

3 Critical Reasons Your Company Should Blog For SEO



Did you know that if your business website is not optimized for SEO that potential clients won't find your products or services? According to a [recent survey from The Manifest](#), 70 percent of small businesses do not have an SEO strategy. If you don't incorporate an SEO strategy, you will be invisible to most people who could use your products and services.

Online business presence is more important now than ever. If you want a cost-effective way to get traffic to your site, you not only need an SEO strategy, but you also need to blog for SEO.

What is SEO?

SEO stands for search engine optimization. Google and other search engines rank your website according to what it can find out about your website based on what's written on it. What search engines find on your site can help some of the billions of searchers online daily find you.

The more organized and optimized your SEO, the higher you will rank on Google for the search criteria readers are looking up. If your site comes up on the first page of a search engine, potential customers will likely engage with your website. If this happens regularly, this traffic can convert into sales.

How Blog Writing for SEO Can Help Your Website

If you optimize your website, you will be competing with others who use similar keywords for their website. For example, if you want to rank for "ceramic curling irons" and you incorporate this keyword throughout your website, you will rank for this keyword. Keep in mind that you will be competing with lots of other people worldwide who sell such a product and have their site optimized for this keyword.

To start to stand out from the crowd, you can incorporate a blog on your website. Search engine [traffic to a blog is more consistent](#) than other methods for getting people to view your blog. Blogging for SEO gives you more of an opportunity to rank for different related keywords while providing helpful content that can lure people to your site and your product. Differentiation is one of the reasons why blogs are important for SEO.

3 Reasons Why Your Company Needs to Incorporate SEO Blog Writing

In an online marketplace where many other businesses may be selling products or services like yours, you must try to stand out. Many companies make the mistake of trying to distinguish themselves by adding more information about their company and their company's achievements. While this may help close the deal, it may not be helpful in bringing in traffic.

Most people are online searching for what they need, not searching for how great your company is. Besides, most of your competitors have the same spiel. You distinguish yourself from competitors by ranking high for helpful content to help potential clients trust you and buy from you. To accomplish this, you must blog for SEO.

1. Including Useful Blog Articles on Your Website Improves Your Google Rank

If you have built a website optimized for specific keywords, this is great, but your high rank may not last long. Search engines crawl websites regularly. If your website has the same info on it from many years ago, search engines may assume that your site is not active. One way to stay ahead of other sites is to [post relevant info on your blog](#) regularly.

2. Providing Helpful Information is Less Intimidating than Promoting Products or Services

Simply put, [people hate ads](#). They only create more clutter and noise online, making it even harder for people to find what they want. This is because most ads are business-centric and not customer-centric. They are also not always helpful, either. The best way to break through the clutter is to provide information that helps clients solve their problems. SEO blog writing should give beneficial solutions that can convert visitor traffic into sales.

3. If Your Blog Article Is Evergreen, It Will Always Bring in Traffic

One more thing to keep in mind when creating blog articles is that you should aim to produce evergreen content. This type of blog content never gets old. Therefore, it will always bring traffic to your site.

Whether you are a small business or a large company, your blog can benefit from regular, useful information. Including helpful information in your blog can build trust and attract the types of customers you need to purchase your products or services. Do you want to attract potential clients by regularly providing excellent information on your blog but don't have the time? At Company Confidential, we can outsource writers for your blog. Contact us today to learn more about how we can help.