

10 Reasons why you should be

BLOGGING



57%

of companies with a blog have acquired a customer from their blog.

434%

On average, companies that blog receive 434% more indexed pages.

78%

of companies that update their blogs daily have acquired a customer from their blog.

61%

of U.S. online consumers have made a purchase based on recommendations from a blog.

Blogging creates a conversation, rather than a one-way monologue, so readers can take part in the subject matter.

Once you write 21-54 blog posts, blog traffic generation increases by up to

30%

Engaging blogs have original content that attracts Internet users to read them.



+126%

Small businesses that blog get 126% more lead growth than small businesses that do not blog.

Guest blogging drives traffic back to your website and piques readers' interest in your own blog.



Mentioning blog updates in social media outlets increases website traffic.

