
The Importance of a Blog and Professional Branding to boost your career

A blog is a web log, or an online diary or journal that is written for the public to read. You can create blogs for personal reasons, educational and informational reasons, business and corporate reasons or a multitude of other uses and purposes depending on what suits your fancy. In terms of branding you should write your blog to attract or to speak to a particular audience related to your career, profession or occupation.

Experts say to get things started for SEO purposes make 3 blog post initially and these should be extremely key word rich specific to your focus, occupation, profession, work,, [passion or mission, thereafter at least once a week. The writer who sold a million books on eBook in only 5 months John Locke said that one of his strategies was/is to write and post one quality blog every month and to tie the subject emotionally somehow to your reader. In other words evoke a common bond between you and the reader this way the reader can identify with you. For example (not an example he uses) you could tie your subject to your mother's cooking something that evokes a response in most people good or bad – I hope good! –Target one a week or one a month the importance is to make them quality posts.

Although not a must, most good quality blogs are interactive, allowing visitors to leave comments and even message each other via special widgets on the blogs. It is this interactivity that distinguishes them from other static websites and as such blogging can be viewed as a type of social networking. The blogger (the person who adds content to the blog) can also interact with its readers. Of course it can be written for marketing yourself and is a part of Professional Branding strategy. Start by figuring out your message, and the keywords that represent you professionally and make sure to enter these or incorporate them in your blog posts about your profession, occupation or passion.

Make sure your blog titles are keyword rich. You can set-up your blog on your own domain resume website such as an iResumePro. If you are confused by the whole process we can set-up for you as well as help you write your first blogs to generate traffic.

De-mystifying Wordpress: Many career professionals get confused about the word Wordpress, Wordpress.org theme and Wordpress.com.

WordPress is free blogging software which you can download from Wordpress.org. The software must be hosted on a web server and that costs money and takes a little ramp up in education. It is however the GetHiredFastTrack best practice recommendation either to have as a separate domain or part of your resume web site or iResumePro – all of which can be handled for you by our team. (You can buy your domain and hosting at [DomainHostingPro](#) a SecurePayNet site owned by Transition to Hired this way you are assured not to get ripped-off). You can download different themes at Wordpress.org or you can buy premium themes form a number of providers on the internet. Many web sites today our built on Wordpress themes.

Wordpress.com, you do not have to download software, pay for hosting or manage a web server. When you sign up for a WordPress.com blog, you will get a URL like “andy.wordpress.com” or you can map a domain so your blog is available at “example.com” without the “.wordpress.com” portion. You do not control the software or the database. It is a commercial site owned by Automatic and a basic blog is free however if you want the bells and whistles it will cost you.

My recommendation is that if you are serious start by building your own independently hosted resume web site (or have it built for you) with a blog since if you go the free way you will probably get hooked and want more and the bells and whistles you may want later may not be available to you on a site like Wordpress.com.

There are many “how to resources” on the internet and I suggest you use the [Be Irresistible: Get Found Get Hired](#) product we developed for you to lay the foundation for the development of your blog as well as read more about blogging. Most professionals get hung up on what to write and how to write [read this article first](#) which will help you nail your “voice”. I suggest you also read an article on [Smart Blogging Can Boost Your Career](#) and then get started. Once you have set-up your blog make sure to link it to [BlogLink](#) on LinkedIn so your LinkedIn network can access it and build your “cred” Happy blogging!