

Blogging with Professional Web Services Blogs for Your Business

by J. Warholic - Article last updated on: Friday, March 18, 2011

<http://pwebs.net/2006/12/bloggng-with-professional-web-services/>

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Improve your B2B and B2C marketing and market reach on the Internet with powerful customer centric blogging tools.

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Blogging has now become more of a main stream media outlet for businesses on the Web. The blogging world is growing by leaps and bounds. The powerful, yet easy to use tools for online publishing are making it easy for just about anyone to publish online. If you know how to type a Microsoft Word document, then you can publish an article online.

With automatic RSS (Really Simple Syndication) and atom feeds being outputted from a blog, for people to plug these feeds into their online newsreaders and/or through email subscriptions, companies from the high-tech down to the manufacturing and industrial sectors are able to expand their market reach and involve their customers while doing so.

Blogs have become more popular for businesses to keep in touch with their readers, buyers, and consumers. Consumers have found them to be a key source for news and information. As companies are becoming more customer centric there has been an increase in more interactivity on the Web geared towards two way communications with customers and businesses alike.

Blogging provides powerful solutions for improved Internet marketing reach.

There are all types of examples of online B2B and B2C blogs where information is shared with readers, customers, and businesses. Take for example the founder and CEO of Godaddy.com, Bob Parsons. Bob has his own blog found at www.bobparsons.com in which he communicates with his customers and readers regularly. He uses the blog to share with his readers and viewership the various items going on with GoDaddy and the various aspects of the Internet world. Bob is not afraid to "Tell It Like It Is." His style of communication is matter of fact, with adding a bit of humor into the mix. Take, for instance, the article: [GoDaddy pulls its IPO filing!](#) Where Bob communicates his reasoning for not taking GoDaddy public at that time.

Another example of blogging in the technology world is at News at CNET.com. Their blogs can be seen listed at news.com.com. They have created a blog for different areas of technology. Each is branded with the CNET brand.

Another aspect of some of the blogging software platforms available, is they are now more of a content management system. This makes the difference between a website and a blog relatively minor. The advantages of having a blog for your business for a sales, marketing, advertising, and branding tool are numerous indeed.

Take the next step now, with a powerful Web 2.0 blogging tool. Bring your business to life online. Learn more about how a blog for you company can make a huge online impact for your business, contact [Professional Web Services](#) today for professional blog/website designs, SEO, and [Internet marketing expertise](#).

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