

7 Easy Steps for Starting a Business Blog

- 1 Set Up a Blog Section On Your Website**
Add a section to your website or create a WordPress blog.
- 2 Determine Your Topics**
Write about things that will bring the most value to your customers.
- 3 Take Time to Outline**
Include a headline, lead paragraph, key sections and conclusion.
- 4 Hook Your Readers Upfront**
The lead paragraph should be clear, concise and capture reader attention.
- 5 Support Your Lead with Key Information**
Support your lead with detailed information that informs the reader.
- 6 Add Finishing Touches**
Include visuals and write a conclusion that provokes action.
- 7 Boost Your Blog**
Attract website visitors with SEO content and social media and email promotions.

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