

Websites and Blogs: Do I Need Both?

by Deborah Chaddock Brown

We all know the value of a website for our business: online brochure, Internet presence, opportunity to sell stuff. You've heard about blogs and maybe even dabbled into the blogosphere. But do you need both? When people ask for your URL: which do you give?

You'll find fans who argue the importance of a separate website and blog:

- One is static (a page that doesn't change and people can't comment on)
- One is more easily updated
- One is formal
- One more casual
- One speaks AT
- One invites conversation
- One links to the other and vice versa
- One is geared towards customers
- One reaches peers within your field

There are just as many fans in the other camp:

- One URL is easier to remember
- One URL has a consistent brand image
- One URL provides a more complete experience for the visitor

So what is the right answer?

There isn't a universal right answer: it depends on your business and your needs. However, this much is true - you need more than a static site that is rarely updated. That's why a blog is so value - it's easy to update. Now I've learned of an affordable way to have both combined:

Wordpress.org allows you to host a site with your own purchased URL and set it up as a blog AND a static website. Set up your home page as a website with basic information that speaks to your target prospect. (Remember to use questions as a way to engage the reader.) Wordpress allows you to have a variety of pages, so set up your blog, an About Us page, a resource page with outbound links and even a store where you sell your latest e-book. You can even include a plug-in for your latest podcast radio show!

If you need help determining how to position your brand image on the Internet – give me a call – I can help. **330-414-8792.**

Follow me on Twitter: (<http://twitter.com/webwriter>)

I'm now tweeting! Twitter is a social media platform that allows participants to leave brief 140 character messages that let you know what they are doing or thinking right that minute! It is the fastest growing social media option on line today. I'm the "WebWriter" on Twitter and hope you'll sign up to follow me. **You can tweet too – it's FREE!**

Podcasting: The Voice of Your Brand

I have two new ones this month you I attended PodCamp Ohio this weekend; met amazing people and learned more than my brain can hold. I attended with Mary Ogden, Chris Brown, Norma Rist and Holly Timberlake; all women business owners from Greater Akron. The slide shows from the various speakers will soon be uploaded to Co-Efficient Media.

Over the next few weeks I will recap on WebsitesPeopleRead.com what I learned in the five sessions I attended:

Podcasting in Plain English by Dave Jackson in which he visually helped the audience understand the technical "behind the scenes" of podcasting.

Podcasting 101 by Joe Erickson and "others" who shared the least expensive, yet wildly effective, tools for podcasting so you are up and broadcasting with just a little birthday money.

Wordpress 101 by Mitch Canter – who took the time after the whole seminar was over to download my entire Typepad blog onto a flash drive so I could more easily switch to Wordpress – a big thank you to Mitch!

Tool Exchange facilitated by Owen Winkler – a session so far over my head my own notes are in a foreign language!

Dude, Your Podcast Sucks by Toastmaster and professional speaker Doug Petch. Doug's tips for success can be applied to a speech, article or interview.

It was a great weekend. PodCamps are happening all over the US – look for one near you: it's free and priceless all at the same time.

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