

## **WINDSOR MEDIA ENTERPRISES ANNOUNCES *BUSINESS BLOG PRO* – A NEW BUSINESS BLOGGING SERVICE FOR SMALL & MID-SIZE ORGANIZATIONS**

**ROCHESTER, N.Y. (March 19, 2009)** – Windsor Media Enterprises has just announced the launch of a new business blogging service created specifically for small and mid-size businesses and organizations wanting to create successful business blogs, but are uncertain as to what they need to do to make them truly successful. *Business Blog Pro* offers a business, organization, or individual an extremely cost-effective way to have a professionally designed business blog and be completely trained in how to successfully manage it on a go-forward basis.

“What really excites us are the cost efficiencies we have been able to incorporate into this new service,” says George Kittredge, WME’s Marketing Director. “Our commitment is to make each blog we build for a client a smashing success, and now we can do that at a substantial cost savings.”

Unlike many lower priced business blogging packages, *Business Blog Pro* provides a customized approach in both the design of the blog and the personnel training involved. For example, artwork and graphic design from a client’s website can be incorporated into the business blog design so that the business blog has the same “look and feel” as the website. The business blog can also be directly linked to the client’s website, taking advantage of the blog’s interactive and search engine optimization features to attract more visitors to the site.

The customized personnel training of up to three people includes:

- how to draft and publish posts.
- how to establish links within each post and highlight search engine keywords and phrases.
- how to moderate existing posts and respond to comments from readers and trackbacks.
- how to develop and maintain an “editorial calendar” of regular blog features.
- how to grow and maintain a Blogroll.
- how to attract and build other sidebar content and links.
- how to visit, read and post comments on other key blogs in the target demographic group.
- how to engage others and build a blog network.
- how to make money with the blog.
- how to brand the blog.
- how to take advantage of the capabilities of Internet search engines
- how to connect with other social networking sites (i.e. twitter, et. al.)
- how to monitor blog activity, review statistics and identify readership connections.

*Business Blog Pro* also includes a customized 11-point monthly service and support program – a program aimed at keeping the client focused on the blogging strategies designed to build on the business blogs success. Once the blog is launched, the client is automatically enrolled in the support program and will receive technical support when requested, on-going blog critique and analysis, and “refresher training” on any aspect of business blogging should a client need it.

Anyone interested in learning more about this new blogging service can do so by contacting Windsor Media Enterprises by telephone at 1-877-947-2665 or by email to [info@wmebooks.com](mailto:info@wmebooks.com).