



The 5 Purposes for Your Business Blog Content

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If you're writing a blog for your business, it's easy to get caught up in the beauty of your projects or in writing from the heart! But it's important to remember that your blog is a valuable marketing tool. You need to approach it with a goal in mind. Here are the five things your blog could be doing for your business: figure out which purpose or purposes your blog post will serve *before* you start writing!

1. **Appearing in organic searches**

When it comes to your blog, SEO matters! Your blog can attract new customers through optimization. (Since you're probably not an SEO expert, consider either learning the basics or outsourcing the optimization!)

2. **Generating leads**

Your blog is also a way to catch emails, generate leads, and build your list. Consider giving away ebooks or other lead magnets to build your list, and use your blog to drive traffic to those!

3. **Driving traffic**

Having quality blog content, especially if it gets shared on social media, is a great way to drive traffic to your site! More traffic equals more potential customers!

4. **Selling**

The ultimate purpose of your blog will be to sell your services, but it often comes through building relationships and value. Sometimes, though, the blog can be used directly to sell. Think about how your blog is being used (both directly and indirectly) to sell what you do and give you that ROI for your time and effort!

5. **Positioning you as an expert**

Giving value in your blog builds trust and relationships. If you can position yourself as an expert in your niche, then you can become a go-to trusted voice for customers!