



Kinetic How 2 Guides: To blog or not to blog?

What is a Blog and why should I be doing it?

Blog is short for web-log and allows any users to publish online content at the click of a finger. Most blogs have a blog-roll which is a profile to the right of the screen that introduces the blog and the person/company that that is updating and amending the blog. The barrier to entry is non-existent. It's free and anyone can do it.

Blogs are becoming an integral part of communications strategies and have been known to be high profile catalysts for change (see Innocent Smoothie case study):

[Innocent Smoothies blog](#)

[The Guardian comments on Innocent's blog](#)

Blogs have given power to the people, allowing consumers and customers (and even stakeholders) to have had a broadcasted opinion on companies and their products and services.

Blogging itself is around 10 years old and is one of the most important and widely used forms of social networking. As we enter [Web 3.0](#), blogging is adapting to the consumer need for 'mobility'.

- Product, Price, PLACE, promotion
- 400,000 blogs have had a posting in the last 3 months
- People link content and frequency of updates with your companies service - so make sure you have the time and commitment to follow through

Words of warning

You need to first and foremost assess whether your company is ready to blog.

Can you afford to update you blog regularly? Don't allow yourself to become the latest entrant to the digital wasteland. The blog will need to be written consistently and preferably from one voice - or a couple of easily identifiable ones. Bloggers attach to people, not companies.

Can you take feedback on the chin? If the blog is too pure and the company backs away from any risky or controversial topic then bloggers will smell a rat.



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Strategy is key. Product, Price, PLACE, Promotion

Blogs tend to perform well on search engine results. There are three components that put blogs ahead of web-pages:

- In general, people search for colloquial terms and usually more than one word at a time. Blogs are written in this style and will nearly always appear in the top five results
- Google searches for the most recently updated pages first. Good blogs are generally the most frequently updated sites (at least three times per week)
- Google puts preferences on 'linked' pages. Basically, the more branches on the tree, the more likelihood a page will be in the top five results

The IT of it all

Your company will need to assess which vehicle you will use to host your blog. The three most widely opted for methods are through social networks, blog services (such as [EBlogger](#)) and your own company website.

Along with content, how your page is set up is crucial to your blog's success and readership.

- Choose a simple name which includes the terms people will search for
- Include 'in an association with.....' to link the blogger with your company
- Include personal and/or company CV
- Make sure people are able to subscribe and ALWAYS link in to other blogs
- Have a comments policy advising that comments are moderated (but make sure that you actually moderating the comments as you are then legally responsible for not taking down any offensive material)
- You MUST have an author by-line (or sell-line) that is searchable
- It is helpful to have a 'blog roll' that links in other websites
- Include tags that will enhance your visibility and 'searchability'

Happy blogging!