Yes, there’s still value in blogging

It’s been a while

I haven’t written a blog post in months. It’s been hard to concentrate, and it’s been even harder to find something to talk about when we are all consumed by the pandemic and its effects. But this morning I got a comment on a blog post I wrote well over a year ago. The post was about bad email marketing practices, and the comment came from Eddie in New Zealand, who’d been targeted by the same spam marketer I referenced in the post. Eddie wanted to share his similar experience, and how he dealt with it. I assume he did a search about that particular spammer, and found my post, and then found the post to be relevant to him.

So thanks Eddie, for sharing your thoughts, but also for giving me an idea for a new blog post: the value of blogging.

Blogging = being found

Blogging consistently about the stuff you know best results in your website (and, by extension, you or your organization) being found when someone is looking for information on a specific topic. This is the theory behind inbound marketing.

Why I blog

I have been writing this blog for nearly twelve years for two main reasons:

- It provides an outlet for my thoughts on marketing communications
- It helps me to be found (and may lead to business)

Two things you absolutely must have to be found

Writing a blog is one of the most effective ways to boost your ability to be found, and to establish your particular expertise. There’s almost no need for tinkering with your SEO if you are writing about you know, using appropriate tags, and including specific keywords. However, to really reap the benefits of blogging, you have to fulfill two things:

1. House your blog on your own website. Do not outsource it to Medium or any other third party.
2. Write what you know, and/or what you think (in other words, be original and authentic by providing something from your own perspective and experience).

Bottom line:

If you’ve ever doubted the value of having a blog, don’t.