visitors into leads.

There's only so much traffic you can get from the homepage or About Us page of your company's website.

Of course, those pages are critical for leads who are already interested in your

About Inbound 281



A Growth Agency

Inbound 281 is a full-service, growth-focused digital marketing agency. We help businesses grow by improving their marketing to increase sales, revenue and profits.

We help owners, marketers and sales managers who are looking for new ideas to help sales hit their targets. Often times they are frustrated that, after all the time, efforts and money they have invested, they're still not getting the results they were expecting.

Our sights are set on lead acquisition, lead conversion, and conversion rate optimization.

We specialize in multi-channel digital marketing, including content marketing, web design and development, SEO, pay per click, and social media.

Ready for a Conversation?

What's your dream result? Let's get the digital marketing conversation started!

Looking for new customer acquisition, lead generation, client engagement or a competitive advantage? We're ready to learn more about your goals so we can help you build a Marketing Road Map to help you achieve your goals.

[Schedule a Conversation](#)

Inbound 281
2155 Butterfield Dr., Troy, MI 48084
800-834-4910
www.inbound281.com