

Business Blogging
101
Getting started on the right foot.

What is It?

**5 Reasons Why Your
Company Should Be
Blogging.**

Establish yourself as an expert.

Increased traffic.

Engage people.

Transparency.

Repeat visitors.

“Hosted Blogs”

- TypePad (<http://www.sixapart.com/typepad>)
- WordPress (<http://www.wordpress.com>)
- Square Space (<http://www.squarespace.com>)
- Blogger (<http://www.blogger.com>)
- LiveJournal (<http://www.livejournal.com>)
