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POWER ON
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*Tegan
Martin
xx*

MISS UNIVERSE AUSTRALIA 2014



By France Medical

Better Blogging

Why blog? It helps drive traffic to your business website without paid ads and works closely with search engines and social media to do that. This helps convert traffic into leads. **Trish Hammond's*** guide to better blogging.



I am asked on a daily basis to explain what is blogging all about, why we do it, and how it's done. Let's go to the basics first:

WHAT IS BLOGGING

It comes from the word "web log". Blogging is in simple terms publishing content online to bring about interaction.

HISTORY OF BLOGGING

It started in the 1990s through LINKS. NET, where Justin Hall shared his deep thoughts and favourite links with everyone over the internet.

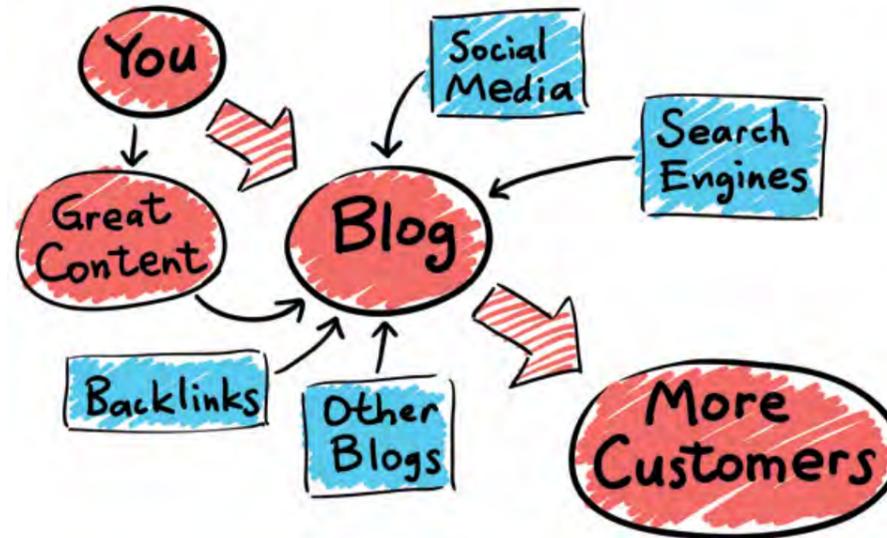
As more people enjoyed using personal websites in sharing their ideas to the world online, the term "weblog" was coined. This later was famously called "blog".

WHY BLOG?

There's so many good reasons and here's just a few. It helps:



Small Business Blogging Strategy



- Build your network
- Increase your business
- Stay in touch with your "tribe"
- Promote you, by building your credibility and influence
- ... and it's free, and you don't need any experience!



Trish Hammond

Big kiss. As much as you can, make your content concise without too many twists and turns. I like to use the KISS principle: K-keep I-it S-super S-simple.

Have great pics. Images add attraction and to the joy of reading to your blog.

Be regular. Always have a follow through when you write. That way people will be interested in following your blog and know there's going to be something worthwhile to read in the "next bit".

FINALLY ...

Blogging is something fun to do, especially when others are enjoying what you write.

When they keep reading your work, thus keep visiting your blog site and perhaps sharing your blogs on their pages, it increases your credibility, social media presence and your website's bounce rate.

Most important thing – keep blogging and enjoy it!

Trish Hammond is the founder of Plastic Surgery Hub, a website dedicated to providing the support and unique experience for those undergoing plastic or cosmetic surgery, or considering it. Trish won Best Beauty Blogger in the inaugural MyFaceMyBody awards last year. If you'd like to join her Blogging For Business online workshop, email trish@plasticsurgeryhub.com.au. PLASTICSURGERYHUB.COM.AU



Pictured:
The Jindilli Farm Nearing Harvest.
February 12, 2016

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