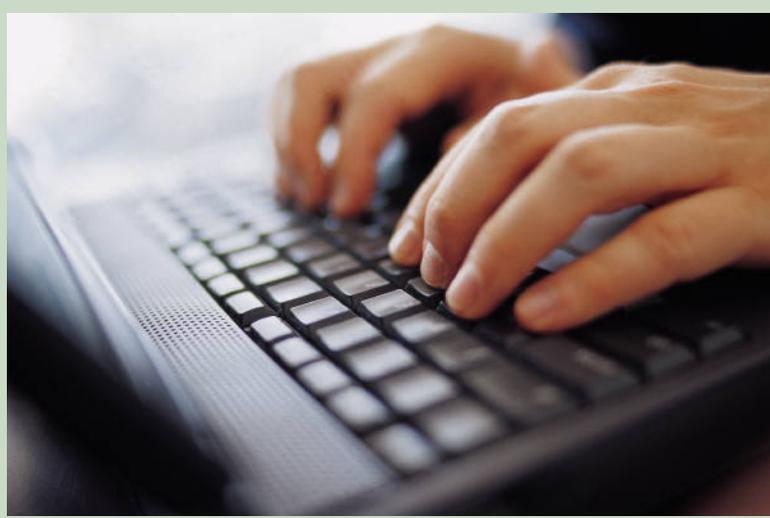


# Blogging Basics

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It's a fact that service-based businesses receive over 55 percent MORE traffic on their website just by blogging. Considering how much it would cost in Pay-Per-Click campaigns to bring that kind of increase, blogging is a much more cost effective option.

With that being said, it can seem like a daunting task. With everything else you have to do, writing a blog article can keep moving down your to-do list. Keeping your blog a priority is a must though.

Let's face it; we can't all be like Bradley Cooper in *Limitless*, finding some secret miracle drug that will allow us to pour out impressive, witty, and heart-pounding content without much preparation at all. So here are few ways to steer you in the right direction and make the task seem less intimidating:

## Don't Post Daily

One of the misconceptions about blogging is that you have to do it every day to be effective. While this may be true in some industries, it's not necessary for pressure washing and window cleaning. Try writing something up once a week, or every other week.

## Keep It Simple Stupid

A blog post need not be a huge, long, detailed article. A few short paragraphs and a bullet point list will do. It also doesn't need to be super technical. Write to your customers. Write what you would talk about with them at their home or commercial property. Don't be afraid to use your own personal swag! People appreciate it when your site (and blog!) lets some of your personality show. It means you're a real person, not some big faceless, soulless corporation.

## Use Images

Add images to your blog posts to keep the article interesting. Try and stay with the same personality level though. If you tend to write super-professional, keep your images geared that way. If your articles include a humorous line or two, your audience may appreciate a (RELEVANT!) funny picture. Either way, try to use at least one image per article.

## Don't Always Sell

We are all being inundated with advertisements every waking hour of the day. Don't push your services on your customers in your blog articles. Give them brief how-to's, explain your techniques, or show the importance of a particular service (even if they don't use you for that service!).

## Keep It Relevant

Don't blog about your Aunt Suzie's Muffin Shop. That has absolutely nothing to do with your business. Write about subjects that directly relate to your services. Save the plugs for Facebook or Twitter.

As with anything else, the more you do it, the easier it becomes, the better you get at it. Blogging is no different. Give it a try and you might be surprised to find you like it!

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