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Urban Myths

Ranking #1 means I win!

Being #1 in Google doesn't necessarily lead to the online success that popular belief suggests.

Our in-house studies show that as little as only **5% of searchers** will click on a #1 ranking organic SERP.

This is in stark contrast to the popularly held belief that up to 48% of searchers click on the #1 [SERP](#)

This important fact leads us to strive for more than one appearance in search results using resources such as Google Maps etc.

Being #1 is just not enough.

This Urban Myth is:



[Wikipedia](#) defines *Urban Myth* as a contemporary legend thought to be factual... As an emerging discipline Internet marketing is unfortunately plagued with misinformation.

I encounter a disturbing number of Urban Myths including those used here.

Do you have a question on internet marketing that you would like answered ?

[Email it to us](#) and we will provide answers for the most popular questions in our next newsletter.

Apologies to Shakespeare, but it has become very fashionable indeed to have a business blog.

I recommend a couple of important commercial *reality checks* to ensure your business is going to benefit from the non-trivial investment a blog represents.

The questions that demand answers are:

- Does a blog suit your businesses needs &
- What will a blog cost you?

God forbid we consider the ROI of blogging!

Is a blog good for *your* business?

A blog provides your business (another) communication forum to speak to anyone who chooses to read it.

Derived from the phrase *Web logs*, blogs are online diaries that can be excellent forums for communicating:

- News about your business or the industry
- Support information for products and services
- Opinion and commentary

This type of communication is useful for client retention, and also for introducing your business to a new client.

The challenge here is to lure people to your blog (ie 'pull')

For comparison an email newsletter *goes to them* (ie 'push')

A blog is good for business only if you can tempt your target market to read yours.

Will a blog generate leads?

Potential clients have to discover your blog or your website before they can learn about your offerings and consider buying from you.

For your website, Search Engine Optimisation (SEO) techniques help it be easily found by prospective clients by carefully constructing pages for a deliberate outcome.

Blogs are much more dynamic than a website; and this presents challenges for simple SEO but the principals still apply; i.e. ensure your blog contains text that your clients search for.

Google indexes blogs much more quickly and frequently than websites. While this means that you might be able to get a good ranking quickly with your latest blog item, sustaining that ranking is much more challenging.

I have yet to see a blog dominating competitive search terms over time, hence I don't have much faith in them generating ongoing sales leads.

Succinct Update

To blog or not blog. That is the question.

What does a blog cost?

There are free public blog sites or you can have a blog system installed into your website.

WordPress is free and can be installed into your website as well (assuming they are compatible). Once installed into your site there is system (i.e. technical) maintenance that will also have to be resourced to keep your blog secure from being hacked.

Probably the greatest cost will be content production because this is ongoing. Content should be:

- High quality as it represents your business;
- Relevant and engaging for target clients otherwise they won't bother reading it
- Use text they are likely to search on.

Many businesses invest in professional copywriters to produce articles that match their blogging criteria.

To be successful a blog is an ongoing commitment.

Where to from here?

I strongly suggest investigating existing relevant blogs in free public blog sites like blogger.com, wordpress.com and many others.

If you feel inclined, create your own free blog; write a couple of posts to get a feel for the amount of effort required. Factor that effort over a 12 month period allowing for one or more items per month.

If you decide to proceed, check with your web developer about integrating a blog into your website being careful to confirm ongoing costs.

Consider using a copywriter to get at least your first few posts off the ground.

Summary

Communicating with clients in meaningful ways *for them* is critical and blogging provides an online option that may be effective for your target clients.

Consider the amount of time (and real cost) to create regular, coherent and at least semi-original articles that represent your business appropriately to your target audience.

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