



The National B2B Centre  
*Helping growing businesses make smart e-business decisions*

## What is Blogging?

### What is a blog?

A 'blog' is an abbreviation of 'web log' and describes an ongoing diary of information stored on a website.

Blogs are written on websites and frequently updated with diary-type commentary and links to articles or other websites. Blogs range from the personal to the political, and can focus on one narrow subject or a whole range of subjects. Many blogs focus on a particular topic, such as web design, politics, sports, or mobile technology, some are more eclectic, presenting links to all nature of other sites and others are more like personal journals, presenting the author's daily life and thoughts.

The USA and France are ahead of the UK in using blogs for business, but blogs are being taken more seriously in business and many now use them as a tool in the marketing communications mix. Companies such as Microsoft and Google use blogs to create a buzz amongst their most loyal customers and provide them with information about product and technology news.

Small businesses also write blogs. A B2B Centre member, David Terrar of D2C uses blogging successfully – read his article to discover why [blogs mean business](http://www.nb2bc.co.uk/images/article/pdf50.pdf) ([www.nb2bc.co.uk/images/article/pdf50.pdf](http://www.nb2bc.co.uk/images/article/pdf50.pdf)) for his company.

### Tips for success

- Have a clear vision for writing your blog; are you selling something or promoting your expertise? Define the type of reader you want to appeal to and write content for them.
- Create a theme for each blog so your blogs are focused and read worthy.
- Blog regularly – keep it up to date or readers will move on.
- Think about keywords in your use of titles, links and blog posts – Google still takes this into account. The more targeted your keywords the more chance your blog will appear in search results.
- Get involved in others' blogs – leave thoughtful, helpful comments.
- Market your blog! Mention it wherever you can, in your email signature, newsletter, website home page, marketing literature, business cards, at events etc.
- Submit your blog to online directories and registries.

Download our **How to create a Blog** ([www.nb2bc.co.uk/downloadfile/?id=64](http://www.nb2bc.co.uk/downloadfile/?id=64)) article to begin writing your blog today!

By Liz Rowe, Editor, B2B Centre, 2 November 2006