

# The Blogging Plan That Brings in Business

A blog is a great tool that helps you get in front of potential leads. Great content and information are today's currency, and if you give people information they want to consume, they'll love you and be more likely to do business with you.

*Companies that blog have 55% more website visitors.*  
*-Hubspot*

If you aren't blogging, you are missing out on a huge opportunity to increase your business' visibility and bring in leads.

## Bloggng = More Business

The whole point of your business is to make money, so why would you spend your time writing, posting pictures of projects, and updating people on your latest service offerings?

...because 97% of people search online to find information about a local product or service before they purchase. Would you rather they find you, or your competition? Blogging helps your customers find you and, makes the decision to do business with you easy.

Here's what blogging can do for your business:

### **Creates an opportunity to capture more leads**

Every blog post you create has a space at the bottom that is ripe for a call-to-action. Insert a message like, "subscribe to the blog," or "contact us," and gather email addresses and phone numbers you can use to contact people and ask what you can do for them.

### **Get more eyeballs on your business**

Search engines love to see new content and lots of pages on a site, which improves your chances of showing up in organic search results. The more quality blogs you add, the better your chances of being found. Blogging = more visitors to your site = more leads.

**Build repeat business**

Blogging gives your current customers more opportunity to engage with your company after a project is complete. Share valuable tips, how-to's, and additional information about your company, and they might just reward you with more business.

**Generate More Traffic**

Each new blog post is an opportunity for you to discuss a new topic, keyword, or relevant phrase that people might be searching for online. The more you blog, the more likely people will find you when they're looking for an answer.

**Gives your business authority**

Your blog gives you an opportunity to display your industry knowledge. This will inspire trust and help you stand out as a thought leader and an expert in your field.

**Helps you develop relationships**

Readers will often leave comments about a blog post, and you can follow up with a reply to their comments. People like to do business with people they know and like, and this is your opportunity to get to know them.



# What Should You Blog About?

A blog post should provide something of value to visitors to your site. It could solve a problem, or maybe teach your audience something new.

The purpose of each blog post should accomplish one of these 4 goals:

## EDUCATE

Answer a question or solve a problem for your readers. Teach them something they didn't already know.

### EXAMPLE:

How to Transform Your Yard from Drab to Fab in One Weekend

## ENTERTAIN

Make your readers smile! Entertain with humorous posts, funny videos, or amusing infographics.

### EXAMPLE:

You Tried, but it Died. Answers to Your Most Embarrassing Yard Questions.

## INFORM

Keep people up to date on the latest news and trends about your industry, town, or business.

### EXAMPLE:

The 3 Biggest Trends in Landscaping This Year

## INSPIRE

Be a creative source of inspiration for your readers. Show them things that they will want to try in their own lives.

### EXAMPLE:

Stunning Drought- Resistant Front Yards You Can Recreate

# Tips for coming up with great blog Ideas

It's pretty common to get stuck when you sit down and try to come up with blog titles. Here are some tricks that will keep you from getting stuck:

## **Write down a list of questions your customers regularly ask you, and then answer them with a blog post**

Do customers ask you which material is best for their project? Or how long a remodel will take? Some questions can't be answered because they're specific to a job, but you can explain to people why certain jobs take longer than others, or give tips for how they can help make a project smooth run smoothly. If your customers don't ask questions, just write down a list of your services, and consider what types of problems that services solves for people.

## **Think about news and trends in your industry, and share that information with your audience**

Did a company just come out with a great new material, or product you can offer? Are regulations or codes change in a way that might affect the consumer? Keep consumers up to date and they'll be more likely to subscribe to your blog as a news source.

## **Give people a reason to hire you**

Show people great ideas for using your services. You can write posts that contain pictures of inspiring landscape design, beautiful remodels, and examples of how your work has improved others lives.

# How Often Should You Blog?

The results are in, and numbers don't lie.

## **More blogging = more leads**

Of all the businesses in the US, small businesses with 1 - 10 employees tend to see the biggest benefits in increased leads when they publish more blog posts.

If you're starting to feel like blogging is going to take up more time than you have to give, don't stress. Even a few blogs on a consistent basis will help you get traffic and leads.

Volume isn't everything. One great blog post a week is better than five terrible ones. The important thing is to be consistent and give value.

**The average company will begin seeing a 45% increase in traffic once their total number of blog posts jumps from 11-20 articles to 21-50 articles.**

**Companies that blog more than 15 times per month receive 5X more traffic than companies that don't blog.**

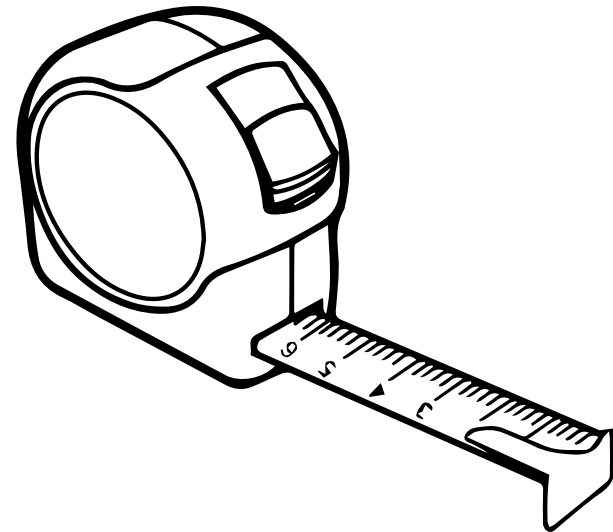
# How long should a blog be?

The answer to this question is: However long it needs to be.

What that means is that there is no 'ideal' length for a blog that will bring the most traffic. Some sources say 300-500 words is the best. Others say 1500 will earn the most views. Nobody really seems to know.

That's because some topics will take longer to cover than others. A long blog post explaining how to refinish a cabinet will probably be longer than one showing off a beautiful new deck you just built for a client.

Don't stuff a bunch of unnecessary information into your blog post thinking it will get you traffic. Offer as much information as you need to get the point across, then move on to the next blog.



# How to Capture Leads With a Blog

Let's not forget the whole purpose of our business blog. To get more business.

Don't let visitors click away from your website and visit some other when they're done reading. Use calls-to-action on your blog to tell them what to do next

A call-to-action (CTA) nudges visitors to take the next step toward becoming a lead. They usually look like a button of some kind that tells you to:

A great place for a CTA is on your blog post sidebar at the top, and bottom of each page so it's the last thing they see when they're done reading.

CTA Ideas:

- Contact Us
- Subscribe to the Blog
- Subscribe to Email Newsletter

- Get a Quote
- Follow us on Social
- Share us on Social
- Print a Coupon
- Read other blogs

Make it easy for your website visitors to make the leap from visitor to lead by presenting a very clear way to take action.



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