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HOW TO KEEP A BLOG AND WIN MORE WORK

Why Write a Blog?

Most customers don't know much about floor removal or surface preparation. When they have a question, they usually search online first. A blog is simply a way to answer those questions before they call. You don't need to be a professional writer. If you can explain something to a customer on a job site, you can write a blog about it.

1. Start With Questions You Hear Every Day

If you've answered the question once, you can turn it into a blog.

- How long will this project take?
- Why does the concrete need to be ground?
- What's the difference between grinding and shot blasting?
- How much dust will this create?
- How do you remove thinset?

2. Use Project Photos

People like seeing real projects more than stock photos.

- Before photos
- Work in progress
- Finished results
- Close-ups when they help explain the process

3. Tell Stories From the Field

Some of the best blogs come from actual jobs. Talk about the challenge, the approach, and the result.

4. Break It Up

Make it easy to skim.

- Short paragraphs
- Headings
- Bullet points
- Photos

5. End With a Next Step

Make it easy for people to reach out.

- Contact us for a quote
- View our recent projects
- See more completed work
- Call our team

Easy Blog Ideas

- How We Removed Thinset From This Concrete Floor
- Grinding vs. Shot Blasting: What's the Difference?
- What to Expect During Your Project
- Common Flooring Removal Challenges
- Before and After: Recent Project Spotlight
- How We Reduced Dust on This Job Site
- What Is Concrete Polishing?
- The Difference Between Honed, Satin, and High-Gloss Finishes
- How to Maintain Polished Concrete Floors
- Polished Concrete vs. Epoxy: Which Is Right for Your Facility?
- Common Concrete Polishing Mistakes
- What Causes Swirl Marks in Polished Concrete?
- How to Choose the Right Finish for Your Space
- The Benefits of Polished Concrete in Commercial Buildings
- Before & After: Transforming Worn Concrete Into a Polished Floor