

The (Not So) Basics of Blogging

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Our resident blogger is out of town, so we thought we would take this opportunity to share some useful articles with our readers. Given the medium through which we're sharing this information, what better topic of the day than blogging? We spend a lot of time explaining to our clients how important it is to regularly update their blogs. Getting a dialogue started with your readers is a difficult but important part of defining yourself as a company and staying engaged with your target market. If you're not sure on how to get started, check out Mashable's ["How To"](#) on creating a successful company blog.

Having a blog that's up and running poses a whole new set of problems. No matter how prolific you might be, once you've started blogging and you have developed a clear purpose and voice in your posts, it's easy to fall into a rut of formulaic entries. Small Business Trends recently posted an article called ["Types of Posts to Incorporate On Your Blog"](#), which offers some helpful tips on how to shake things up and make sure that the style and content of your blog entries are interesting and varied.

Inquiring minds would like to know, what are you doing to keep your blog fresh?