

# How and why to blog? Must read!



I remember when I was first introduced to web design some (wow) nineteen years ago. I had just signed on as General Manager of a local ISP, networking and web hosting firm. Our web designer gave me a quick tutorial of FrontPage and I was uber impressed. I bought

a copy of FrontPage and toiled through its tutorial until I was able to create and launch my own website online. I especially liked its navigation view, but over the years I learned that FrontPage was an HTML hog and I moved on to Dreamweaver, Expression Web and CSS. The common denominator? It helped if you knew code.

## **Blogging levels the playing field with the big boys**

When Google and WordPress released their blogging platforms, suddenly millions of want-to-be web designers were able to post sites online, share their thoughts and compete with the big boys. It leveled the playing field, and opened the door for peer-to-peer networking. And you didn't need to know one stitch of code.

## **Blogging now competes across global markets**

With millions of WordPress sites online today and thousands upon thousands of plugins available to customize those sites, peer-to-peer recommendations via blogging (and other social networks) drives today's market. Blogging platforms have transitioned from amateur status to now compete across broad cross sections of corporate America and global markets.

## **Some interesting facts about WordPress**

- Every day, approximately fifty-thousand new WordPress sites are created.
- There are over thirty-thousand plug ins, paid and free, available for WordPress.
- Just on Google search, there are more than thirty-seven million searches monthly related to WordPress
- How many WordPress themes are out there, free and paid? Over thirty-thousand!

## **Why you should blog**

Bottom line; it's been documented over the years that prospects buy (or are influenced) from individuals, organizations or businesses they know, like and trust. Blogs provide a cost effective online platform that allows you to ENGAGE your prospects and clients, which in turn keeps you in their crosshairs when they're ready to pull the trigger to BUY. Prospects don't want to be sold to, but make no mistake, they do buy billions of dollars of merchandise, information, services or programs, if not from you, then from your competition.

## **Blogs introduce YOU to your audience**

The key to effective blogging is that you make it your own. I read this online a couple of years ago, "By placing informative and/or opinionated content on your blog, not only are you generating increased readership from people searching online for that particular subject matter, you are introducing these people to you."

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