

The World of the Blogosphere

by Deborah Chaddock Brown



What is a blog? Why should you care?

The word blog came from "web" and "log" and is essentially a diary on line. A blog is similar to a chat room, in that people can respond to your comments. However, it is far more beneficial for businesses that want to get the word out about their products and services.

Why would you need or want a blog for your business?

- Blogs enable you to be connected to the global community - far more than a website.
- They are great for search engine optimization (SEO) because of all the content.
- Spiders visit regularly because the content is updated so frequently.
- You can use key words - both in your blog description but also in your blogs.
- Blogs are a great place to store information and link readers to additional references.
- For those with a small working or community group - blogs can be set up to be used by a group.
- It's simple to set up and up-keep is as easy as typing in a word document.
- IT'S FREE!

With over 29 million blogs currently being tracked, according to **www.Technorati.com** (a search engine for blogs) your information will be available for a wide audience to view.

To set up your free blog, visit: **www.blogger.com**. The process is simple and easy to follow.

Visit my blog at: **www.allwriteink.blogspot.com**

For help determining how a blog might help your business, or for assistance setting up a blog, call today.

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Most Admired Companies

This month Fortune magazine announced "America's Most Admired Companies." GE topped the list nationally, but what companies made the list for Ohio?

Cardinal Health	Dublin
Cintas	Cincinnati
Convergys	Cincinnati
E.W. Scripps	Cincinnati
Federated	Cincinnati
Goodyear Tire	Akron
Kroger	Cincinnati
Limited Brands	Columbus
Manor Care	Toledo
Owens Corning	Toledo
Procter & Gamble	Cincinnati
Progressive	Mayfield Village
Worthington Ind.	Columbus

What are the Attributes to be Most Admired?

Fortune magazine narrowed down the criteria to eight leadership areas:

- Innovation
- People Management
- Financial Soundness
- Quality of Management
- Use of Corporate Assets
- Social Responsibility
- Long-term Investment
- Quality of Products/Services

How would you stack up?

For the complete list and additional articles, visit: www.fortune.com.

Speaking Engagements

Deborah will be speaking at the following venues in March:

March 22	Kent State Small Business "Planning a Retail Event"
March 23	Lake/Green Chamber Breakfast "Guerilla Marketing for Small Business"

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