

By definition, a blog is an online journal or informational website or page on a website that displays information in a reverse chronological order, with the newest post appearing first (top of the page).

Why are blog posts important for ecommerce?

While a blog post doesn't actually sell anything like a product page does. Blogs are one of the easiest ways to bring traffic to a website. With SEO rich, valuable and informative content, a blog post can also help boost a website's Google Rankings.

Blogs are usually informative and educational, so they help to set up the company as an industry expert, which builds trust among existing and new customers.

Blog posts also help companies engage their customers, which also helps to build trust and promote brand loyalty.

How long is a typical blog post?

There really isn't any ideal word count when it comes to blog posts. As long as they contain useful content, a blog post can be as short - or as long - as needed.

Typically, when we write blogs for clients, we write somewhere between 500-800 words.

What's the difference between a blog post and an article?

A blog post and an article may seem similar, but there are some differences. The main difference being that a blog is usually written from a more personal perspective and is much more laid back than an article. A blog post can contain thoughts and opinions, whereas an article should contain information, facts, news and unbiased perspectives. Blog posts are usually much shorter than articles as well.

What's the difference between a blog post and a buying guide?

While still informative, a blog is more personal than a buying guide. A buying guide is usually much longer than a blog post, usually running 1000 to 1500 words or more. A buying guide is an online article aimed at helping readers make a purchasing decision. It should provide information about features to consider for a specific type of product. A buying guide should also cover things like size, functionality, price and possible maintenance requirements.

After reading a blog post, you might think 'Oh that sounds like something I might want to buy'

After reading a buying guide, you might think 'Now I know exactly what features are important to me and which model I want to buy'