



FOR THE LIFE OF YOUR BUSINESS

SCORE column: Blogging increases online visibility

About three years ago, the Weidert Group of Appleton^{WI} started blogging. Greg Linnemanstons, president of the full-service marketing firm, found it to be a successful way to build traffic. So successful, in fact, that it is one of the top recommendations they make to clients.

"As search becomes probably the most important way people [learn](#) about solutions, marketers have to be aggressive about making sure they're found," Linnemanstons said. "Blogging is the simplest way to get yourself more visible online."

The Weidert Group's goal is to blog every [business](#) day. Employees meet a few times a week for about 15 minutes and brainstorm about what their customers are thinking about. Capitalizing on the various areas of expertise, a different employee writes each day and provides relevant information.

Although many [businesses](#) might need better control on content, Linnemanstons says that his team is on the same page and they know the voice they're going for. They also promote each other and jump on with likes and tweets once a blog is posted.

This active [support](#) in combination with the blogging is what search engines are looking for. According to one of the company's blogs, blogging improves your likelihood of being found on search engines by the right target. Companies that blog receive 55 percent more visitors than those that don't, and 97 percent more links. In addition, search engine crawlers are attracted to sites that are consistently adding fresh information.

"Understand the pain point of your prospects and customers," Linnemanstons said. "Ask yourself what [your business](#) does that would make them feel confident about you."

He says that almost every business has some knowledge to share. When you try to get into the mind of the customer, he predicts that you will have an epiphany of ideas to write about or do video blogs. It's about becoming an expert and making your business attractive to people looking for solutions. The most effective blogs will provide answers but will be short and to the point.

"Give them something to read in two to three minutes," Linnemanstons said. "We all have ADD now, so give them a quick snapshot. We're typically 300 to 400 words."

When successful, the blog should capture your customer's attention and provide leads. There should be an email subscription sign-up on the blog and a call to action. The call to action might be in the form of a free download, special offer, contest, or other benefit. It should be attractive enough that it drives readers to take action and subsequently generates qualified sales leads.

Linnemanstons has found it to be a great way to talk to his customers.

"It's authentic and honest," he said. "You write about the things you do best that do the most for those who buy them."

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