

**Struggling to drive traffic to your website?**

**Need to take advantage of new technologies?**

**Does the talk of web 2.0 leave you in the dark?**



**Edgeworks can boost your online marketing with our unique 30 blogs in 30 days challenge. We will create your blog, research, write and publish 30 blogs in 30 days for a fixed price of £1500!**

### **Why should we blog?**

The web has changed - forever. The advent of Google Universal\* now means it's not just a good idea to include optimised images, videos, news, local maps or blogs on your website - it's vital to your future!

Success now depends on three simple things: links, content and relevancy. But there's so many ways to add content and earn links: RSS, Social networking, tagging, email, podcasts, press releases, blogs. But quality blogs are the fastest most effective way to get ahead of the competition. Blogs add pages. They link and get spidered. They drive traffic to your site. They boost your rankings. They work!

### **What's the offer?**

To help companies take advantage of the changing face of search, Edgeworks has created a unique offer:

We will design, create and host a quality corporate blog for you via our News2Blog service. We will research, write and publish 30 unique blog entries in 30 days to really turbo-charge your new blog.

### **Why not just pay-per-click?**

Pay-per-click advertising stops as soon as your money is spent. News2Blog will continue to deliver a constant stream of traffic, raising your profile and creating new business far into the future. And we'll prove it - our detailed analytics will show exactly where your visitors are coming from, how they found you and help you evaluate your marketing strategies.

### **The easy way to try out a company blog!**

We all know we should be creating more targeted, relevant copy - but it's just so difficult to get started and it's so hard to maintain the effort in the long term. So why not just hand it to us? Our 30 blogs in 30 days will kick-start your campaign, giving you a painless way to try out a company blog! Just sit back, evaluate the results and know your business is publishing high-quality, targeted content time and again.

### **We've got a blog already!**

But it's not cost-effective to waste resources updating it - is it? So even if you have a company blog already, why not take advantage of our 30 blogs in 30 days offer.

### **No need to consult your IT people!**

Remember, there's no need to consult your IT department to take advantage of our 30 blogs in 30 days offer. The service is fully outsourced and supported by Edgeworks. It's a marketing communications opportunity not an IT problem!

To find out more please call Steve Helsby on **0161 228 1712** or email [steve.helsby@edgeworks.co.uk](mailto:steve.helsby@edgeworks.co.uk)

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\*To find out more about Google Universal please read our white paper, available at [www.edgeworks.co.uk/google\\_universal](http://www.edgeworks.co.uk/google_universal)