



Blog Today. Cash in Tomorrow.

By Matthew A Perosi

After last month's article about the difficulties of e-commerce, I wanted to share details about blogging: a low cost, reproducible way to use your website to increase foot traffic into your store.

Let me first explain that "blogging" is the process of writing about something new and interesting then publishing it online. When hearing that, many of the jewelers I work with will tell me they fear blogging because they are not good writers. Honestly, blogging shouldn't be feared because you should only write about topics which are near and dear to your heart... like jewelry.

Consider how you talk to customers in person about a ring. While they hold it in their hand you are explaining the fine craftsmanship, the quality, and perhaps a brief bio of the designer. That customer conversation helps with your sales process in person, and that's the same type of information you could put into a blog post.

As a crutch to get started blogging, you could get a digital voice recorder or use your smartphone's record app and secretly record your conversations with customers. Then transcribe those recordings into written words. Publish it to your blog along with a photo of the item. This in-depth product description is just one example of a blog, but it's an easy place for you to get started.



The purpose of a blog is to attract attention from the search engines. That attention translates into organic visitors who read your blog. Naturally, since you sell jewelry, those in-depth product descriptions will help attract website visitors who are actually shopping for that item. I've measured a stronger attraction of visitors to blogs written about well known designers.

As your library of in-depth product blogs increase, so will your website visitors, and as



your website visitors increase, so will the foot traffic into your store.

I recently measured about 4000 website visitors in a single month as a result of a \$3000 Google AdWords campaign. Unfortunately that jeweler didn't have a single website sale. On the other hand, a single blog post could produce the same amount of website traffic. However, blogging is a much slower method of attracting

website visitors than paid online advertising.

When written using the method explained above, a single blog could attract, on average, 102 new people to your website per month. One such in-depth product blog posted on September 9, 2009 has already attracted 3462 visitors since it was posted on one jeweler's site. Since 2009, many customers have walked into that retail store asking for the item mentioned in that blog entry. That's how this works, customers search for an item; they find your website then visit your store.

Blogging results are cumulative and it will take at least 40 in-depth blog posts to attract 4000 organic website visitors. I estimate 100 hours of your time over a few months to write those 40 blogs, but that's far less expensive than the bottomless pit of Google AdWords spending for e-commerce websites.

You can publish blogs on your own website or through a readily available blogging platform like WordPress, Typepad, or Blogger. In each blog post you also need to include links to pages within your website. Linking to your home page, the product catalog, or other educational pages will also help your search engine optimization.

With every new blog you increase your search optimization a little bit. Each blog attracts new visitors and before you know it there's a snowball effect of organic visitors to your site, and new foot traffic into your store.



Matthew A Perosi

Matthew Perosi is the Founder of the Jeweler Website Advisory Group (jWAG), a research team devoted to reporting how jewelers can use websites, mobile technology, and marketing trends to further personal and jewelry store goals. A library of articles, videos, and an archive of jWAG daily email "Nuggets" is freely available at www.jwag.biz. Matthew invites your feedback at matt@jwag.biz.