



Your Business Has a Website. Does It Still Need a Blog?

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When someone asks whether your business has a blog, is your answer a qualified yes—as in, “We have one around here somewhere”? Or perhaps the answer is no. You have a good website, customers can find your products or services, and you've gotten along just fine without publishing articles. Why add another chore to the list?

Because a good business blog does something the rest of your website usually doesn't. Your product pages tell people **what you sell**. Your About page tells them **who you are**. A useful blog demonstrates **what you know**. That distinction may be more important now than when I first wrote this article in 2013.

Thought Leadership Requires Articulation

“Thought leadership” is one of those business expressions used so often that it risks becoming meaningless. Strip away the jargon, however, and the idea is simple: If you know your business, you should have useful things to say about it.

A plumber can explain why pipes freeze. A financial professional can explain a change in tax law. A computer technician can warn customers about a new scam. A theater company can discuss an upcoming production. A retailer can explain how to choose between two products. Expertise sitting silently inside someone's head doesn't do much marketing. Expertise explained clearly does.

Stephen King has described writing as a form of telepathy—the writer putting an idea into the mind of someone who may be miles away and reading it much later. That's a pretty good description of what an effective business blog can accomplish.

Your Blog Is Your Publishing Home Base

Back in 2013, I described the blog as a company's "home base." I still like the expression. Social-media platforms come and go. Google Plus, which I mentioned in the original article, disappeared altogether. Twitter became X. Facebook changed enormously. New platforms arrived, and artificial intelligence introduced yet another way for people to seek information.

Your website, however, is still yours. Publishing useful material there creates a body of work that doesn't have to vanish with yesterday's social-media feed. An article can be linked from social media, included in an email, sent directly to a customer, discovered through search, or referenced years after you wrote it. That makes the blog less like an advertising campaign and more like a library that grows one shelf at a time.

Don't Blog Just to Say You Blog

I was more dogmatic in 2013. I recommended updating a business blog every week. Today I'd modify that advice considerably. Consistency matters, but usefulness matters more. Four worthwhile articles are better than fifty pieces published simply because somebody decided, "We need something for the blog this week."

Before publishing, ask whether the article answers something customers genuinely want to know, demonstrates knowledge or experience you actually possess, and offers something more useful than a generic sales pitch. The best test may be the simplest: **Would I consider this worth reading if somebody else published it?**

The Human Reader Comes First

There was a period when business blogging became almost synonymous with search-engine optimization. Writers were handed keywords and instructed to sprinkle them through articles in hopes of attracting Google. Search visibility still matters, of course, but writing primarily for an algorithm is a good way to produce prose that no human being particularly wants to read.

The better approach is almost embarrassingly simple: **Write something useful for people.** Explain. Demonstrate. Compare. Answer questions. Offer informed opinions. Tell stories from your experience and, when appropriate, let some personality show through.

Today's readers also have another reason to value firsthand expertise: they are surrounded by enormous quantities of instantly generated information. A business that can say, "We've actually done this, and here's what we've learned," has something worthwhile to contribute.

The Missing Link Is Still Writing

One thing hasn't changed since 2013: Somebody has to write the stuff. You can have a beautiful website, a sophisticated marketing plan and accounts on every social-media platform known to humankind. None of them will magically produce an interesting article.

Writing requires time, ideas, organization and a willingness to revise. Business owners who enjoy writing can do it themselves. Others can assign the job to knowledgeable employees or work with professional writers who can turn subject-matter expertise into readable prose. The

important part is preserving the knowledge and personality behind the business rather than filling space with generic words.

So, Does Your Business Need a Blog?

Not every business does. A blog that hasn't been touched in years may actually make a website look neglected, while a stream of bland, interchangeable articles contributes little. Publishing merely to satisfy a marketing checklist isn't much of a strategy.

But if your business has expertise worth sharing, questions worth answering, stories worth telling or ideas worth discussing, a blog gives those things a permanent home. It can attract visitors, build credibility, support search visibility, and supply material for social media and newsletters. Most importantly, it can demonstrate that there are knowledgeable human beings behind the website.

That was true when I wrote the original version of this article in 2013. Thirteen years—and several generations of Internet technology—later, it may be an even better reason to keep writing.