



A Recent Internet Poll Shows Most UK Small Businesses Do Not Use Blogging

Crusader Marketing, December 12, 2005

URL: <http://www.pr9.net/business/assoc/3181december.html>

During a recent internet poll taken over 75% of UK based internet companies stated that they did not currently have a blog on their websites sites.

PR9.NET December 12, 2005 - The majority of vendors who responded to the survey were themselves small business owners with fewer than 20 employees. Just over half sold services, as opposed to products or products coupled with services, and pursued high end sales of £1,800 and over.

It seems that although over 55 blog sites per minute worldwide are started many of the UK companies are failing to capitalise on the advantages the blog added to a site might have.

Blogs are used by many of the USA blue chips in an attempt to better understand their customers, help with product development and bring special offers to the customers faster than any of the usual methods employed.

Edward Green of Crusader Marketing a UK based agency helping UK businesses succeed online says "a blog is an integral part of a website. You can add Polls to the blog for customers to complete helping with customer service and the introduction of new products". "We will always insist on the integration of a blog when we are optimising a client's online website business". If anyone needs advice on the merits of operating a blog contact Edward Green at <http://www.seo-org.com> or 07968 503887.

Most companies now employ a blog as a means to make the online business more real and friendlier. The customer can leave comments and sign up for special offers helping the company built a loyal mailing list in the process.

Here are a few tips about blogs:

1. Most high quality Blog software is available free.
2. Wordpress is the most popular Blogging software and is free.
3. Blogging software is available to update the blog with news stories automatically daily.
4. Search Engines love Blogs for interesting relevant content
5. Always use stand alone platform never a blog provider such as Blogger in case their server crashes.

Edward Green, who writes blog's for a number of client sites and conducted the survey last month, said the results showed the UK Small Business Market was still lagging behind it's US counterparts. For more information contact Edward Green at www.seo-org.com or 07968 503887

Contact Edward Green for more information regarding this award. Direct line: 07968 503887 Email: edward.green@btinternet.com
Other helpful information regarding the award can be found at: <http://www.seo-org.com>.

For More Information Contact:

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About Crusader Marketing

Edward Green owns and operates the successful Crusader Marketing company dealing with small business marketing online and offline. Crusader deals with search engine optimiation, affiliate program management and seo website design.

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