

THE POWER OF WORDS...



MASTERING SOCIAL MEDIA

By Alyse Mitten, Interlace Communications

About three years ago when I was teaching a class on the importance of blogs for your website, I came across a very powerful video created by Purple Feather Media.

The story begins with a blind man sitting on a step collecting money in a tin can and his sign reads, "I'm blind, please help." An occasional person would walk by and drop a coin or two. It wasn't until the lady in the heels stopped by, grabbed his sign and scribbled a new message on the cardboard box that the money began to flow for him. What were the words? Find out for yourself, go to www.youtube.com/watch?v=Hzgzim5m7oU.

Words!

They are the magic that can make the difference for your site to be found on the tenth page of a Google search or the first page. Blogs are the most powerful tool to building a site found on Google.

About a year ago I had the opportunity to sit in on a two-day training session with Marcus Sheridan, author of "They Ask You Answer." Marcus' story about how he took his failing pool company to riches with just one change in how he marketed his business has changed my way of helping our clients to do the same. He started to answer the questions people asked. Let me repeat that, he started to answer the questions people asked. So, what were the questions he answered? The first one was "How much does it cost for an above ground pool?" Now you are probably thinking to yourself, why would I answer a question like that about my business?

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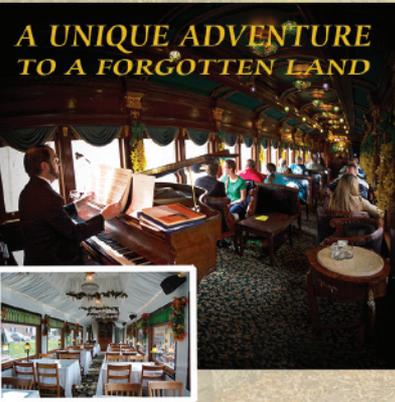
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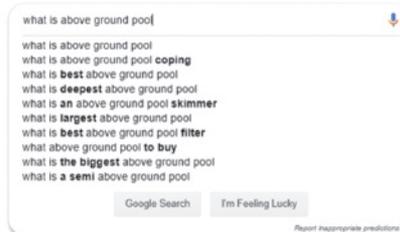
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First of all, by asking the same question that is being asked on Google, your website is matching, word-for-word, a person's search. By using the same keywords your website will be found. As for the blog itself, that's where you need to be creative.

So how do you go about discovering what questions to write about? Ask Google. Let's continue with the theme of the pool service company. When you do a search on Google many times you will see suggested searches. These suggested searches are provided by Google because others have done these searches. See the screenshot below for 10 suggestions.



Now what do you do? For the sake of respecting space, let's take the rest of the discussion online to <https://www.ici-connect.com/power-of-words/>. There we will discuss some of the rules you need to know when creating a blog.

Hate to write and want a partner for your business to help with your blog writing? Contact the team at Interlace Communications. We can help you identify the most important questions to answer and write your blogs for your website to help your site move up in ranking for searches on all the major search engines. Contact us at ici-connect.com or give us a call at 484.709.6564.

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