



# 6 REASONS WHY YOUR WEBSITE NEEDS A BLOG

**Cedarwood Digital**  
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IN A RECENT MARKETING SURVEY **52%**

OF RESPONDENTS AGREED THAT  
BLOGGING IS THEIR MOST

***CRITICAL*** CONTENT MARKETING TACTIC

- *HUBSPOT*

HERE ARE 6 REASONS WHY YOUR WEBSITE  
***NEEDS*** A BLOG...

# 1. INCREASE YOUR *SEO*

Google loves content that helps its users find what they're looking for. So, by creating blogs on topics that your target customer is interested in, you can drive traffic back to your website through search rankings.

*Companies who blog receive 97% more links to their website than those who don't (Hub Spot).*

Plus, the more useful and valuable your content is, the more likely people are to share it within their own content or social media channels.

## 2. HIGHLIGHT YOUR *EXPERTISE*

Let's be honest, it's pretty easy for anyone with an internet connection to set up a website these days.

So why should your target customer buy from you? Because you have a wealth of authoritative, well-written content on your blog that showcases your expertise (amongst other awesome trust signals).

Consumers rarely make a purchase instantly. 53% of consumers consume 3-5 pieces of media before making a purchase or speaking to someone from that company (EliseDopson).

Customers want to shop with credible, authoritative businesses online that they know they can trust with their money - so don't make it hard for them. Tell them why you're the best. Or better, show them with great content.

### 3. TO GIVE YOUR COMPANY A **VOICE**

As business guru, Seth Godin, once said *“People do not buy goods & services. They buy relations, stories & magic.”* And with consumer trust wavering, it's more important than ever to get real with your customers.

Blogs are a great way to show the human element of your business and the thoughts, feelings and stories of the people behind your brand. Be authentic, honest and strip back the corporate jargon. Show your customers the people that their custom impacts.

## **4. *ENGAGE* WITH YOUR AUDIENCE**

Speak your customer's language!

Show them that your company is interested in the topics they're interested in, you know their concerns, you understand them. All through great blog content.

Engagement isn't just about social media. Open up the comments on your blog, ask readers direct questions or even publish customer reviews or opinion pieces to create conversation and community with your customers.

## **5. BLOGGING HAS LONG-TERM *RESULTS...***

Companies with blogs produce an average of 67% more leads monthly than companies that don't blog (DemandMetric).

Blogs are not just a one-off, they are a long-term strategy that continually provides value to your consumers.



## 6. ... AND CAN ***BEAT*** PAID ADVERTISING

70% of people would rather learn about a company through articles rather than advertisements (DemandMetric).

Blogs are a trustworthy source of information for consumers that acts as free advertising for your company.

# OH, AND ***ONE*** MORE THING...

Did we mention that it's ***FREE?!***

Many businesses don't realise that they often have the skills, expertise and customer understanding to produce high-quality blogs in-house. All it takes is investing in a little bit of time. But if you want to speed up the process, then a marketing agency can give you direction on which are the best topics to write about, keywords to include and even produce the content for you in the tone of voice of your business.

If you have any further questions you can get in touch  
with us using any of the following:



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