

Five Problems you'll Fix with a Blog

Hi - I'm Rebecca

COPYWRITER AND BUSINESS WRITING EXPERT

I've been writing for over 20 years, and copywriting for small and medium businesses since 2016. I also show others how I do it, running workshops, a membership club and free challenges to share the skills I've learned over the years.

Blogging is one of those things that seems like a good idea, but a lot of effort - especially if you're not sure what the benefits are going to be. But blogging really can work magic for your business: I've seen it myself. My own blog took my website from page 8 of Google search results to page 1, and dozens of my Blog Challenge graduates have seen amazing results for their own businesses, just from starting theirs.

In this download, I'll tell you about five problems that you'll solve by having a blog - and how it really is worth the time and effort to do it.



 **38K**
blog views

 **20+**
years of writing

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MORE TRAFFIC TO YOUR WEBSITE

More people on your website = more sales, and more referrals - but they need a reason to go there. If you've regularly got new and useful blog posts on there, you've got lots of reasons to post new links to tempt them in - and to show them what they should browse and buy once they've finished reading that tempting content.



BETTER GOOGLE SEARCH RESULTS

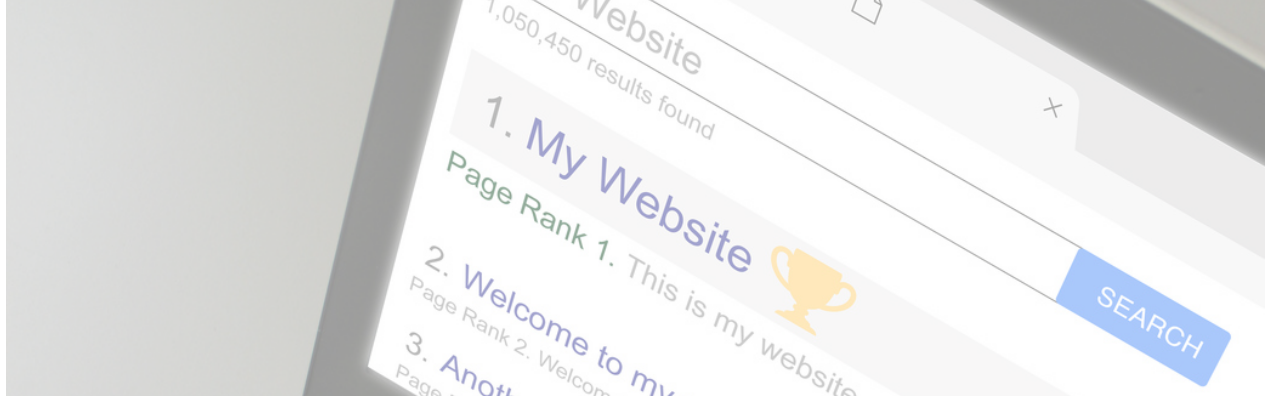


Blogging is the easiest, most cost-effective way to get higher in the list of Google search results. Google looks at various factors when deciding where to show you in the list of results: is the site updated regularly? Does it get regular traffic? Do other sites link to it? Is it a credible source of information? All these things tell Google that you have a good and useful site - and having a blog that you post to, link to and share consistently will tick every one of those boxes.

MORE KEYWORDS FOR GOOGLE

Each page on your website should have a designated keyphrase or word so that Google knows what it's about - that's how it knows to show it in the proper search results. Every time you add a blog post, you have the opportunity to use a brand new keyphrase you haven't used before - which is a brand new way to be found when people are looking for that phrase in the Search bar.





MORE SPACE TO SHOW WHAT YOU KNOW



When people are deciding whether to buy from you, they do a lot of research - so give them plenty to go on. Your blog can be an extension of your products and services pages, where you've got so much more room to show people how much you know about your industry.

They've come for what you know, and they'll stay for who you are. Your blog is an extension of your About You page as well, and it's a place to show a little personality and passion. This is what's going to connect your ideal customers with you - and when they feel a connection with the person they see in your posts, that decision to buy or invest or enquire becomes a lot easier.



A 12 MONTH CONTENT PLAN



Plan a blog for the year, and you've got a monthly theme for your content - marketing emails, social media, lead magnets and networking pitches can all flow from the blog post topic for the month. It gives you a plan, structure and polish to what you're putting out there - and you can cut, paste and reuse parts of the blog post across all these media, actually cutting down on the amount of writing you need to do each month as well.

Starting Your Blog...

FREE BLOG CHALLENGE

My free Blog Challenge is the perfect place to start your blog. What to write, when to write and how to boost that SEO – we'll cover all this and more, with loads of support along the way. Check my website for the date of the next one, and book your free ticket.



RLC WORDS MEMBERSHIP

In my membership, I show you how I do it - the processes I go through when writing for clients, and for my own business too. There's a monthly masterclass with visiting experts, online Writing Room. library of writing videos and resources, and a private group for support - all for £25 per month. Visit my website to sign up.



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GET IN TOUCH

I'd love to help you get your blog off the ground. Contact me today to find out more about Membership and the Blog Challenge -or visit my website to see what I post on mine.



Rebecca