

Golden Rule #11 of 20

Skin and Humanize Your Blog



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Blogs - an integral piece to your content strategy.

Almost every company has one and marketers stress the importance of staying current with your posts.

What most people don't touch on is the right way to manage your blog and the content therein.



Having content just to have content isn't the best strategy. Companies are mixing whitepapers, technical posts, solution papers, opinion papers, best practices, tips & tricks, event promotions and more into a single blog hub. As with any channel, there should be segmentation and a purpose behind it. The purpose of your blog is to humanize.

This is a space where you can take advantage of highlighting the human aspect of your business, and even better, using the space to talk about the people that make your business different from others. Highlighting your company involvement through interactions with others is a great way for customers to see into the core of your company values. You might be saying to yourself, "technology is at the core of what we do. How am I supposed to have a blog without technical information?" - it's all about how you leverage and position that information.

Take GoldenComm's blog, for example.

Latest News



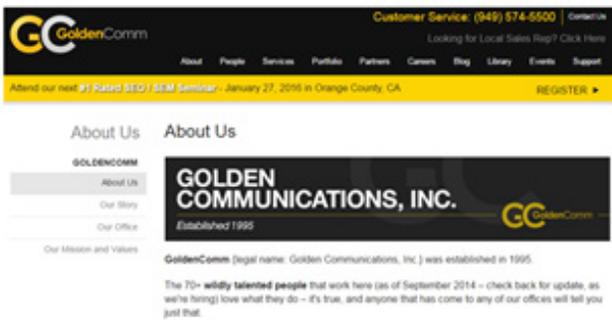
Dana Greaves, CEO of AspDotNetStorefront (Professional E-commerce Software) paid a house call to GoldenComm to tell us about the new features of DotFeed as well as AspDotNetStorefront 9.5.

As a company, GoldenComm is deeply rooted in the technical underpinnings of the development and digital marketing world. However, the content in the GoldenComm blog is not about the best practices for development, rather, stories like hosting the CEO of AspDotNetStorefront pepper the page. Technical development related topic, humanized delivery.

There is a major personal element that you can't fold into a whitepaper, but with your blog, posts don't have to be as long as a whitepaper. Keep them short, content rich, and to the point. This will help you publish posts consistently, without placing too much of a strain on your content team.

Another important element for a successful blog is to skin the design to match your website. A lot of companies host their blog on a platform outside of their website, creating subdomains like blog.goldencomm.com. When a site visitor moves from one section of your main site to your blog, the transition should be seamless and unknown. Why, you ask? Visitors don't like to be taken to another website unless it is their choice - and if they can tell they have been taken elsewhere, chances are they will leave. By creating cohesion, your visitors will be more likely to stay, and can more easily navigate back to your main domain.

Main Site – www.goldencomm.com



Blog – blog.goldencomm.com



In the end, your blog is what you make it, but you would be wise to make sure the voice is a humanized version of your company. People buy from people - and if they can relate to your brand and business on a personal level, you are more likely to leave an impact and create a strong relationship.

All of our **Golden Rules of Harder Working Websites** are only a sampling of what's possible.

The case studies are real, but your results will vary, depending on your business and how well you execute.

Whether your website is new or old, our experience tells us that by skinning and humanizing your blog you are opening a door for your readers to enter and learn more about your company, increasing brand loyalty and awareness.

Be sure to let us know if you have any questions, or if you try this Golden Rule, let us know how it worked!

**WE'D LOVE TO
HEAR FROM YOU**

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