

# Wolfe Writing

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The Blog

## Five Reasons Why Your Business Should Blog

Whether you need a reason to start a business blog or a reason to keep an existing one going, here are five key benefits of posting a blog on your business's website:

1. **Builds trust with customers.** Offering consumers something of value without asking for anything in return not only establishes you as a knowledgeable organization, but also as a trustworthy one. In fact, BlogHer reported that 81% of U.S. online consumers trust information and advice from blogs.
2. **Establishes authority.** Writing about what you know gives you an opportunity to flex your professional muscles and show your prospects and customers that you're the real deal. The more useful information you provide, the more often visitors will turn to you for answers.
3. **Increases traffic to your website.** Search engines love new content. The more information you have on your website, the more hits you're likely to get on your site.
4. **Gives your company a voice/personality.** Blogs help you differentiate your company from your competitors by showcasing your unique thoughts and insights.
5. **Engages your customers.** Most blogs take an informal tone. That makes your company more approachable and more personal. People like to do business with other people, not entities.

*Posted October 23, 2018, [www.wolfewriting.com](http://www.wolfewriting.com).*

**About Wolfe Writing:** Established and operated by Janet Wolfe, Wolfe Writing provides writing, editing, and marketing services for businesses, organizations, and individuals looking to improve their communication efforts, build relationships with customers, and stimulate business growth. To schedule a free consultation, visit [www.wolfewriting.com](http://www.wolfewriting.com) or email Janet directly at [janet@wolfewriting.com](mailto:janet@wolfewriting.com).