

# Blogging for Business

## Your Questions Answered...



The 2006 Pew Internet & American Life Project study on bloggers finds that not only are many Americans keeping a blog, but far more are reading them. The report states that "8 percent of Internet users, or about 12 million American adults, keep a blog. Thirty-nine percent of Internet users, or about 57 million American adults, read blogs." And the numbers keep rising every day. We sat down with Alan De Keyrel, president of Corporate Web Services, Inc. in Rochester, to get a few frequently asked questions about blogs answered.

### What is a blog?

**De Keyrel:** A blog is basically a journal that is available on the web. The activity of updating a blog is "blogging" and someone who keeps a blog is a "blogger." Blogs are typically updated daily using software that allows people with little or no technical background to update and maintain the blog.

### How are blogs used?

**De Keyrel:** Blogs are read by individuals that have an attachment to the main theme of the blog. If the blog is updated with important information, then individuals will want to read about the information that pertains to them.

### I run a business. What good is a blog to me?

**De Keyrel:** A blog can update current customers to new ideas and products. It can also inform perspective clients about your business and products. If used correctly, a blog can be a free, constantly updated ad and informational tool for your business. New posts can be emailed to a list and linked back to your blog.

### How do blogs bring traffic to a Web site?

**De Keyrel:** By linking certain phrases and words to your website, you are trying to direct the reader to your website.

### Who can post comments on a blog?

**De Keyrel:** The editor of the blog (blogger) can set it up so that either anyone can make comments or nobody can make comments. This can be set for all entries or on a case by case basis.

### How can one blog stand out from the millions?

**De Keyrel:** Consider the topic and audience when writing your blog entries. They should determine your content and be relevant to your audience. Good content with a relevant theme will help you build a dedicated audience to your blog.

### What are some advantages and disadvantages of having a blog?

**De Keyrel:** The advantages of having a blog are increasing the links to your site and other sites, creating a dialogue with your customers and updating information about your company. The main disadvantage is that it takes time and effort to continually post to the blog and monitor comments.



Alan De Keyrel, Corporate Web Services

A blog should fit into your overall marketing plan.

### How often should a blog be updated?

**De Keyrel:** To best keep your readers interested in your blog, you should be making frequent updates. This usually involves several new posts per week at a minimum. Ideally, to keep readers interested you should make at least one post per day.

### How is a blog written?

**De Keyrel:** The type of entries to a blog depends on the audience. If a discussion of ideas is what you seek, then a short conversational post would be in order. If you are posting about a product, or your company, then a couple of paragraphs would be sufficient. The blog message should be enough to draw and keep the attention of the reader for a little while.

### How much money should my business plan to invest into the blog?

**De Keyrel:** There are several websites where you can setup a blog for free and get started in a matter of minutes. This makes getting started easy and very affordable. However, you will need to consider the labor costs of dedicating time to your blog and make sure you have included this in your marketing budget.

### So, how do I get started?

**De Keyrel:** There are many things to do before starting a blog. Decide what the overall theme will be. Determine who will be responsible for updating/contributing to the blog. When you're ready, begin researching some of the popular blogging systems such as Blogger.com, Wordpress.com and Livejournal.com. They can all be customized to match your corporate identity and are easy to get started. For beginners, we usually suggest blogger.com as it has a wide variety of templates to choose from and a simple interface.

You can check out De Keyrel's blog at [cws.net/blog](http://cws.net/blog).

## Rochester Chamber launches Business Blog

The Rochester Area Chamber of Commerce recently launched the Rochester Area Chamber of Commerce Business Blog. The Chamber's Business Blog was created to provide Chamber members additional value to their membership. The Business Blog is updated daily, not only with the latest Chamber news (events, promotions, items of action, photos, etc.), but also news and happenings of the Rochester business community provided by our 1,200-plus members. To view the blog, visit [www.rochestermnchamber.com](http://www.rochestermnchamber.com) and click on the blog link!

**Submit an Item!** Has your business reached a significant milestone? Or maybe you've changed store locations, hours, added a new product line or service? Does your business have a special event coming up? No deadlines here -- just submit an item of interest to [bolson@rochestermnchamber.com](mailto:bolson@rochestermnchamber.com), and we will do our best to include it on our blog as soon as possible!

[www.rochestermnchamber.com/blog](http://www.rochestermnchamber.com/blog)