**Blog**

Content marketing is a crucial aspect of any marketing campaign and a great way to create original content for the website, which not only improves the SEO score but also provides an insight into your expertise and adds credibility.

According to Google, length of the blog affects how visible it is in the search results –ideal length is considered to be around 2000 words, but shorter blogs can be quite successful too. Magic number is 300 words minimum – anything less than that is dismissed by Google and is considered to be too short to provide readers with any meaningful value.

Key factors for successful blogs are:

**Consistency** – try to release your blogs at regular intervals, be of similar length, language and within the same theme.

**Distribution** – once published, don’t just leave it sitting on your website – promote it via email and social media channels. Try to feature call to action and engage with your readers - encourage shares and comments; people are very open to sharing and providing feedback on the content they deem useful.

**Relevant** – keep your blog relevant. Don’t pre-plan blogs 6 months in advance – react to what’s going on in your industry and connect with your audience.