

Beam me up Spotty!



If you remember StarTrek (or maybe still watch it in secret) you'll be familiar with the phrase 'Captain's Log, Stardate 5th October 2010'. Now you know where the term 'blog' came from - it's short for 'Web log' - but Blogs have come a long way since they were launched as an online journal. This presentation will give you lots of ideas on what to do with a Blog and how it can help your business.

Web log became **'blog'**

Although it was originally a journal, it transmogrified over time as people blogged their thoughts, opinions – and now pretty much anything goes!

How blogs can help your business

- Google likes blogs
- Adds content to your website
- Keeps website active
- Establishes your expertise

How often do you need to blog?

As a minimum twice a month – ideally twice a week!

What should you blog?

1. Share your expertise – with tips, hints, how-tos.
2. Comment on someone else's article, news item, book, blog, etc.
3. Podcast
4. Video
5. Post a testimonial you've received with a case study
6. Share a PowerPoint presentation
7. Make recommendations – website, books, articles, course, teleseminars
8. Review a book in your specialist area
9. Profile a client
10. Announce a new service or product
11. Promote a special offer
12. Explain a concept or process
13. Have a rant!

Optimising your blog

Write a headline that uses your key word or phrase for this blog

Add tags that are the words you want it listed under

Use www.live-keyword-analysis.com to check keyword density (aim for 2%)

Spread the word – with www.Ping.fm and www.Onlywire.com.

Check with Google alerts to see if your blog is showing up for your keyword/phrase.

... and finally

Visit www.lesleywriter.com and sign up for the free reports on website readability if you haven't already.

Visit www.webcopythatpeopleread.com for lots of tips and information on copywriting and marketing on and offline.

If you need help with your written communication

email us at Lesley@lesleywriter.com

Call +44 1245 473296

Skype: Lesleywriter with an 'I need some help' message!

Lesley Morrissey is an expert in readability and specialises in helping people to develop a website that works for their business.

You can contact Lesley on +44 1245 473296 or Lesley@lesleywriter.com or visit the website at www.lesleywriter.com

