



Quick Guide

Why You Should Blog (And How Often You Should Do It)

Full article:

<http://www.marketingforowners.com/whats-cadence-finding-ideal-blogging-frequency/>

Why Should You Blog?

Reasons why you should blog:

- **Google** is more likely to notice that you post fresh content and **possibly rank your site better**
- **Increase traffic** to your web site
- Helps to **develop a bond between you and your customers**
- Helps to **establish you as an authority** in your industry

Blog Regularly & Consistently

You should be blogging **at least once a week**.

Crafting a long, detailed essay kind of blog post and only posting them once a month is a wasted effort.

To build a predictable, regular audience, you need to **behave predictably and regularly** yourself. **Post at the same day of the week**, and **ideally even same hour, every single week**.

Finding Your Own Sweet Spot

How often should you blog? **Experiment!**

Begin with one blog post per week. Let that frequency run for two to three weeks.

Then inspect your traffic data: Find out specifically when each post was published and **look at the traffic data** during that time and immediately after. Increase the frequency of your blog posts and adjust based on your findings.