

## 5 Small Business Blog Post Ideas

### *Need some ideas to help get you started?*

If you have a blog for your small business, it can be hard to come up with new and interesting blog post ideas on a regular basis. You may want to think about topics that invite a response so that your customers will have a more interactive experience.

Take a look at the following suggestions so you can write compelling posts that visitors find interesting... and keep them coming back again and again.



### **Publish Q&A posts**

Question and answer posts are a great way to get visitors to actively participate in the conversation on your business blog. Include an area on your blog to solicit questions from visitors. Make a list of questions your employees receive via phone, in person, and so on. Then write posts that answer those questions. Your readers will not only learn the answer to a question they may have had as well, but they'll also come to understand that you actually listen to your customers and truly value them by clearly answering their questions.

### **Show an inside view of your business**

The great thing about blogs is that they can (and should) have a personal side to them. Your business blog is a great way to build relationships with your visitors, customers, business partners, and so on. Publish news about your employees, photos of office events, etc. Make sure your blog visitors feel like they're part of your family and your blog community will grow stronger.

### **Post a video**

People love videos. Take videos of product demonstrations, tutorials, company events, conferences, and more. It's up to you. Videos are a great way to make your business blog more interactive and add some personality to it.

### **Provide tips, do's and don'ts and so on**

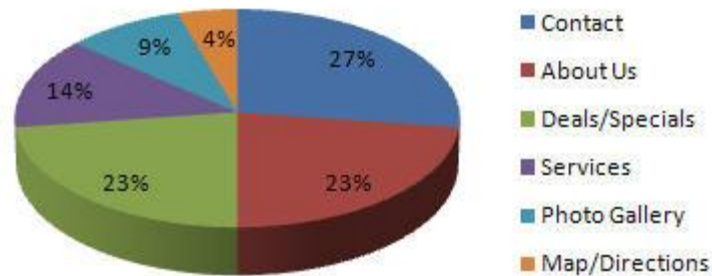
People love lists. Publishing lists of tips, do's and don'ts, warnings, and so on is a great way to add real value to your blog by providing information that actually helps visitors.

### **Teach something**

Many of the visitors to your blog look to you as the expert in your field. With that in mind, publish posts that teach visitors about your industry. Cover current events and include your opinion about what's going on in your industry. Publish a how-to post or describe how to use your products in unique ways. Be helpful and invite readers to share their own experiences as well, making your blog more interactive and giving it the opportunity to grow into a strong community of people who develop relationships with you and your business. That's how a business blog becomes a powerful marketing tool.

## Question of the Week

Last week, we asked *"What pages of your website receive the most traffic?"* After the Home Page, here are the results for most traffic:



This week's poll question: Does your business currently have a blog?  
[Answer here.](#)

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