

What Is a Blog?

Blogs are a unique and informative way to display your business's personality to your clients and community and increase credibility. They can be in the form of brief articles; deep dives into timely and relevant topics to your business niche; a simple information exchange forum; and more. Blogs should live in a dedicated area of your business website.

As you develop and refine your voice and goals, you have the opportunity to position yourself as the subject-matter expert. Blogs are a fantastic forum to showcase to your audience of current, new and potential clients that you are a go-to resource when it comes to hearing healthcare, and how your services can help improve the quality of life for individuals and families.

Blogs can be easy to start but creating and maintaining a cadence does take time and effort. Be thoughtful, check out some tips below, do your own research as needed, and most importantly, have fun!

Before You Blog

Decide what kind of content you want to share

This is the most important element of blogging. Having a blog for the sake of saying you have a blog does not benefit your hearing healthcare business in a meaningful way. That's why having a clear, intentional and consistent focus is important.

Research the other voices in your niche and decide how you can differentiate from those. How do you stand out? Do you offer unique services; pay structures; subscription features; something else? (Don't forget – you're board certified, there's a huge differentiating factor!) Identify those features and speak to them specifically in a way that adds value to your target audience.

Need inspiration?

If you need content ideas, think about what speaks to your audience – and you! Are new healthcare findings that impact hearing relevant to your audience? What should a patient do when faced with so many options for hearing aids – and how can you help with that? Do human interest hearing healthcare stories resonate with your audience? Do advances in technology excite you?

If you haven't yet, sign up for [Google Alerts](#) using keywords for your niche (like "hearing aid" and related terms), and subscribe to professional newsletters. Those are easy ways to help you stay informed and your content fresh.

Create a content calendar and stick with that schedule

Consistency is key. If you deliver useful content in a consistent manner, you begin to build an anticipation and excitement in your audience, which brings them coming back for more. Take the time to establish a content calendar. A content calendar helps you visualize upcoming seasons/campaigns

and makes finding your voice and filling up your blog significantly easier – because you can plan for it. Sure, sometimes impromptu posts are useful (and necessary!). But a little planning goes a long way.

There are a variety of ways to organize your calendar, so find what's right for you. A few examples include: [Google Sheets](#), [CoSchedule](#), [Contently](#), and [Trello](#).

Define your measures of success

What does that look like for your hearing healthcare business? Is it tied to product sales? Referrals or new client starts? Or are you interested in the metrics: page views, clickthrough rates, comments and so on? Establish this from the get-go, analyze frequently, and adjust your tactics as needed to help you meet these milestones of success.

Search engine optimization (SEO) is critical to consider when defining your success metrics. SEO is a constant analysis of key data points that help you grow and increase website traffic through increased visibility on a search engine. What can help your blog come up higher on a Google search than the hearing healthcare business in the next town over? Determine those factors and structure your blog to be within those parameters. This may take implementing a system like [Google Analytics](#) to help you decipher and track data.

As You Write Your Blog

Establish your purpose early on

Because blogs can take on a very personal tone, it's easy to turn a blog post into a repository of musings. But beware of losing your audience. In each blog post, establish early on what you want to discuss and keep your audience engaged and motivated to continue reading.

Convey why your voice is important and how it impacts/benefits the reader

This is where your expertise, compassion, and professionalism as a board-certified hearing healthcare specialist can shine! Be authentic, be real, and show your audience *who* they are choosing to work with and *why* you are a great choice for them.

Stay original

You never want to copy and paste content from somewhere else, including the sample blog post NBC-HIS has provided to announce your board certification. Only post custom content. If you want to share research findings or even a human-interest story, rephrase it and add your own thoughts on the impact of the content you are sharing. Your SEO will tank if the same content from your website appears in multiple places across the web, so be mindful.

Be intentional with your timing

Stick to that calendar! Content that speaks to the times and needs of your audience will always be better received.

Tips to Consider as You Start Your Blog

Have a clear call to action

Is it to make an appointment? Purchase a service or product? An update on business practices? Be clear and your audience will understand what next steps to take, if any.

Add compelling imagery if applicable

Visuals always add to the story! Be sure that you are using photos you own and, if other people are in them, that you have their permission to use their image. You can also find royalty-free graphics, photos and illustrations at [Pixabay](#), [Pexels](#), and [Unsplash](#). Even more visuals can be found at [Shutterstock](#), [Big Stock](#), and [Getty Images](#).

Write a catchy blog title

The title is the first impression of your blog post, so don't overlook its importance! To grab attention, keep it catchy, specific and short.

After Your Blog is Posted

Share on other mediums

A blog has no life unless people know about it. Share it on your social media platforms. Distribute it in an e-newsletter (another great way to connect with clients). Do you employ other platforms or communication methods, where you can repurpose your blog content?

Open it up for comments

Feedback will help refine the usefulness and voice of your blog. Compare that feedback to your pre-established measures of success, too. Don't be afraid to tweak and evolve to better your communication product.

Engage with commenters swiftly and professionally

Engage with visitors and thank them for taking the time to visit your blog. This is another step in establishing personality and credibility, and keeps the conversation going.

Another angle of this is to be a guest blogger on others' local/community blogs or professional blogs, if you're interested in expanding into more of a thought leadership position.

Final Thoughts

Find more resources as you need them!

This blog tip sheet is simply a starting point. Creating a blog worthy of yours and your audience's time is hard work – and can at times feel daunting. A myriad of resources exists (from free websites to full-on marketing companies) to help you establish the voice and reach you desire. It's a process so don't ever feel that you are on your own. Enjoy the journey and good luck!