

# Blogging for Businesses

**I**f you haven't started a blog for your business, what are you waiting for? Here are a few tips to get you started:

## Write four posts each week.

Studies indicate this leads to 3.5 times more visitors than companies that post fewer than four times a month.

## Research popular search terms.

Look up popular keywords on Google that are related to your business and then use them in your posts. They'll rank higher in search engines.



## Titles and length matter.

Aim for quality posts, not quantity. One report indicates that titles with six to 13 words get the most traffic, and posts of 2,000 words or more perform better.

## Add photos and videos.

People retain 65 percent of written information when it's paired with images or video clips, compared with 10 percent for text-only posts.

# 68.7%

The percentage of small business owners who expect higher earnings for the fourth consecutive quarter.

- Source: MetLife & U.S. Chamber of Commerce



## The Independent Retailer's Challenge

**I**t's no secret that the internet is stealing business from brick-and-mortar stores. According to the Kiplinger Letter, a weekly business and economic newsletter, 15 percent of retail sales occur online, and Amazon nets 44 percent of those. What's more, the number of Amazon Prime memberships is staggering: Seventy-five percent of households with an annual income of more than \$100,000 have one. Independent retailers need to dig in their heels if they want to wrestle sales away from the online giant, and Kiplinger says there are many ways they can start, such as adding detailed product descriptions on their websites, optimizing their sites for mobile traffic and making sure to engage with customers on social media.

## Facebook's Training Plan

**C**all it the 2020 experience: Facebook plans to train more than 1 million small business owners on digital skills in the next two years, with the goal of reducing the amount of jobs unfilled due to applicants with outdated training. A study by management consulting company Korn Ferry found that a lack of coding skills in the workplace could leave 85.2 million jobs unfilled by 2030. To counter this, Facebook launched its Community Boost training program last November. Attendees can receive in-person training at one of 50 workshops in U.S. cities by the end of the year. Continued education will be offered through partnerships with local organizations.

