

BUSINESS BLOGGING IS STEADILY ON THE RISE

 **61%**

of U.S. online consumers have made a purchase **based on recommendations from a blog**

60% 

of consumers **feel more positive about a company** after reading custom content on its site

BLOG POSTS ARE SEO FUEL



On average, companies that blog receive 434% more indexed pages



Longer blog content tends to perform better in search engines



Blog articles with images get 94% more views

CONTENT MARKETING IS KING



Companies that blog have **97% more inbound links**



B2B marketers who use blogs generate

67% 

more leads than those that don't



of a small company's marketing budget is allocated to content



Marketers who prioritize blogging are 13x more likely to achieve a positive ROI on their efforts