



SPECTRUM WEB PRODUCTS PRODUCT DESCRIPTION—BLOGS

The term Blog stands for “weblog”. Blogs are a web-based means of interacting with others in the same broad category as chat services such as MSN Messenger and social networking sites such as Facebook. More recently blogs have come to be used on business web sites as a cost-effective means of adding functionality and improving site rankings in Search Engines.

Used appropriately, Blogs can be a valuable addition to a website, but they cannot on their own overcome issues of low traffic or poor search rankings. Essentially they are informal in nature, so may not be appropriate for certain businesses. They are of course very inexpensive (or even free!) so can be suitable for those businesses with a limited IT budget.

Blogs for News articles and other updates.

Blogs are essentially for the posting of text-based articles in a forum where they can be accessed and commented on by a wide audience. So if you have regular updates or news to provide to your clients, a Blog could be the ideal means of delivering this.

You can use the Blog as the source for a News Ticker—an animated window that posts a series of headlines and enables the viewer to click on them to link to the underlying articles. See the homepage of one of our websites www.freeben.co.uk for an example of this. The blue text below the lefthand menu is driven by a Blog.

You can also set up email (and in some cases SMS text) distribution lists so that when you post an article it is automatically emailed to a designated list of recipients. There are limitations on how many emails you can generate in this way, and care has to be taken that the mails are not treated as SPAM by the sending or receiving mail servers. However this can be a very effective way of getting updates and other information out to your clients quickly and cost-effectively.

Blogs for website optimisation.

Blogs can to some extent improve the Search Engine ranking of a website, as they can be used to generate links to the site, and the Blogs themselves may appear in Search results. However, care should be taken to ensure that the use of Blogs does not compromise the underlying branding of the website, and used in isolation a Blog is unlikely to transform the number of visitors to a site.

Search Engine Optimisation (SEO) is most effective when a number of key aspects work together—for example the design and content of the website itself, registration with search engines, the appropriate use of Blogs and other online media, and marketing campaigns to promote the website.

Finally, it should always be remembered that for business websites the end goal is not simply to get visitors to the website but to generate clients for the business. The website is just one of the methods used to achieve this, and should therefore be co-ordinated with other sales and marketing activity.

For a free, no obligation consultation contact spectrum web products on 01283 790909 or
E mail ~ office@spectrumwebproducts.net
www.spectrumwebproducts.net