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## Blogging for your Assisted Living Website - Make it Work!



### How often have you heard....

### Create a blog and some amazing things will happen.

If you're an assisted living marketer who has a relatively new blog, you've undoubtedly asked yourself, "When will blogging increase traffic to my assisted living website?" Like your competitors, you started your blog according to the common knowledge that blogging will automatically help drive traffic and generate leads. Statistics, like those below (HubSpot, *Inbound 2013*), bear out that blogging has had a tremendous impact on marketing across all industries:

- Companies that blog have 55% more visitors, and B2C companies that blog generate 88% more leads.
- Marketers who have prioritized blogging are 13x more likely to enjoy positive ROI.
- Companies who blog receive 97% more links to their website.

**Perfect, right?** Unfortunately, some assisted living marketers don't see the results they had expected from their blogs. There could be many reasons for this, but I suspect that the most common one is simply not being familiar with the nuts and bolts of what makes blogging an effective marketing tool.

### Here are some of the major items that new bloggers will want to learn about:

1. **Keywords:** Research and identify strong keywords and include them in your posts, particularly in the main title and early on in the body copy. On the backend of the blog, you'll

want to include keywords in image, alt, and title tags. This will improve search ranking and drive more traffic to your website.

2. **Calls-to-Action:** Create new opportunities to generate leads by including calls-to-action (CTAs) telling the reader exactly what steps you want them to take next. This may include calling for a brochure, scheduling a visit to your facility, or filling in a web form for a free promotional item.
3. **Frequency:** Blogging will pay off faster with more frequent blogging. According to HubSpot, 82% of marketers who blog daily acquired a customer using their blog, as opposed to 57% of marketers who blog monthly. One reason for this is that when you deliver fresh content and more pages of content to search engines you are improving your SEO efforts.
4. **Social Media:** Write posts that are easily shared on social media to gain exposure to new audiences.
5. **Inbound Links:** Provide hyperlinks in your blog posts that link back to your own website. This boosts traffic to your website and also improves search rankings.

**Don't get flustered, and keep moving!**



We've gone over just a few of the areas about which new bloggers should educate themselves. If you haven't created your blog yet, learn what you can in advance. If you're already blogging, keep learning how to improve your results over time to

make your blog pay off. Talk to your peers. Read publications. Do online research. And yes, read blogs! If time is a concern, blogging can be outsourced to a knowledgeable, experienced blogger or creative marketing agency.



In addition, remember that like any other writing, all bloggers get stuck once in awhile. When that happens, you can be prepared by downloading your complimentary ["Get Blogging" infographic](#) now. Next time your writing needs a boost, check out the great ideas about topics, formats, and more information about how to use your blog to generate leads.