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Benefits of a **Powerhouse** Business Blog

By David Reich, SixEstate CEO



15 Benefits of a Powerhouse Business Blog

INTRODUCTION

In a world of short sound bites, status updates, and rapidly-evolving search engine algorithms that demand quality, blogging has become one of the most effective ways for businesses to stand out, and connect with customers, prospects, industry media, and other target audiences.

Anyone can tweet out 140 characters. It requires a much stronger commitment of time, resources, and budget to build a powerhouse blog that will achieve tangible results for your business for years to come.

SixEstate has been in the business of blogging for over four years, and we've rounded up some of the most important benefits we've enjoyed from our own blog, as well as from our client blogs.

Here are 15 reasons why cultivating an industry-leading business blog is well worth the cost and commitment.

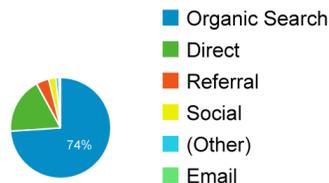
#1

Propelling Traffic from Organic Search

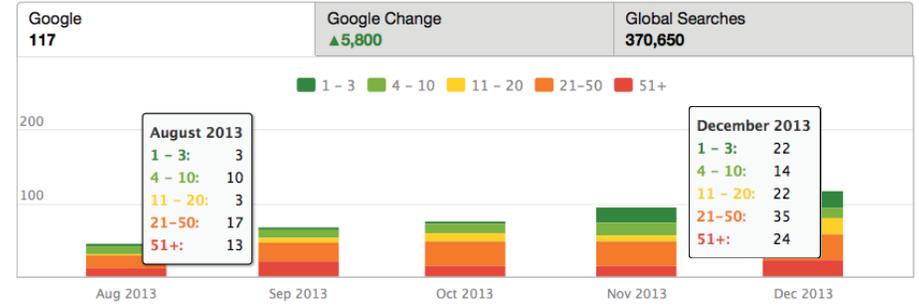
There are nearly 6 billion searches each day on Google alone. Approximately 70% of those search engine clicks are to organic results, while 30% are to paid or sponsored results. A successful blog can **dominate your niche** in search engines by achieving first-page rankings for important long-tail keywords, while supporting and boosting rankings for more competitive primary keywords. Search engines value quality, relevance, freshness, visual appeal and authority. Businesses committed to publishing quality blog content will be rewarded with **strong organic search visibility** and growing traffic from search engines.

Traffic Source	Total Visits by Source
1 Organic Search	6,560
2 Direct	1,601
3 Referral	363
4 Social	207
5 (Other)	87
6 Email	49

Top Channels



Quality blog content helps boost search engine rankings, and can propel traffic from search engines. Over 70% of this SixEstate client's traffic comes from search engines, and their blog is the leading source of that traffic.



Publishing interesting and topical blog posts on a regular basis lays the foundation for consistent improvements in search engine rankings for this SixEstate client.

#2

Growing Rankings for Top Landing Pages

Blogging can also help your most important landing pages - such as product, category, and service pages - rank better for target keywords. Exceptional blog content can attract **inbound links and social shares** which add to the overall authority of your company's website, and can be a significant ranking factor for search engines. Blog posts can also funnel authority to your most important landing pages via **internal links**. Blogging is a long-term vehicle for improving rankings around the most important topics that affect your business and your customers.

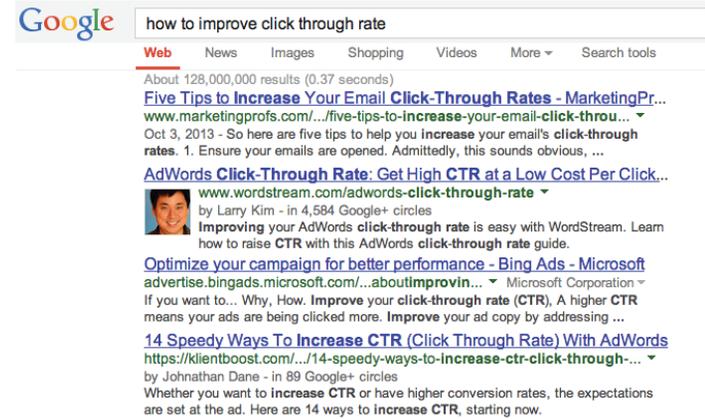
#3

Ranking for Target Long-Tail Keywords

Successful blog content needs to be aligned with your overall keyword strategy. Blog posts that target a specific long-tail or niche keyword, and provide robust and exceptional content on that topic, have the potential to **rank on page one**. Cultivating an archive of content like that is ultimately how you can **dominate search results** for thousands of long-tail keywords.



This blog post for a SixEstate client ranks #1 in Google for "outsourcing database administration," an important long-tail keyword they're also buying for their PPC campaign.



Which of these top four results stands out the most for this query?

#4 Making Search Results Stand Out

You never get a second chance to make a first impression. When your target audiences search Google for specific information, they're presented with a lot of choices. There are typically 10 organic results but, depending on the search term, there may also be results related to maps, images, videos, or news. There may be PPC ads on the top and sides of the search results page. Your business blog can stand out with **a photo next to search results** when the blog is connected to a Google+ profile. This is known as Google Authorship.



Educating Prospects & Customers

A business blog is the perfect platform to educate prospects and customers by publishing content that directly addresses their needs and concerns. You should know the questions or issues that might influence a purchasing decision. Think about how you can go about answering those questions in specific blog posts. This not only helps your audiences find you when they're actively searching for this information (which you're hopefully ranking for!), but it also helps **establish your business as an authority on the subject.**

For example, at SixEstate we frequently publish "glossary posts" that explain an important concept or definition in a clear and easy-to-understand way. These are very popular posts for those site visitors who are most likely to convert to customers.

80%

of decision makers prefer to learn about a company through a series of articles versus an advertisement.

Source: Content Marketing Institute

78%

of consumers believe that companies behind content are interested in building good relationships.

Source: TMG Custom Media

90%

of consumers find custom content useful.



Bolstering Authenticity & Credibility

Rather than hard-selling your products or services - like you would in an ad - a successful blog should focus on providing valuable and useful information that fills a need for your audiences. Your blog should be an authentic and credible platform to connect with customers, **earn their trust and loyalty**, and demonstrate your brand's expertise -- without the blatant promotion that can be a turn off to potential customers.

#7

Increasing Conversions & Leads

Blogging will help you attract your target audiences to your website, and position your brand as an industry authority for those visitors. But then what? By integrating **strategic and highly relevant calls-to-action** throughout your blog, you can drive newsletter signups, white paper downloads, requests for quotes, contact form submissions, phone calls, and other conversions that are important for your business.

Companies with an active blog get **67% more leads** than companies without active blogs.

Source: Inside View



A successful blog is an easy ice-breaker at trade shows. Blogging businesses say that prospects at industry gatherings often mention reading the blog.

#8

Extending Thought Leadership

Effective blogging showcases thought leadership and industry authority in the eyes of your audiences. By publishing useful content that's aligned with the topics that drive your business, you can position your blog – and your brand – as a vital resource, and a leader on those topics. **Important people in your industry will come to know and respect your blog.** For example, journalists in your field often follow quality blogs. Other thought leaders in your field will certainly be aware of your blog. Businesses say their blogs give them recognition and easy conversation-starters at trade events where potential clients gather.

#9

Earning Media Attention

Journalists in your field are constantly seeking experts for quotes, comments, and interviews that can support their stories. As your company's blog grows in authority and influence, your team will gain credibility as leaders in your field, and **journalists can find you when they need a source**. Even without a formal request for a quote or interview, exceptional blog posts can get picked up and cited by a journalist who's conducting research to add depth to a story, and your content fills a gap for him or her.

Forbes ▾	New Posts +20 posts this hour	Most Popular Amazon's Wholesale Slaughter	Lists Power Women	Video 10 Years
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LEADERSHIP | 5/28/2014 @ 8:00AM | 320 views

Top 10 CMO Insights from Economist Conference

+ Comment Now + Follow Comments

The [Economist](#) recently held its annual conference for chief marketing officers — dubbed “The Big Rethink” — at New York’s TimeWarner Center. I couldn’t make it, but my friend [Steve O’Keefe](#) of [SixEstate](#) did. Thanks to Steve we have his top 10 tweetable moments:

This article on [Forbes.com](#) first appeared on the [SixEstate blog](#). Successful blog content is designed for impact, readability, and shareability. It can get noticed, cited, quoted, or even republished by major media outlets.

Material Results: Bringing Science to Social, Polymer Solutions Grows Followers by 375%

By [HootSuite](#) • 3 days ago • 0 Comments



Small Business Spotlight

Our client [Polymer Solutions Incorporated](#) was [recently featured](#) on the [HootSuite Blog](#) for their impressive growth in social media fans and followers. [PSI's blog](#) - exploring “the science behind everyday life” - was highlighted as a key component of that growth.

#10

Driving Social Media Content

Blogging provides interesting and original material that can be shared on Facebook, Twitter, Google+, LinkedIn, and any other social networks where you have a presence. Showcasing industry-leading content on these channels is a powerful way to connect with your audiences, build your brand's authority, and **grow your social presence and fanbase**.

#11

Providing Substance for Newsletters

Newsletters are an effective tool to keep your audiences informed on a regular basis, and **drive significant traffic back to your company's site**. The problem with most corporate newsletters, however, is that they just aren't newsworthy or interesting. If your blog is a compelling and informative resource for your audiences, then highlighting your best content in the newsletter will help ensure your newsletter is worth your subscribers' time.



SixEstate's client newsletters include highlights from the blog, feature stories, breaking industry news, interviews, and more. Each newsletter is an opportunity to reach your audiences with compelling content, and drive them back to your website.



A commitment to publishing compelling blog posts on a regular basis will grow traffic steadily over time, as it's done for this SixEstate client over the past two years.

#12

Fueling Long-Term Traffic Growth

Businesses that blog 15 or more times per month get [500% more traffic](#) on average than businesses that don't blog at all. Each new blog post is an opportunity to attract more visitors via search engines, social media, and other channels. Just as compound interest grows a savings account, **an archive of quality blog content drives more and more traffic, and earns more and more authority over time.**

#13



Driving Traffic Spikes

Bloggging can also drive short-term traffic spikes when content aligns with timely topics or search trends, or when a blog post earns a burst of social shares, or gets picked up by a media outlet.



A blog post published over 2 years ago on the SixEstate blog was picked up on Reddit, driving thousands of visitors to the blog over the course of that week.

#14



Bloggging is a Smart Investment

Individual blog posts can attract new readers long after they've been published. Unlike PPC and other forms of advertising, for example, in which you spend money for every single visitor you attract, a blog will **consistently drive visitors when the content is relevant to a search query.** It doesn't matter how old the blog post may be; if it's relevant and useful, it will get discovered. It's not uncommon for a blog post to get more traffic every month for several years.

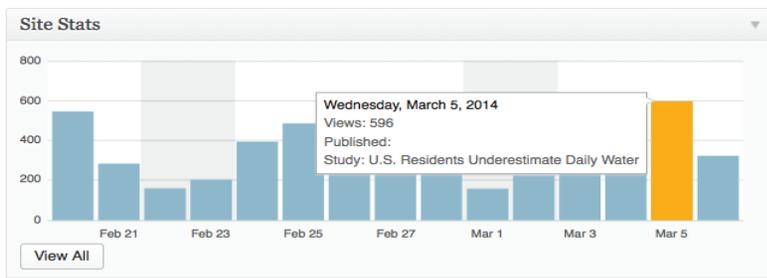
Landing Page ?	Acquisition	
	Visits ?	% of Total
	2,602	100.00% (2,602)
→ 1. /2013/10/30/childhood-obesity-and-games-part-3/	261	(10.03%)
2. /	230	(8.84%)
→ 3. /2013/10/29/childhood-obesity-and-games-part-2/	206	(7.92%)
→ 4. /2012/05/02/singapore-revisited/	114	(4.38%)
→ 5. /2010/06/16/extreme-or-morbid-obesity-in-children-and-teens/	64	(2.46%)
6. /about-childhood-obesity-news/about-dr-pretlow/	57	(2.19%)
→ 7. /2011/05/10/melting-mama-looks-at-designated-fat-girl/	48	(1.84%)
→ 8. /2012/02/08/kids-say-the-darnedest-things/	42	(1.61%)
→ 9. /2012/02/29/whatever-happened-to-the-cheeseburger-bill/	40	(1.54%)
→ 10. /2010/12/22/governments-role-in-childhood-obesity/	38	(1.46%)

Eight of the top ten landing pages on this client website were blog posts published months or even years earlier.

#15

Analytics Guide the Direction of Future Content

Whatever analytics applications you're using, it's easy to see which blog posts are receiving the most readers and generating the most conversions. Understanding which posts are most – and least – successful can help you **make better decisions** about topic direction and content strategy moving forward. Some important metrics to monitor include: entrances on that page, pageviews, social shares, comments, inbound links, visit duration, and more. Beyond the blog, this information can help **guide content strategy** and direction for other initiatives, such as white papers, landing pages, infographics, and even paid ad campaigns.



It's important to see which blog posts are garnering the most attention. This is a screenshot of a chart tracking pageviews in the WordPress dashboard. You can see clearly what was published on March 5, 2014, the busiest day of this period. Similar information can also be obtained in Google Analytics and other applications.

Industry-Leading Business Blogs Powered by Professional Journalism

Thanks so much for reading *15 Benefits of a Powerhouse Business Blog*. I hope you found it helpful and informative. Please feel free to [email me](#) with any comments or feedback. I'd love to hear from you!

If you're looking for a partner to help grow and manage a successful blog for your business, [contact SixEstate](#) today for a free content strategy review and consultation. We help clients across a wide range of industries produce powerhouse blogs that showcase thought leadership, educate customers and prospects, drive traffic, and generate leads.

These results are driven by our team approach and industry-specific expertise, no matter how complex or niche the topic area may be. SixEstate matches each client with a dedicated editorial team – lead by a seasoned journalist with major writing credentials and strong industry background – to research, write, edit, optimize, review, and publish industry-leading content, as well as manage the entire process seamlessly and efficiently.

You can learn more about SixEstate's [professional blogging process](#) here. Or you can [contact us](#) for a free content strategy consultation.

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