

# design to sell

Resources for making design  
your strategic marketing partner

## Blogs and your website

**To improve your website, add a blog and focus your attention on fewer, more effective, pages**

*The best blogs contain numerous short postings*

Updated content is essential for website success. Unless content is frequently updated, there's no reason for visitors and search engines to return. Yet, most websites are rarely updated. This is because updates usually require *time* and *money*:

- *Time*, to write and format updated content—or write, and then send, your words to someone else to format and add.
- *Money*, to pay someone else to format your message and post the new content.

### Blog advantages

Blogs eliminate design and formatting as obstacles to Internet success. Blogs make it possible for anyone with basic word processing skills to add new postings to their blog in just a few minutes—or less.

Equally important, blogs encourage *conciseness* and *frequency*. Blogs encourage you to think in terms of short “ideas” and “sentences,” rather than long, detailed ar-

ticles that—unfortunately—often, never get finished and added to your site.

The best blogs often contain *numerous, short postings*. Blogging success is based on the *frequency, relevance, and timeliness*, of your postings, rather than their length.

### Possible problem

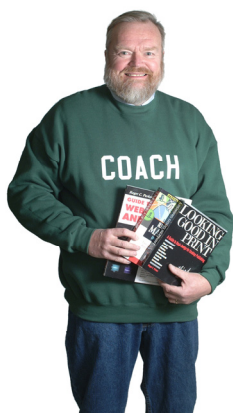
Although sites like [Blogger](#) and [TypePad](#) make it easy to get started in blogs with minimal cost and time, these blogs may remain “orphaned” and not promote traffic to your “main” website.

True, you can add a [feed](#) from your blog hosted on Blogger and TypePad to your website, but this may not attract enough visitor and search engine traffic.

### 3-step solution

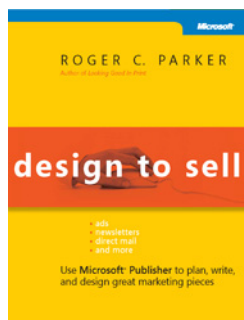
Here's a 3-step program to enhance the effectiveness of your existing website:

1. *Create a blog on your website*, using software like [Movable Type](#) or [WordPress](#).
2. *Eliminate unnecessary pages*, i.e., rarely visited pages, or pages lacking a purpose.
3. *Focus on fine-tuning the remaining pages* until they generate the desired response.



Roger C. Parker has been helping firms and individuals profit from design since 1985

*Blogs help you  
replace clutter  
with focus,  
complexity with  
simplicity*



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### A case in point...

I recently discovered a website that offers *a model of what a simple and practical* website should be. The site is efficient, focused, and easily updated. You can visit it at [www.fresh-books.com](http://www.fresh-books.com).

The site is the major marketing tool of Matt Wagner, who is—like many of us—is a self-employed professional., i.e., a literary agent who placed [Design to Sell](#).)

Like most of us, Matt doesn't have time or money to burn. His days are spent online and on the telephone, working with authors and publishers.

The following are some of the lessons you can learn from Matt's site.

### Simple, focused design

Matt's website is based on a single graphic, repeated at the top of each page. There are only five pages to the site.

The home page is simple and focused. It introduces Matt to first-time visitors, establishing his competence by describing some of books he's recently represented.

The home page, like the other pages of his site, only has to be updated once or twice a year, when Matt updates his client list and adds recently published books.

### Appropriate blog updates

The blog is where the action is. *Whenever appropriate*, Matt adds a new post to his blog, *using only as many words as necessary* to educate and update his clients and prospects while maintaining his visibility in the publishing community.

In many cases, posts contain just a sentence or two—plus a link. In other cases, they go on for several paragraphs.

Because blog postings are *categorized*, visitors can easily access a wealth of information—far more, in fact, than sites with more pages, but less meaningful content.

### Is it time to rethink your site?

If you have a large, complex site that isn't making a *measurable contribution* to your profits, perhaps you should consider *adding a blog* and *simplifying the remaining pages*. This helps you focus your time on:

- *Creating short, frequent, relevant, blog postings* that reflect your expertise and keep your website both visible and fresh.
- *Promoting* your blog and website through search engines and RSS feeds.
- *Replacing inefficient pages* with fewer, more efficient, pages, fine-tuned to generate *measurable, profitable*, visitor response.

Your efforts will be rewarded with a simpler website you can update yourself, without cost; one that does a better job of attracting qualified traffic and creating profitable new business opportunities.

### How to get started

Contact [roger@designtosellonline.com](mailto:roger@designtosellonline.com) for assistance creating a *focused* and *easy-to-update* website for your business. Download the free resources at left and ask about future [online training events](#).

Let me help you replace *clutter with focus, complexity with results*.