

A lot of people ask me "Do I need a blog?" and the answer is YES. Many entrepreneurs and start-ups overlook this marketing secret superstar.

So, what is a blog anyway? A blog is a 'web log', which is an article of information published on the internet.

Every good business leader knows that part of success is location location location. How do you attract ppl to your online neighbourhood? By creating content that Google and other search engines recognize as relevant information. For example. If you type in what color is the sky or how to make spaghetti sauce, search engines pick up keywords and phrases like color and sky or make spaghetti sauce. It runs these phrases and words through its database, and an index pops up to show you a list of webpages related to your search. Blogs are a great way to build customer relationships and trust by posting upcoming business info, humorous topic-related stories, and tips, tricks or hacks. Entertaining, informing and educating are all ways to connect with your clients and consumers.

What do you do if you don't have time, or writing isn't your strong suit? I write blogs and I can support your online credibility and develop your internet presence while helping search engines recognize you. By back-linking to other credible websites that support your information, and using a keyword planner, search engines will notice and bump you up on where you land on the search results page. Check out the other ways I can help through building brand awareness and social media marketing. Be the Queen of your Castle...Or the King!