

"How To Succeed With Your Own Blog"

A special report about how to set up and manage a profitable blog.

Brought To You by:



[The Digital Reseller Vault](#)

Resale Rights

This publication comes with resale and distribution rights. You may resell -or give away- a copy of this report to your customers, subscribers or website visitors, providing none of the contents are changed in any way. If you want to get Private Label Rights to this report, [please click here.](#)

All Rights Reserved

The author accepts no responsibility for any liabilities caused by reading this information. This report is meant for informational purposes only. Every attempt has been made to ensure that the information provided within this report is accurate, however the author/distributors cannot assume responsibility for any inaccuracies within this document.

No guarantee's of income are made by the author. The reader assumes full responsibility for the use of information within this document. The author accepts no responsibility or liability whatsoever on behalf of the reader of this report.

You Can Take Every Technique I Know And Have My Entire Collection Of E-Books, Reports, Videos And Software That I Have Produced Giving You The **Ultimate Road Map to Blogging Success:**



[Click here for more info](#)

Index

1. What you should know about blogging...
2. Blogging? Again?
3. Blogging as food for the brain
4. Avoid the common traps in blogging
5. Seven ways of making blogging work for you
6. Blogging is your road to search engine optimization
7. You can Earn Money by Blogging!
8. How Blogging Can Help Your Business
9. Things to Know About Web Blogs
10. Effective Ways to Start Blogging
11. Understanding Blogging
12. Knowing What Corporate Blogging Is?
13. Blogging and Making Money
14. Types of Blogging Platforms
15. Giving Your Home Based Business a Boost with Blogging
16. Using Blogging to Have Fun and Profit at the Same Time
17. What Not to Do in Blogging
18. Blogging - The Newest Marketing Tool
19. Unleash your blogging prowess
20. Breaking the block in blogging

What you should know about blogging...

Do you know what a blog is? It's a journal which is made available on the Internet. Blogs are updated regularly and the process of updating the blog is known as blogging.

Another term for the person doing and updating the blog is the blogger. These blogs are typically updated regularly and daily with the use of software, which allows people who have background, or not.

Blogging has come a long way in keeping up journals and other purposes. Not only does it help in personal use but also applied now in expanding Internet business and increasing promotion of the web sites.

There are several types of blogs:

- Personal blog - this is the most famous type of blog used in some of the friendly hub in the net. This is defined as the online diary or journal, where you can post your poem and other literature piece.
- Cultural blog - it discusses all about music, arts, theater and other popular culture.
- Topic blog - it focuses on the function like some of the search engines present now. Some writers who want to write about something unknown can use it.
- Business blog - this talk about the stock market and other business related topics. It is also use to promote businesses, to talk about economics in forum type and manage information.
- Science blog - it is the mode used to disseminate information and data. However, scientists only use this mode for simple scientific data and information because they believe that it could damage the credibility of their science as many people can read it.
- Moblog - it contains all the information from a mobile phone.
- Collaborative blog - this kind of blog is written by two or more writers. Particular site is open for all the writers to write together with others.
- Eclectic blog - it focuses on niches individually or collaboratively made.

- Educational blog - this is used by students to record the things they learned from their teacher including the activities done in a day.
- Directory blog - this blog gives a regular update of all the visited links. It focuses on particular news and happenings.
- Forum blog - it functions as an internet forum. It allows two or more bloggers to post discussion on the net.
- Spam blog - this is a form of persuasive advertising. Commonly known for the name splogs. It is characterized by the use of bold letters and self-claim advertisements.

There are many web-based blog journals available online. You can post your own blog, too. Anyone can start writing a blog. In many cases, it is free. How do you start making a blog?

Here is how, follow the following steps in writing a blog.

1. There are many blog sites available online that offers free blog posting. They also offer free accounts with many features.
2. You can blog in private and in public. Many blog site offer a blog that contains a password, only a few can read your blog. You can also post a blog that can be read by anyone.
3. You will be given an option to choose the scheme of your blog site. You can edit your own color, layouts and schemes according to your taste and personality.
4. You can write your own blog and post it afterwards.
5. Many offer more schemes for you to personalize your own blog site. You can even post a picture and testimonials from friends like most of the friendly hub do today.
6. By sending the URL to your friends, you can now publish your own blog.

You should keep your writings interesting as it can be. Do not focus on topics that readers do not find interesting. Remember to post only writings that are not offensive so readers will become more interested in your writings. You should also check your spellings and other relevant mistakes that can ruin your credibility as a writer.

Use words that can be easily understood by readers. Proofread your writings before posting. Never copy others blog, you can be issued a case called plagiarism.

With this, you are able to let the people know about what you want to speak. Information will be easier to deliver this time. Visit some blog sites and start writing your emotions.

Blogging? Again?

Blogging may be something you have heard so much about but have not paid much attention to. Some people are even afraid of showing their ignorance and do not want to ask what a blog is.

Blogs are regularly updated, some even daily. They consist of information that is related to a certain topic. In some cases, blogs are used as daily diaries about people's personal lives, political views and commentaries.

Simply put, blogs can be made into whatever the author want them to be.

What is the origin of blogging?

Blogs can be traced back in the 1990's. Who started them is not known. Although it started during that time, it was in 1999 that people got into blogging.

The first blogs were just personal commentaries and mostly web tours. It is ironic that these blogs were initially thought of as diaries or journals online. But now, they have already turned into the latest web content that is being done by just about anyone.

What is the importance of blogging?

For the individuals, blogging is a trendy and classy thing to do. You get to write what you want, add some pictures into it and put links that are related and useful to the message you are writing about.

But for businesses, they found blogs to be the answer to getting back the customers that they used to have by presenting them with new and fresh contents not seen anywhere else.

It is a fact that content is very important for an online business. Not only because they are the ones being found by search engines for site optimization, but also they give visitors a reason to come back to get more information.

What are some types of blogs?

1. The professional blogs. These kinds of blogs allow businesses to tell their customers or potential customers about the latest news or updates in their industry. This is

also where they can catch up on the development being done in their business.

These blogs are updated daily to be able to increase the chance of search engine to spider them. This also increases the page rank of a certain site because they are submitted to blogging directories.

2. Personal blogs. Just about anyone can write this kind of blog. This is where people get to share their ideas, thoughts and everything else they want other people to read about. Some of these blogs are not into page ranks and search engine optimization. They may be just for fun or informational purposes.

What is the most widely used type of blogging?

The most widely used blogs are the business blogs. It seems that companies and businesses have already realized the benefits they can get from blogging and is making them a substantial part of their growth.

To use blogs for business purposes, you first have to know how it can benefit you. It would be best if you have a schedule made and stick with it. Let your readers know what your blogs are all about and when to expect them.

Blogs can give valuable supplemental content and attention to areas of businesses that you want to highlight. You get to direct and guide your readers on your blogs.

TIP: The [Blogging Cash Machine](#) is a step by step guide which details the exact roadmap that you can use to create a massive income online using free blogs to generate heaps of free traffic to affiliate sites.

What are the things needed in creating a blog?

Nowadays, there are a variety of tools that can be used in creating blogs. It is advisable to use the standard html version because of security reasons.

Making blogs are as easy as typing an email. All you need is to put in the content and send it to the web server. Once done, it is directly printed on your page and displayed there for an amount of time.

What are other advantages of blogging?

While you may originally create a blog for your existing customers, you may find that you are able to attract more and

new customers by writing about your expertise in a specific field.

There are many websites that act as "blog search engines". Be sure to submit your sites to these websites to boost your exposure. This will also help with your page rank and possibly increase the possibility of you getting a respectable ranking with Google.

Blogging as food for the brain

This question about blogging arose because of the sudden popularity that they have been getting. If you have been on the Internet for long, you will notice that the growing number of blog sites are getting to be as many as the articles.

Which brings to the questions about blogging. Why the sudden surge? Is it good for the brain?

According to some of the 'online experts', blogging does have positive effects on the brains of the bloggers out there.

For one, blogging helps promote analytical and critical thinking.

The best of the best blogs are full of rich and fresh ideas promoting both helpful exchange and criticism. Instead of creating a closed and exclusive online community, these blogs enhance discussion and interaction among other blogs.

What's more, the information you can get from blogs are one in a million. You will not get them from anywhere else. Aside from that, you are always free to comment on what is written. Constructive and destructive criticisms are welcome too.

Blog posts links to web sites where readers can proceed to get more information and sources. These blogs can even be linked to things being talked about for credibility and authenticity.

There are also some blogs that are based on personal opinions about events, technology or anything that has caught the fancy of the author. Unlike articles, blogs need not be too serious or too technical. Some are actually random thoughts put in a certain format.

Based from studies, consumers are likely to comment on or question what they read more than what they see on television or in pictures. If you notice, blogs tend to have more readers tuning in to see how a particular topic will develop day by day.

Second, blogging is a powerful means of promoting creativity and initiative thinking.

To maintain their popularity among readers, blogs need to be updated regularly. This constant demand for output encourages a kind of spontaneity and 'raw thinking'. In simple terms, this is the brief associations and the occasional strange ideas that are rarely found other formal types of media.

Blogging fosters spontaneity since blogging updates can be posted in a matter of clicks whenever a new idea or interesting information is found.

Blogging is perfectly suited to follow the plan for promoting creativity. They emphasize that you should be sloppy enough so unexpected things can happen but not so sloppy that you cannot find out that it did.

Spontaneous and raw ideas in blogging are also a means of awakening an association of ideas that are not often brought out.

But this does not mean that blogs do not follow the "norms" dictated in print ads. On the contrary, their permanent search engine positions force them to maintain some sort of "decency".

Blogs encourages analogical thinking. Recent international surveys show that students in the US are falling behind most of their first world peers in problem solving and critical thinking.

It can be noted that this fall may have resulted from the decline in school-based instruction in critical analysis, idiom, and influential writing.

But then, thanks to the many professional persons like lawyers, theorists, and academics that are running many outstanding blogs, people can now benefit from their intellectual thinking and the use of their analogical thinking when corresponding with the common people of the blogging world.

Sometimes too, blog-based interactions between experts give a unique opportunity for young thinkers to observe and assess arguments from analogy on an ongoing basis. This can also help develop their own abilities to think analogically.

Blogging is also an effective means of getting more access and exposure to excellent information. Blogs link many data and arguments in branching threads. They also affix primary source materials and reference works.

This way, they can promote deeper understanding and exposure to quality information. In turn these sources can start other innovative projects.

Lastly, blogging merge the best of single with social interaction. It is said that invention is thought of alone yet the valuable effects of brainstorming with a community of intellectual peers develops the idea.

With all these said, it can now be concluded that blogging can really be good for the brains. It is a form of education that can take any individual into the next level of development.

TIP: Discover how you can add quality, fresh, unique, search engine optimized, keyword-targeted content to your wordpress blogs automatically... and learn the easiest way to put your blogs an autopilot with the [Wordpress Auto Content Blogger](#)

Avoid the common traps in blogging

Are you one of those that do not yet have the capability of blogging to help your business? Then, you are way behind all the others.

Professional and small businesses alike have already taken their marketing into blogs to communicate and keep in touch with their target customers and consumers alike.

You may have heard about it already. How people already have their own blog sites and how they work successfully with their niche market.

Reports have also shown how their profits have been boosted because of blogging. These and among other things are enough for you to jump up and start blogging right away.

What you may not know about is that there are also many bloggers who have fallen into some of the pitfalls of blogging when they first started their own. And take note, these are the same persons who are so good in running their business.

Now, the question. Why do this competitive and successful people fall short when it comes to blogging?

The answer? Blog pitfalls. Not knowing what are these and how to best avoid them.

What are some of the pitfalls in blogging that you need to be aware of to ensure you do not make the same mistakes that others have fallen into.

1. Writing nonsense instead of writing answers to questions your consumers have. You have not undergone keyword search or asked your clients what they want to know first. And you may be thinking that blogs are just like diaries online.

With this beliefs, all you write about is you, your life and other related details. You are actually drifting away from your target. And you are contradicting the business building tool capability of your blog.

2. You pretend to be an expert in order to build more credibility but in reality, you do not have any idea about the blogging software you are using. You can blame this part on the new technology being used on blogging that you are not an expert on. But that is not reason enough.

You need to research and learn more about how to use your blog features before you even start one. Get to know how to make use of your blogs for visibility and accessibility over the Internet. Have a basic knowledge about trackbacks and permanent link features. They will prove important and necessary.

3. No blog category. The readers are confused about what topics are you writing about. They do not have any idea what they are getting into. They probably would not even attempt to find yours if they have to guess first what it is you are trying to say.

What is your main message? Your focus? What will be in your blog that your readers can benefit from? Try to answer these questions.

4. Your blog does not reflect you and your business. Your blog is a mess and your customers cannot seem to find any similarity between your blog and your business.

Your blog should be an extension of your business. Make your customers feel like they are doing business with you in the comfortable ambiance of your office. Your blogs should reflect your business image.

5. You have no idea about other blogs in the same field. You do not spend time looking at other blogs to see what is being written about and to see the strategies that others are using. You do not know what is happening on the market.

Blogging takes commitments. You have to let your readers know that you are present and that they are able to contact you through your blogs. Give some of your time to your blogs.

6. Your blogs have no appropriate contents posted. If all you ever have in your blogs are advertising and marketing about your products, expect your customers to get bored, go away and never come back. They have had enough of sales being presented to them.

Spare them the sales talk. Try to write something not about what you are offering. Find other related topics you can talk about.

7. You have not visited your blog site for some time. One of the sins in blogging is not updating what is written. Expect to lose the traffic you have been getting.

If you are not doing anything about your blog, why have one in the first place?

Seven ways of making blogging work for you

Blogging has become a great tool that most businesses use to get the attention of more customers.

For the independent professional, blogs are an easy communication tool to enhance credibility and trust among customers. Besides that, blogs make it easy for other people to locate you on the Internet.

But then, 9 out of 10 blogs that are created have the tendency to be abandoned because they can take up a lot of time. And time is one thing that professionals do not have so much of. The result may not seem apparent in the beginning but it will be later on.

There are some keys to making your blog work best for you, instead of you working for it. Once you learned and incorporated these steps, it will only take you less than 20 minutes to post one entry.

But it is already advised that additional minutes should be spent on reviewing, reading and commenting on your blog and other blogs sites on the internet. This way, you get to keep your customers and gain potential ones.

TIP: You can download a collection of free AdSense themes for Blogger and Wordpress blogs by [clicking here](#)

What are seven ways of setting up a successful blog?

1. Write important and unique contents. You can also narrate and share stories to highlight your knowledge and expertise. Never forget how telling your readers how you deal with clients. Let them know the value of what you are offering. And make it easy for them to contact you if they have questions to ask or if they want to avail your services.

2. Put up something new twice or thrice weekly. It does not to be very long articles. Short articles are fine as long as the essence and value is there.

3. Link to other useful resources available on the web. This is very important in order to build traffic expanding your target market. You can research online for topics you can post that is related to your site offering. If possible, write out comments on other blogs. Let them know that you are spending time reading about them so they know that you are always available.

4. Do not forget to submit to blog directories and do trackbacks. If you do not have any idea how to do this, get the help of someone that is an expert on that field. You can also read some blog tutorials available on some sites. Ebooks are also offering some tips and techniques on how to go about blogging.

TIP: The [Blog And Ping Tutorial](#) will show you how to get your blog indexed in the search engines fast.

5. Keep track of your visitors. Have a counter set up in your blog so you will see who has been reading your posts. This will also help you in figuring out the number of people that are coming in and coming back to your blog.

6. Make a list of all your products and services. Check if the landing pages are linked correctly. Nothing can turn off visitors quickly than having been linked to some site not in any way related to your blog. If you have a shopping cart, you can use your affiliate links and ad tracking features for easy access.

7. Remember to link to your own website and vice versa. It is better to have a different site dedicated to your blog than having one incorporated to your website. Having it separately increases your chances of getting more and varied types of visitors. Why do your advertising in one when you can do it in the ways.

8. Blogs should not be pure "sales talk". Readers are a lot smarter nowadays. They can sense marketing from afar. If this happens, they will not be interested in continuing on because they do not want to be marketed on. They encounter those things everyday so spare them the suffering.

9. Be patient. Although there are some blogs that work right away, some takes time. Update, update and update but do not expect instant result to come pouring in. Just sit back and think of other techniques you can use to your blogs to make it more successful.

Blogging should not be set aside as something unimportant. It can be very useful for you once you know what you are doing.

Blogging is your road to search engine optimization

What is the importance of blogging to search engine optimization.

Search engine optimization is the newest trend among online marketers. Today, companies have recognized that one of the most effective ways of getting free advertising on the Internet is to show up first under relevant search terms in the various engines.

Trying your best to get into the system can sometimes make your site bounce back search engines in the process. But then there are some ways of making sure that both the architecture and the content of pages is as friendly as possible to the search engine spider.

That is why web site owners are continuously conjuring up techniques for search engines to read them as one of the best. The newest addition to doing this is though blogging.

Search engines are in love with blogs.

TIP: You can submit your blog and/or RSS feed to over 58 top directories and search engine submission sites automatically with the handy [RSS Feed Submitter](#).

Blogs come complete with permalinks, regular updates and with the newest and accurate content. All these in one package is enough to make spiders not want for more.

There are also blogs that spider do not like. Some blogging habits are less useful to spiders than they could be. News oriented and political blogs have the tendency to link the phrase "read the whole thing" most often.

This is just fine for humans since they are able to see the link in the context of the post. But a spider do not have the capability to do this. Although they can read the contextual part of your blog, they do not really comprehend the "whole thing" part.

If you want your blogs attain higher search engines positioning, keep in mind that the spider is the one that determines if you are worthy of the rank.

Below are some spider-sensitive factors you have to consider when creating a post for your blog.

Use a descriptive title. Titles or headlines are given more focus by search engines. It is important that you think of a good one for your blog post. Better use highly targeted keyword phrases that will best describe the content you are writing about. Do not create one that has been used over and over again. Be creative and think of something spiders do not get to see often.

Emphasize what needs to be emphasized. Be sure to make use of the same targeted keywords that you use in the title to the content of your article.

You can have repetitions of words that are important. Make them bold or use them in external links. In using your keywords, do not make it appear redundant. Use them and make sense at the same time.

Put yourself in the search engines' shoes. Search engines have clever algorithms to bring relevant results. Unfortunately, they do not have the intelligence inherent in humans. Choose your words wisely. Using shortcut or idioms is not wise. Use standard words and go directly to the point.

Look up the right keywords to use. There are many tools now that you can use to help you research on the keyword to use. This can help you select the titles and keywords that are most often searched for by your audience.

TIP: The [Instant Blog Traffic](#) video's will show you how to use effective blog marketing tactics that most people aren't using. These powerful blog marketing tactics are little known and even less understood. So as soon as you discover and start using them yourself, you'll have a massive advantage over your competition, and have the power to bring all the visitors you want to your blogs and web sites, whenever you want. And importantly - these tactics work even if your blog is brand new! And with all that traffic, you can send those visitors where you like - through affiliate links, to email opt in pages, to other sites of yours...

These powerful yet very easy-to-follow blog traffic secrets come in the form of 12 brand new videos you view directly at your computer.

You can download the [Instant Blog Traffic video's here](#).

Using this research can help you decide if more people will find your article on "automobiles" if you use the keyword "cars" instead.

Google, Overture and Word Tracker are just some of these. They will help you find out what keywords are most popular and the most people are searching for.

By doing keyword research, you can take blogging and advertising to the next level.

Keep in mind that these things are just guidelines for you to based your blogs posts on. They are not really assurances that you will get the search engine rank that you are looking for.

Also, do not be obsessed with writing just for the spider. They are not humans. What is important is that through blogging, you get to convey to the people the message you want read. They are your prime target after all.

Spiders should only just be your second purpose when you do your blogs. Just give them the fresh and keyword-content filled content that they are looking for and you will surely be on your way to optimizing your search engine position.

You can Earn Money by Blogging!

Indeed this is true. If the first outburst of blogging in the Internet was introduced for hobbyists, now, you can enjoy doing it, while earning thousands of dollars.

Yes, truly and surely, you can make money blogging.

Realistically, the most you can make is a few hundred dollars a month that cannot be found on trees or scoffed at. Nowadays, the Blogosphere, a social network of bloggers, have provided more options and ways wherein you can maximize your earning potential by blogging.

Do you want to make money blogging? Then, choose an ideal blog site that will cater to your requirements for a blog, sign up, create a blog and publish it right away!

Blogging sites allow you to build blogs according to your tastes. Others have HTML and link options. Others have customized templates where you can change your blog page's color and design.

In between signing up and creating a blog, though, you must know what subject to blog about. Your subject is an important consideration, so take your time conceptualizing before jumping into the fray.

If you must know, the subject will be the determining factor how much money you can earn with the blog you're going to create.

Try to look for subjects or topics that pay more from per click among others. Check out Google AdWords and AdSense to know how much each clicks on a subject costs.

Google AdSense then allows you to place ads on your blog.

Once a user happens to open your blog and click on the advertisement, you will earn money on it. Just that!

There is also the BlogAds.com services wherein allows you to gain control over the ads appearing on your blog. This service is not based on a pay-per-click system, meaning it will allow you to make money blogging regardless of the number of clicks on the ads.

This is because BlogAds pay companies for the space of their ads for a certain period. Their sign up options are free and

after joining, you can then determine what your advertising prices you will charge.

Once your offering is announced to companies, consequently, they will contact you for an ad space on your blog. Google, meanwhile, will place any ad that has keywords related to your blog. Any which way, you are guaranteed to earn.

Other ways to secure earning from your blogging activities is to become an affiliate partner to another company. There is a popular affiliate program, which provides commission to its partners for every click on the ad, placed on their site/blog. You will also get a percentage from the sale of their product made in your blog.

There are plenty of affiliate programs with varied commission percentages. Others even offer profit sharing.

If you are blogging for a specific cause, you still can take advantage of it in a positive way. You can earn money blogging for a cause. You can ask people to give donations for a specific cause, though most of it will go to you.

You can use the PayPal donation button and put on your site. There is also Amazon with its honor system that sets up a donation button for you.

Are picking up nice ideas already? Well, here is one you will definitely enjoy, how about making money through blogging about unique merchandise and then offering them up for sale simultaneously in your blog site?

There are people who would gladly spend for merchandise that are custom-made, unique and totally out of this world! Edit your blog headline into a catchy one, create your very own logo and then offer up these kinds of items with your logo in it. It will be a sort of brand tag.

There are online companies that allow you to design your own items and those that allow you to custom design your logo, too. You will see how it will boost your blog once people start wearing and using your items with your logo attached in it.

Do not just concentrate on one way of money - earning opportunity. You can even combine these methods and earn more.

As the blogosphere develops, evolves and takes with it lots of internet users, so as earning opportunities increase by blogging. Just think, you will enjoy blogging as a hobby and earn in the outset, too!

How Blogging Can Help Your Business

Bloggers can post anything under the sun. Initially, when it was introduced, blogs were really for user's private affair, their thoughts, activities and anything that reflects their own experiences in life. Blogs is some sort of an online journal or diary.

Through time, the original use of blogs has expanded. Now it can be used in virtually any kind of self-expression. Blogs now can also help build your online business.

Blogs are ruthlessly taken advantage of, too. There are businesspersons unscrupulous enough and resort to publishing spam blogs or "splogs".

The blogosphere is the vast community built by bloggers. The blogosphere has its own ways and means to welcome, identify and build the reputation of each new blogs introduced in the Wide World of the Web.

In this article, you will know how to utilize blogging in building your online business and contribute positively to the blogosphere.

You must familiarize yourself with the blogosphere's set of rules that need to be followed for you to publish a successful blog.

The first and major rule of the blogosphere is that your blog must contribute to the blogosphere. You must publish real content and not just advertisements on your blog. Splogs are unveiled because of the overloaded advertisements disguised as content.

This may contradict with your goal to put up a business-type of blog. But then again, if you only know how to effectively make a good blog, you can utilize it to build interest for your product and service without loading it with too much links and marketing tones referring to your business website.

This kind of blogging is the right way to positively help your business website. At the same time, it will contribute good content to the blogosphere.

Do not try to sell products. You can open discussions and speculations on products. You can even spur other bloggers to react on your posts regarding such products.

If you are anxious to enter all internet avenues that will guarantee recognition of your products, then the blogosphere may give you good opportunities. Still it may do the reverse for your products and services, too and create problems for you.

You will not be able to control potential customers or clients to post comments to your original posts and they might expose certain issues you would best prefer to do away with.

If you fail to address the issues to the satisfaction of those commentors, it may not bode well for your business and your products. Not following up or reacting to comments may also be taken as a negative reaction from you.

The blogosphere now involves millions of internet users, and part of them is your potential market then. If there is negative feeling about your products, your business might suffer the consequences.

If your goal is to build a good reputation for your company and product, then, stick to issues that will not bring negative insights.

If you can achieve this, then you can out flank other media, competitors and other traditional information outlets with your blog.

If you achieve a successful SEO result for your business web site due to the excellent reputation of your blogs, then you have tapped that blog resource unable to achieve by others. Chances are, your blog posts would even come first in search results for a particular product or service.

However, if you are not 100% confident in your product or service blogging is not for you.

You must be confident of your company and its services and/or products so that you can enjoy the full benefits of blogging.

Things to Know About Web Blogs

There are different web blogs that focuses on a particular area interests. These include arts, home, computers, recreation, science, sports, business, games, internet, reference, shopping, world, comics, health, news, world regions, society etc.

Blogs are far different from traditional sites and forums or newsgroups.

Unlike traditional sites, blogs allow the easy creation of new pages for entering and submitting new data into a simple form. Automated templates take care of adding the article to the home page, creating the new full article page and adding the article to the appropriate date or category- base archive.

Blogs also allow easy filtering of content for various presentations and allows the administrator to invite and add other authors whose permissions and access are easily managed.

Web blogs are hosted by dedicated blog hosting services like Blogger.com or by blog softwares on regular web hosting services. Blogs are made possible by different highly specialized software like Nucleus CMS, Movable Type, Blogsome, iBlog, Drupal, Antville, Serendepity and WordPress.

A program can be considered as good if it combines a user-friendly interface and format flexibility.

Bloggers do not manage the software. The software management is done by server- based systems. These systems allow travelers to blog from anywhere in the world with web interfaces.

Those bloggers with common interests share blogrolls, list of links that create a context for a blog, and help each other increase their visibility on the internet.

Visitors can post comment to individual blog entries with the aid of feedback comment system. Those popular blogs have frequent comments, but many bloggers prefer to just pre-screen or block comments.

User can maintain web- hosted blog even without the need to be online while composing or editing posted blogs through some tools. There is software or programs enabling multiple blogs to be automatically notified where certain topical or other changes can be made to one blog.

Like the other innovations in the technology, blogs and blogging brings advantages and disadvantages. This is a fact that exists in every thing being introduced in the world.

With blogs, the citizens and costumers are potentially better informed. This is good for the societies and economies for it makes people knowledgeable on the things that are happening in the world.

Blogs is a positive way of collecting feedback and criticism. It keeps the fingers of people on the pulse. Through blogs, people can suggest stories; react to certain pieces and many others.

Through blogs, an organization or the society can develop stronger relationships and make loyalty with the people. Blogs let people interact with the human face of organization.

Blogs also let writers build their profile for it can display the talents and expertise of many. It is also an excellent way of sharing knowledge with in the organization or society even in the present environment.

Despite of the advantages it brings, blogs offer many advantages. One is that, in blogs, most people are unable to write down their ideas in a convincing and lucid way.

Since writing is one of the most difficult and time consuming tasks for a human being to undertake, and blogs are very expensive, many blogs are not updated, so it damages the reputation of an organization or society rather than enhancing it.

Since everything can be posted in blogs, it can make many organizations look like disorganized with multiple tones and opinions. Contrary to what some might think, the average people prefers it if the organization or society is at least somewhat purposeful and rational.

Web blog is really an innovation of technology users cannot ignore. It brings too much things to people. The benefits blogging offers should be used properly for the betterment of human kind and not for worse.

Effective Ways to Start Blogging

People have different thoughts that want to express. Mostly, they cannot show it because of many reasons. Most people just keep their thoughts inside them and never speak it out.

One way of expressing these thoughts out of them is through writing. Writing is the usual outlet of those people that are afraid to show or express their thoughts through their mouth or through their gestures.

People's thoughts are usually written and published so that it can be shared and read by others. Many papers and publications publish people's thoughts for different reasons, but the purpose is to inform.

With the advent of technology, new ways are introduced to share people's thoughts. It introduced more high tech and faster way of expressing ideas and sharing thoughts through blogs.

Blogs are web site- based journals where people can publish their ideas, thoughts and ideas online. Anyone that wanted to share and give information can start a blog. It is straightforward and in many cases, it is free.

The term blog is the shortened form of web blog or web log. Authoring a blog, maintaining and adding an article to an existing blogs is called blogging. The individual articles on a blog are called blog posts or entries, and the person who posts the entries is called the blogger.

Blogs are the fastest growing mode of mass communication in the world today. Blogs are very powerful. It has the capabilities of affecting elections, corporate policy and even brings down a country. It has the power of changing the mind and mentality of human. Blogs can change the world.

The following are suggested steps in starting a blog. This is useful for those who want to share their thoughts, ideas and opinions in a very efficient and fast way.

1. Look for blog sites. There are free blog sites and some are with charge. All blogs sites whether free or with charge come with many features but it vary.
2. Try to explore and check out blog sites that offer features that attract you most.

3. A blog can be private or personal. You should decide on whether the blog you are going to post is to be either of the two. You should decide if you want any internet visitors or users are able to read your blog or if you just want, your friends and family be the one to read it. There are many blog sites that offer the ability to password- protect the published posts so that only those who are approve of can view the blog posted.

4. You can create the look of your blog. Decide on how you want it to appear. You can choose color scheme and layout that will satisfy you. Most sites come with sets of predefined layouts and scheme where you can choose from or you can edit your own.

5. When you are done setting up your blog, test it out by writing a few posts. Adjust the layout or style that you see fit.

6. If you want to make your blog look more attractive, there are some sites with many features to make it look better.

7. After creating and making your blog attractive, you can now publish your blog by sending the URL to people whom you want to be able to read your blog. You can also publish the URL on your website. Add the URL to posts you make on the other blogs.

Before posting your blog, spell- checks your writing. Always keep the posts interesting. Try to avoid focusing on things that most readers will not find worthwhile.

If you want people to return on a regular basis on your site to read it, update your blog more frequently. Try to establish a reader base that will motivate you to write more and in return, more people will read your posts.

If no one visits your site for the first few months, do not feel bogged down. Since we are in a very large society and in different communities, it will take time for your blog to be noticed.

Some slang terms and too many abbreviations offend readers. If you want a broad readership, do not use many abbreviations and slang terms. Make use of words that can be understood by many people.

In making blogs, it requires sincerity and dedication. The wanting to share ideas, thoughts, opinions and information felt in every article being posted. Every time you post, include your heart.

Understanding Blogging

To start or create a blog, here's a few guidelines to get readers to actually read your blogs.

To create a successful blog, you first have to pick a topic that you are interested or knowledgeable in then write an article about it.

Although your opinion about a certain topic is acceptable, it is wise that you should stick to facts as much as possible.

You can also mix in some humor if you want it to be more fun to read and also include your personal experiences about the topic.

This would make the readers think that you actually experienced what is being discussed.

For example; your topic is about tennis, people who'll be reading this is interested in tennis, therefore you shouldn't write about what you watched on TV last night, include some tips that may interest readers, like how to improve your forehand or backhand and even how to prolong their tennis ball's life.

Stick to the topic, although you can also include some humor you experienced in the tennis court. Everyone did something stupid or embarrassing in a tennis court, its good to share them with people; it creates a more personal view of your blog and may seem friendly to read.

If you're going to include humor or opinion in your blog, it is important that you balance it with factual information. Talking about your personal experience, whether good or bad, can affect your reputation in the web.

Include some updated news about whatever product or service you're discussing. It is good that you base your opinions on facts and include some advantages and disadvantages and remember to balance it.

Remember that no one will read old news; always keep your blog updated. Present it with factual news that is accurate and informative.

If you write about something that happened a few months ago, it will not grab the reader's interest. Writing about someone who won the Wimbledon Tournament that happened a few months

ago will make people think that you are not updating your blogs and won't read your blogs again, ever.

However, updating blogs is a very strenuous task; plan a schedule on when to update your blog and stick to it. Twice or thrice a week would be good enough to keep your readers loyal.

Also, tell your readers on when you will update your blogs by posting it in the website. Remember that communication is the key to success to attract readers to your blog. No communication, no readers.

Keep you blog simple to understand.

For example; your blog is about your gun hobby, do not put in technical terms and so many numbers. such as: "This .50-70 M-1874 Belcher, 12 pounds, .50 cal. 2 1/2-in. 70 grn or FFG & 370 gr. PP" and so on, this will get readers to close your blog page on the first second they see it.

Put it in simple terms as much as possible. Remember that many people are interested about a certain topic but do not actually know the technical terms, in this case, about guns.

Your headline should be large, bold letters that can easily catch a reader's attention. Naming your headline is also important. Do not just put in "Guns" or "Tennis", but think of a catchy phrase to get your readers to actually read your content.

Put your old, similarly themed blogs in an archive. This is great for someone who is interested to read your old blogs. The keywords in your archived blog are also important to generate targeted traffic in your blog.

If you have written an article before, you probably know that it is important to spell check and proof-read what you wrote. Remember that what you write reflects your reputation. If you stumble upon a sentence, redo it.

These are some of the things to consider if you're planning to blog. By following these few simple guides, you can be sure you'll get a lot of readers and also keep them reading.

Knowing What Corporate Blogging Is?

A corporate blog is a type of blog that is published with the support of an organization to reach their goals, such as, marketing and selling their products and services.

Businesses create a blog to strengthen relationships with important target groups and the positioning of the publishing organization as industry experts.

This means that an organization creates blogs to show their knowledge about the industry they're in.

In a business perspective, corporate blogs is used as advertising, much like TV ads, print ads, audio ads, and so on. There are other reasons why corporate blogs are used; the main reason is to create stronger relations with target groups.

Reasons for corporate blogging

Place your company as the leader of the industry your company is in. Be knowledgeable about the topic.

Your forum, where your main objective is not to sell, should focus on a more personal relationship with your customers. Create a forum specially made for customer relations between your company and your customers.

This is great for customers to interact with each other and you can also receive reliable feedbacks for your product.

Blogs is a great way for employees or project members to keep in touch with each other and discuss on making the project or product better. It will be like meetings only they do it through blogs.

Remember that you should keep blogs easy to read and avoid technical terms about the topic.

Another great thing about a blog is that it's informal. People can converse just like friends and can place their opinions about the topic and express their ideas to make it better.

If you do it right, many businesses like yours will link their website to yours. They will regard you as an expert on the industry.

There are six different types of corporate blogs. Each has its characteristics and different styles.

Sales Blog

Sales blog purpose is to advertise or sell products or services. The organization itself will be writing the blog.

The target group of this type of blog is potential clients or customers and people that are directly involved with the publishing organization.

Relationship Blogs

The purpose of this blog is to create and strengthen relationship with target organizations. The target group of this blog is smaller than that of the sales blog.

Branding Blogs

The purpose of this blog is to strengthen the brand or profile of the publishing organization or the people in it. The blogger is usually the individuals in the organization and are supported by the organization. The target groups in this blog are the same as those of the relationship and sales blog.

Knowledge Blogs

The purpose of this blog is to give employees information relating to their work and also about the organizations news, business intelligence and also about the ongoing projects. The blogger is usually the organization itself or someone within the organization assigned to do the task. The target groups for this blog are all employees with a specific interest.

Collaboration Blogs

This blog is used to provide a working team with a tool for research, collaboration and discussion about ongoing projects and ideas. The blogger and target group for this blog is the team itself.

Culture Blogs

Culture blogs is used to strengthen organizational culture. Often, the content of this blog concerns social or non-work related character. This type of blog creates personal relationships between the employees no matter what their positions in the organization are.

Corporate blogging is mainly used to strengthen the relationship between customers and employees of an organization. Blogs create a sense of personal view of the products and can freely express their opinions about the

product or services. It is also a great way to get employees to work more efficiently by sharing their ideas and opinions about an ongoing project.

Starting a corporate blog is fairly easy. You don't need to know about coding or buy anything, like softwares and programs. There are many free blog publishing in the internet, where you can use its services easily and free of charge.

Some blog publishing websites even has blogging wizards, which will help you on a step-by-step basis when creating a blog.

Blogging and Making Money

Today, there are many bloggers who maintain their blog website as a business. They make money out of blogging.

This is a trend widely accepted by online businesses.

Capitalizing on blogs, popularity, corporate America has used the opportunity to get closer to their clients and potential customers.

If you want to make money out of blogging, it is important to remember that not every blog is right for making money.

First of all, you should ask yourself why you blog.

Many people have different reasons on why they blog. Here are some of them:

- For recreational purposes
- For promoting business
- As a personal diary
- To help others
- To make friends
- To date
- For fun
- To be known
- To make a living

You can blog for many reasons; you can blog for fun and at the same time, to make a living out of it if it is possible.

To make money out of blogging, you should first understand the two types of earning methods in blogging: The Direct Income Method and; the Indirect Income Method.

In direct income method, you can earn money directly from blogs. In indirect income method, you can earn money because of your blog.

One great way to earn income from your blog is through affiliate programs. This program works by getting a commission for referring a visitor or reader from your blog website to buy a product or service from the company you signed up as an affiliate.

To succeed in this type of method, you should choose an affiliate that is related to the topics discussed in your blog website. This is because visitors in your blog are targeted

internet traffic; you don't want to affiliate with a pet store if your site and blog is about guns.

Asking your readers for a tip may seem ridiculous, but it might work. If you already have a large number of loyal readers in your blog and actively participating in it, you can ask them to donate money for your blog.

Remember that you should first create a large number of loyal readers before you ask for donations.

Another great way to make money out of your blogs is to sell stuff, like t-shirts, mugs and other small things that you can personalize.

Create your own logo and post the designs on your blogs. This is great if your readers are loyal to your blog, they may want to buy something that would make them part of the group.

You can create a subscription based blog. Asking for payment to view your blog and participate in it would generate income. However, there are many blogs out there that may offer the same topic as yours for free.

Since free is preferred more than fee, this type of method can rarely succeed. To make this work you may need to be a real expert on a specific topic.

Selling blogs is another way to make money out of blogs. For this, you may need to create a great website in order for it to sell.

It should also have a large readership to make this work. You can successfully sell blogs in an auction sites, many buyers will take a look at your blog first and determine if there are a large number of readers and also take a look at the quality of the website.

Some readers will be someone who seeks writers to employ. If you write a good article about a specific topic in your blog, these people may probably hire you to write for them, either for their website or offline as a freelance writer for a newspaper or magazine.

You and your skills are discovered through your blog. Your reputation is also important for this to work. Your blog should be able to attract large amount of readers and also remain loyal to you.

Another way to make money is through speaking opportunities. For this, you need to impress readers on what you write about

in your blog. Readers can sometimes be a scout looking for someone to speak for their seminars or workshops. Some request might ask you to speak for a seminar for free and some might pay you. Do not reject requests on speaking for free; this is because it will be beneficial for your reputation. Be patient, more offers will come that will be offering payment for your speaking services.

Types of Blogging Platforms

Most blogs are now being used to make extra money; they often affiliate with other companies that are relevant to the topic in their blog.

Blogs are a great way to interact with people. It enables you to meet people who have the same interest as you and lets you discuss about it.

Sometimes bloggers make money by asking their loyal readers for donations. This may seem ridiculous but many people become so interested with the blogs that they become a fan of it.

The blog creator then asks their loyal readers for money to maintain their website. It can be a source of income. Another way to make money is to sell products.

Often, loyal readers will make t-shirt designs that have a kind of blog website logo to sell them to their loyal readers.

Blogging created one of the most common questions about it. What are the different types of blogging.

There are basically three types of blogging, each with its own uses and advantages. Whether you want to blog for fun or for money making purposes, there's a blog suitable for you.

Hosting weblog providers is a type of blogging platform where the blogger has to simply sign up and setup a blog account. To start blogging, you don't need any special software to download and install in your computer.

All you have to do is sign up and start blogging. Signing up is easy, its just a matter of having to fill out the required information about you and you can start blogging.

This type of blogging is one of the easiest and simplest ways to start blogging. Blogging this way is suitable for people who doesn't know how to blog or are beginners in the world of blogging.

To set up your account, you first need to visit the blog providers' website, sign up for a new account, and customize your blog page.

Customizing in a blog provider's page is easy; they usually have a step by step instruction to help you design your blog page. It will require you to choose templates, colors, themes, font, blog style and more.

This type of blogging platform is perfect for people who don't have knowledge about programming like HTML or CSS, and other website technical programs.

Stand-alone blog software is another type of blogging platform. This type of platform requires the blogger to download and install a software to their computer. They can either acquire the software in the internet for free or with a minimal fee.

This way, you have more control of your blog designs and it also has a wide variety of themes which you can apply in your blog webpage. You just have to have a web host on where you can post your blog.

This type of blogging platform is beneficial for users who want to have more freedom in customizing their blogs. You also have the choice of adding functions and design templates for your blog page. If you plan on choosing this platform, you should be knowledgeable about the technical matters to make it work or you should know someone that can help you with the technical matters.

The third type of blogging platform is the remote blogging system. With this platform, bloggers have the option to host the blog system in the integrated blog host or by using your own domain.

When you use remote blogging system platform, the set up guideline is like that of the blog host provider, if the user wants their blog hosted by other websites.

If he or she wants to have his or her own domain, the blogger should provide the FTP details to the remote web blog system, the details usually includes FTP address, FTP account user name and password.

This type of platform is recommended for users who have advanced knowledge about blogging and internet technical matters.

Giving Your Home Based Business a Boost with Blogging

Blogs are like ripe apples hanging on the tree ready to be picked, beautiful and oh so delicious. Indulging to it will never be a poison.

It can also be likened to a virus but the difference is the benefits blogs give and also because they are vastly and fast spreading around the globe.

Knowing the benefits of blogging will leave you lacked-jaw. In terms of personal necessity, blog acts as an avenue for you to express yourself.

It can serve as a memory bank for articles you dragged from the internet. It functions like an organizer and thus keeps you updated on everything. A blog is nevertheless a personal website.

The functions of blog never stopped there. In the field of businesses, blog is also being used as an instrument. There are more than a handful of companies that has adapted blogs to push their businesses at the summit.

Focusing to the power of the internet, these companies managed to trust blog for the growth of their businesses. They have actually gambled in a sure win game. Knowing how many people surf the web everyday these companies are genius giants.

That's for the giants of the arena of business, but how about those smaller enterprises? Does blogs suit them? By all means, yes.

These small enterprises or we may address as home based businesses is no different from those gigantic ones. They follow the same system only that the former has lower capital as compared to the latter.

So what's supposed to be the rub in there? In the first place, as we are dealing with, blogs are acquired for free. Aside from that, unlike the mainstream websites, blogs has low or even no maintenance cost. You can utilize it in no limited time and in the price of none.

Small businesses or home based ones needs more blog than any other businesses. Or shall we be more specific by saying that such type of businesses necessitates more promotions than that of the mainstream businesses.

Since their business place is far off from the central

marketplace, people need to be informed and be aware of the existence of these smaller enterprises through blogging. By means of blogging, these types of businesses are given chance to be known and be noticed. They can gather audience and later on customer by means of these super business channels- Blogs.

To add to that, let us take these advantages of blog for home based businesses:

» Blogs are all-you-need package. HTML is hard to learn and a little time consuming. By using blogs you will no longer problem the appearance since it is preset for convenience purposes.

» You can post any thing on blogs without any hassle at all. Plus you can post any time. Nonetheless, posting is not a problem.

» Since basically blogs are not e-mail communication, spam has no place in it.

» Blogs are convenient to the point that you can make many of it.

With these entire advantages all for free means a business with high profits.

But having a blog for your business requires a little of attention and as you wait for the profit will cost you patience.

Anyway, what is business without these two? For you to reach the number of desired audience and customer, listed below are a piece of advice. It will not be a burden or a heck on but rather a better proposition.

? You must update your blog every now and then. New updates mean another to look forward to on the side of your audience. In as often as possible, you may update your blog at least thrice every week. It will let your audience ask for more. Never overlook all current information and issues that will surely catch their attention.

? Your blog must have a place for comments, reactions and suggestions. It will help you reach the audiences tastes and desires through their own feedbacks. Criticisms are very essential tool for growth. Just take every criticism positively.

? Do not forget to link your blogs to other resources. It will help not just you and your business but also your

customers.

? Simplicity is not ugly. Complicated layout and color will attract customers easily and also can shoo them easily too. Remember that content is more important than anything else in your blog.

? Lastly, take all your good values intact. That will require you of an ample of patience, comforting aura, proper relationship through words, etc. You may not have more audience at first, expect that. Just work on and dream big.

The entire earth is waiting for your business to be known. Take that mouse and make your own blog.

Using Blogging to Have Fun and Profit at the Same Time

The idea of earning a little of money is no longer surprising these days. People of various ages tend to find ways to earn. Students on the other hand take jobs o their free time.

When everything in this world seems to be regarded as immediate needs, accumulating financial profits is just a way of survival.

The simple babysitting and the intensive managing is connected by one thin red line; the desire to earn money. This idea was made even bigger when internet was established and introduced to the world.

From then on, a lot of businesses boosted, people got jobs, students got paid for a simple survey, and lot of impossibilities was made to happen.

This opportunity even moved a little further when blogging was finally set for utilization. On that instance, voluminous opportunities landed at every doorstep of every house across the globe.

Blogging was invented right after the invention of the web. Many people are now using blog for their personal benefits. Uncontrollably, blogs spread from one household to another, stretching the limits to infinity.

Blogs can help you to be updated of your works, appointments, projects to be done, etc.

Business companies also use blog for advertisement. They initiate open discussions of the nature of their businesses through online forums and/or posted articles in the blog.

Some businessmen use the blog of other people as an avenue of promotion. While other companies post their ads for free, some offer payment for blog owners.

Acquiring this stuff is as easy as cooking a pancake. There are lot of tools in the internet that can be used to create a blog.

First, you have to visit any site that offers blogs. Almost all sites in the internet have blog systems. Second register and wait for some instructions from the blog administrator.

After that, presto, your blog is ready. Just follow the instructions, submit all requirements, sign contracts (some

blog administrators ask for this) and be responsible.

That's all you need to have and to do to become a blogger.

You can do many things with your blog. From a mere scanning and reading to even making you be known all over the world of the internet.

Who can say that blogging can never give you any enjoyment? It can. Not to mention, people nowadays are preoccupied with so many things which can cause them to experience a lot of emotional disturbances.

Among those disturbances include stress, emotional breakdown, depression and a whole lot more. For them to be relieved from their odd feelings they need outlets of expressions.

There are so many considered outlets like crying, shattering glasses, sports, video games but blog is the most effective. In it you can open up, write and express yourself through words.

Now that's what an outlet should be. Other people consider their blogs as friends. Maybe it never gives advices but blogs listens, you know what that means.

Now think of all the joy blogging can give you. Is it that nice and oh so marvellous? But fun is just a part of the whole blogging stuff. Blogging has to offer a little stack higher benefits. In terms of finance you definitely can count on blogs.

The simplest profit you can get from blogs is when advertisers post ads on your blog. Why is that so?

As discussed a while ago, there are businessmen who advertise through blogs and offer an equivalent payment every time a visitor on your blog clicks on the ad.

How is that so? You will be contacted by these businessmen will talk with you about the business. You two will afterwards close the business with an agreement. Then, what will be left with you are nude moneys.

There are also other ways to earn through blog. If you are a writer you can definitely use your articles. You may circulate it and every time people would read your article that means an earning for you.

So whatever you expect on blog, all it can give you is a summit of satisfaction. Why stay enjoying your blog without earning? Come to think of it.

What Not to Do in Blogging

Blogging has bridged all the impossibilities over the river of whys and proved the whole world of what it can do. Almost all people regardless of age, work and gender use blogs, be it for personal usage or for business. In so many ways, blog made peoples lives convenient.

Businesses alike moved a little further. People got more aware. No need for you to bring an organizer, a blog can do that for you. Blogs can house enormous information. You can as well save notes, recipes, important documents, etc.

Having your own blog is like driving your own car. You must choose whether what type and color of car that can attract people. You also must think of a beautiful internal furnishes that are visibly attractive to others.

Blog no less than a personal but intended to be viewed by many. Like a car, owned by one person but intended to carry many passengers to different places.

Your blog determines who you are, just like cars determine the personality of the driver. In short, blogging is a part of your life.

Acquiring a blog will cost you big responsibility. It is not a one time experience that is made only to reside in the memory. It is a daily thing to remember and to check.

For those personal bloggers here are some no-nos in blogging:

- The very first thing that comes to your mind when acquiring a blog is that, your blog will be open for public for viewing. Because of that, you must be aware of the details in your blog that might provoke your audience. You must take for consideration the layout or the appearance of your blog. Remember that freedom of expression is not absolute; it must be strongly supported by respect.

- The contents of your blog are essential. It will determine as to whether the people will continue to view your blog or will just leave undone.

- You must always consider what audience you intend your blog to be viewed by. You must not also forget that the internet cannot filter users.

To those who are planning to use blog in business, take the following as pointers:

- The first three points above apply to you.
- Remember that the customer is your priority. Do not in any way offend your customer by unpleasant words from your articles.
- Do not use unfamiliar words to your articles. Be sure that whatever you put in your blog can easily be understood.
- Never presuppose that your customer knows all about you and your business. Approach them by means of articles that are detailed.

In general:

- Do not over design your blogs. Simple blogs will never be considered ugly. The color that youj will be using is a determinant of what your blog is all about. Do not hesitate to refer yourself to sources for good layout and other matters needed for your blog.
- Keep your font readable. Anyway, the articles you post in your blog are meant to be read.
- Do not let your blog stay for days not updated. If you want to expect more readers, your blogs must always be updated.
- Do not hate variations. Every now and then you can change the appearance of your blog. This will help your reader look for forward for the next to come.
- Put a place for feedbacks. Do not depend on your own insight on how to make your blog appear beautiful. You reader knows best. Their reaction and suggestions will surely help you in making your blog attractive to your readers.

All these are things that must be considered in blogging. There are no other intensive things to be remembered when just starting to blog since all instruction is given on the spot. Blogging is not difficult to do. Guaranteed that blogging is easier than HTML.

Last word, planning is important. Think before you proceed with blogging.

Blogging - The Newest Marketing Tool

Blogging is a sure way to enhance the visibility of the products and services.

If you want to apply blogging, there are some tips that you need to consider in order to improve your online business.

- Offering advice and guiding your visitors on some tips and other opportunities related to your business. This objective will increase the awareness of you and your business.

This will make you an authority of the customers and visitors who might want to check out your services through publications.

- You need to encourage your readers to write comments and suggestions. Their comments and feedback will be helpful because at least you know that someone is paying attention to your services and visiting your website.
- Take their feedback as a means to improve your overall design, layout, the content and the whole business marketing.
- You need to at least post regularly in your bog. If you have many postings in the past, you can keep it in an Archive so that people can still retrieve it in for future reference. In this way, you can also keep track of all your business plans and get some important information.
- Others can reprint the articles that you have written and posted to the different websites. However, they need to ask for your permission with the condition to post them with your resource box with all the URLs that go with the articles. This will give you more links to your site and will give more exposure to your site.
- In adding and updating bogs, you need to add good content. Always make it fresh and up-to-date. In this way, search engines will include your site in their directory listings. If your bog is listed in the different search engines, you will start increasing traffic to your site without paying for it.
- Your blog contains links to your site and links to other site. You can exchange links to other website and this will help in improving your ranking on search engines. You can add affiliate links through banners in the advertisements. You can also include this in your blog in order to earn extra income.

You have the authority to update your blogs and there is no limit with what you want to do. You can write about your own

views, expertise, ideas, opinion, pictures and other important information or message that you want to write about.

Blogging is a way to be heard despite the increasing competency in Internet Marketing. Make sure that you make your blogs interesting and readable.

Blogging is a great way to broadcast important information such as news and current events. It does not only focus on increasing web traffic or gaining promotion.

Blogging is a good way to learn about all the important facts with just about anything under the sun. If you missed the reports and updates on the T.V, you can easily get information from blogs updated frequently. Therefore, you will not have to worry about missing your favorite late night show.

Blogging has helped many industries in the easiest way. The good thing about it is that you do not actually need experience to create your own blog. It is as easy as clicking buttons and you can work your way out on your own.

What you need to keep up is a good content that is friendly and interesting so that your readers will frequently visit your blog site and keep it as a part of their daily habit.

Unleash your blogging prowess

Ever since blogging started, it seems there is no stopping it from becoming hotter and hotter as the days go by. The fact that online experts have often dismissed them as something not to be adapted, it does not stop the majority of people from becoming bloggers.

It appears that there is no stopping bloggers from blogging anytime soon.

Today, everything from information to advertising blogs and any other topic one can think of are appearing online. Even political blogs are dominant now. Groups have been formed worldwide to write and update about any topic known to mankind.

The popularity of blogging makes one wonder what is in them that makes it different from ezines, newsletters or forums. What is making blogs famous?

See for yourself.

1. Blogging can be started and maintained easily. On the Internet, you can choose from a variety of choices to use with and input into your blog sites.

Blogging software and blogging services are already available. Even those who do not know how to blog can start blogging by just following the instructions posted on blog sites.

2. Blogs are very much interactive. Upon posting, your articles are immediately posted and ready for viewing. These blogs do not have the number of words needed and the moderation found in articles or forums. They also cannot be deleted without notice. There is freedom in blogs that you cannot find anywhere else. Posts are accepted whatever the topic or content is.

3. Blogs are syndication-capable. Take note that syndication is a great way of being assured that what you have written will be seen and exposed to as much users as possible. Majority of blog sites are now offering syndication services. This addition has drawn a lot of interested individuals.

4. What you cannot find in any other sources, you can find in blogs. Where else can you get personal points being pointed out and elaborated? Only in blogs. You can words and sayings not usually written on any other sources. If you want to express yourself in something that many people can read, then do blogging.

5. Blogs are search engine friendly. Search engines love blogs. It loves reading and ranking them on their pages. This is because of the continuous update that bloggers are doing with their blogs. It is a fact that search engines are always on the lookout for fresh and new contents and blogs are the solution they have been looking for.

5. With blogs, you do not have to worry about lists or spam filters. This is the main reason why authors and publishers have turned to blogging. With the growing numbers of spammers, sending ezines and newsletters through emails have become difficult over the years. Blogs are not sent thus eliminating the filters needed. Also, no returns and non-deliverance occur; saving writers the headache in the process.

6. There is a lot of learning to be achieved from blogs. A lot of blogs are both educational and informative. Usually a simple search makes up a lot of choices to choose from. Many opinions about different topics are also being posted as commentaries. This gives the readers a look at the different points of view that people have.

7. Blogs are cost-effective. The absence of lists to maintain eliminates server costs to be incurred. The blogging services and software available are also priced reasonably so you are getting good value for your money. If you do a quick computation, you will notice that the expenses you get to pay every month will just be minimal.

8. Blogging is fun. Blogs have in them entertainment aspects that is unsurpassed by any other. You get to read people agreeing and opposing to the same topic on their posts. These discussions can turn very emotional too. With blogs, you will never get bored out of your senses.

10. Blogging is for everyone. It does not make any difference no matter how young or how old you are. As long as you have what it takes, you can do blogs. All you need is a good mind for creating content that will catch people's attention then just be yourself.

No one and nothing is stopping you from becoming one of the best bloggers the blogging world has ever known.

Breaking the block in blogging

If there is such a thing as a writer's block, then there is also what everyone calls a blogger's block.

Some of you may already know that kind of feeling. These are times when you feel that you cannot seem to start blogging anything. That everything is so clustered and you cannot begin to write one single word.

How could this happen when you were so good at blogging before? Why is it that you cannot get one word written? And the more you think about blogging, the more you are not able to blog.

What is the best thing to do when you find yourself situations like this?

Below are ideas that you might find helpful during your "cannot seem to blog" days.

1. Do some blog visitation.

Go to some blog sites and read what is posted there. If possible, trace back blogs that were past favorite. Or you could also visit some least favorite ones. By doing this, you will be able to get ideas on what to write about. Maybe one or two things that you come across will tick something on your brain and remove the big block there. You might be able to find a topic that you want to blog about but has forgotten already.

2. Have a look at your blog inbox.

This is one of the best ways to find a topic to write about. Since this is your site, you might notice aspects you have set aside before. You can try and answer an email or a comment made there.

This is also the best time to check out links that are put into other posts. Have a look at what they are offering. It might just be related to yours and you will be thankful that you checked.

3. Put some comment on other blogs.

You can make use of your own blog to comment on another's. Maybe you can get to expand the idea that is already presented. You can use trackback comments if the site allows it.

4. Check out the news.

Even though your blogging is not in any way related to news, current events or politics, there is nothing wrong with checking out what is happening to the world lately. Sometimes, these things tend to have a small relation to what you are blogging about.

5. Blog randomly.

Look for a word or topic. Then begin writing about it. You can also do this with pictures. Check out photos and think of something to write about it.

If those things do not seem to work for you, you can search for creative or journal writing software to help you with your writing problem. Oftentimes, these things have suggestions of topic or idea that can help you get started.

6. Think about an extraordinary topic.

For example, you can research about inventions and inventors. What was the first car ever invented? Anything that you fancy.

You can look for them at online resources like encyclopedias and almanacs. When you finally have the answer, start blogging about it. You never know, maybe some people are thinking of the same things and you have somehow provided them with answers. Besides, it is also fine to drift off from your usual topic one in awhile. Your readers might like the refreshing change too.

7. Do something you have not done before.

If you cannot think of something new, any blogging related things will do just as long as you have not done them to your blogs before. Put pictures into your blogs. Add videos or any other unique features. It is all up to you.

8. Forget about blogging for a while.

This might be one of those times when your mind and body is in need of a break from writing. Get outside. Go to the beach or go shopping. Anything that will take your mind off your blogs.

You just might feel refreshed and ready to start blogging once you get back up in front of your computer.

There are a lot more ways of getting off that blogging block off you. Think about it. If ever you did come up with other

things, you can blog about it to help others experiencing blogger's block.

Best regards,

Dirk Dupon

editor@ebooks-made-easy.com

Your Blog Will Be Better!

[Building a Blog Empire For Profit](#) explains step-by-step how to build a blog empire that will bring people in. With 20 million bloggers out there, your blog *has* to stand out!

Building a Blog Empire For Profit will show you how! You will learn the secrets and tricks of the elite few! **You'll learn:**

- How to choose the best type of blog for you based on who you are, what you know, and what you care about.
- How to pull visitors in with an eye-catching layout.
- How to build incoming traffic.

