



## SuccessCREEations

Helping Businesses Fuel Growth Through Blogging

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# Business Blogging 101

## Traditional Site vs. Blog

- Static vs. Dynamic
- One Way Communication vs. Conversation
- Expert Required vs. Simple to Maintain
- Relatively Expensive vs. Cost Effective
- Hard to Build Search Engine Ranking vs. Search Engine Friendly
- Inflexible vs. Responsive
- Fewer Outbound Links vs. Many Outbound Links
- Press Release vs. Casual Conversation
- A Brochure vs. A Tour Around the Business

## Comments

- What Are Blog Comments?
- Hazards
- Benefits

## Who's Got the Time?

- Post Length
- Post Frequency
- Time Savers

## Is Blogging Right For Your Business?

- Advantages
- Challenges
- Businesses Especially Suited For Blogging
- Special Situations