



**Q.** Why do I need a blog?

**A.** Blogs are one of the best ways to improve your website's overall search rankings. Because your blog posts talk about your industry, your product, and your solutions, it creates search terms that can rank well with Google and other search engines. In addition, good blog posts can demonstrate that your company is a leader in your field. Who wouldn't want to do business with the most knowledgeable company offering a much needed solution?

**Q.** What if I don't have time to blog?

**A.** No problem. Web-Kare offers blog writing services. Our writers will confer with you and research your industry to create posts that are interesting and compelling. Should you have an idea for a post, just email it to us and our writers will optimize the content and post it for you.

Beyond writing the posts, our team also knows how to "share" your posts to give them maximum exposure ([see our Social Media offerings](#)).

**Q.** What would my posts be about?

**A.** Your blog topics should include:

- Industry news
- Company news
- How-to articles
- Case studies
- Answers to frequently asked questions about your product/service
- Anything your "perfect customer" would find interesting or helpful

**Q.** How often should a new post go on the blog?

**A.** The more often, the better. Consistency is key however; we don't want to create 10 posts one month, 5 the next, and then none for 3 months.

Our team will spread out the posts so that they are released in a steady manner. We recommend no less than 1 post per month.

**Q.** If Web-Kare writes my posts, do I get to approve them before posting?

**A.** Absolutely. Web-Kare will not post anything that you have not reviewed and approved.

Keep in mind that, while Web-Kare tries to give you the most time possible to review a post, it must be edited and/or approved in a timely fashion to keep on your posting schedule and maximize your results.