

Brandography Announces a New Series on Choosing a Tone When Writing Blog Articles

Written by Australian Business

MINNEAPOLIS, MN, October 12, 2013 **/24-7PressRelease/** -- Minneapolis marketing agency Brandography is announcing a new blog series to help business owners optimize their website copywriting. Starting the week of October 21, Brandography will discuss several writing styles and examine each one's merits for a given industry, audience, or company goal.

In order to give readers a context for comparing these writing tones, Brandography has utilized original content from ZEROEZ , a well-known carpet cleaning company, with their permission. The same content has been rewritten in six different styles, demonstrating how significant taking an intentional tone can be to the message.

The series will run from October 21 until the end of the month on the Brandography blog:

Oct. 21 - Writing for a Wide-Ranging Audience
Oct. 22 - Reaching the Family
Oct. 23 - Speaking to Other Businesses
Oct. 28 - When to Use Humor
Oct. 29 - Talking Technically
Oct. 30 - For the Award Winners

Extend a brand to webpage content and blog posts by establishing the tone that conveys a company's personality and attracts its ideal potential customers. From large corporations that employ numerous website copywriters to the single-person startup just taking off, optimized content with purposeful writing is essential to a business's success.

Implementing fresh content that is valuable and interesting to readers is vital to improving search engine optimization (SEO). Partner with Brandography to get the most out of blogs and websites through keyword research, writing direction and scheduling, or even fully managed content creation at an affordable monthly rate.

For more blogging tips or to discuss SEO content writing services, contact the team of online marketing specialists at Brandography. From website creation services and graphic design to email marketing programs and mobile apps, Brandography helps clients thrive. Schedule a no-cost, no-obligation consultation at (612) 460-0016, info@brandography.com, or through their online contact form.

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Brandography is a comprehensive Internet marketing and web company providing a full spectrum of services performed with the highest level of integrity. Offering advanced website development, graphic design, online email marketing, mobile app design, search engine optimization (SEO) and more, Brandography is renowned for imaginative brand creation, successful online marketing and advertising techniques and the very best customer service and support, bar none. Contact them at 612-460-0016 or info@brandography.com.