

Blogging Basics

A blog isn't just something that your niece started on her laptop to share her beauty tips with other 11 year-olds anymore. A blog is an extremely beneficial asset to your businesses' online success. Blogs increase your SEO presence and can drive more traffic to your site if done correctly. With 95% of consumers doing product research online anything you can do to increase your presence is crucial and blogging is the easiest way to do that.



How Does Blogging Help?

- » Blogging helps boost SEO (Search Engine Optimization) by positioning your website as a relevant answer to your customers' questions.
- » For example, if you write a blog on the top five ways to till a garden, your page is very relevant to a new gardener who is looking for tips to get started.

Can't I Write Myself?

Maybe you're the second-coming of William Faulkner but my guess is that your writing isn't quite as good. While we are not Faulkner caliber either, Midwest Marketing has certified writing professionals whose sole focus is on creating content for people from a wide variety of industries. Knowing how to create engaging content that takes advantage of SEO keywords is our specialty.

The Breakdown

- » 400-600 word blog every other week, written with SEO keywords, posted to your blog page with an image and metatag - **\$399/mo.**
- » 400-600 word blog every week, written with SEO keywords, posted to your blog page with an image and metatag - **\$699/mo.**
- » 400-600 word blog twice a week, written with SEO keywords, posted to your blog page with an image and metatag - **\$999/mo.**