GET STARTED WITH YOUR BUSINESS BLOG

SELECT A BLOGGING PLATFORM

Wordpress.org is the most popular blogging platform. It's free and easy. But there are others: Wix, Wordpress.com, Blogger (Google), Medium, Tumblr, Ello and more. Depending on your platform, you may need a host such as iPage. Get pros and cons for the most popular choices here.

PICK A DOMAIN NAME

Your blog can have a distinct, catchy and relevant name with a link to and from your website or be self-hosted as www.companyname.com/blog. Although the standard is now for self-hosted sites, others insist the ease of use and support features make a case for the former.

DESIGN IT

There are countless themes, templates, drag-and drop builders, etc. for any requirements. Need grids for landscape shots? Text heavy? Have food photos? In search of an interesting quote pull out? There's a pre-made format for you! Or play around and create your own.

INSERT BACK-END FEATURES

Increase your blog traffic: Activate features provided by your platform (such as Jetpack on Wordpress) and link your social media accounts to auto-publish on them. Install an SEO plug-in (such as Yoast). Insert pictures or videos in your post. Use hyperlinks.

CREATE A CALENDAR

Decide when and how often you will post a blog. Keep a calendar to coordinate posts with events, company news or industry trends. Decide what topics make sense and what are off limits.

RESEARCH, WRITE AND PUBLISH!

LGK marketing communications collective, inc.
maximize your momentum