



Blogging For Wealth

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You are encouraged to print this book for easy reading.

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The History of Blogging

Blog is the short form for "web log." It is a website where one can maintain a kind of a diary that is kept on the web and is available for everyone.

In the early days of the Internet, each new page on the net was a cause for celebration. The early pioneers watched in excitement as the network grew, and they wanted to keep people informed about this growth.

In 1992, Internet pioneer Tim Berners-Lee created the first [What's New page](#), later, another pioneer, Marc Andreessen, put up a similar page. Each had hotlinks to the new pages springing up on the Net.

As the Internet grew and the World Wide Web came about, other programmers created hand coded pages with their recommendations for surfing the Net.

Jorn Barger found the term "weblog" in December 1997. The shorter version, "blog," was discovered by Peter Merholz, who, in April or May of 1999, broke the word weblog into the phrase "we blog" in the sidebar of his weblog.

This was interpreted as a short form of the noun and also as a verb, to blog, meaning, "to edit one's weblog. There is a controversy that the shortened form was termed by Travis Petler, who separated 'weblog' into WE BLOG as a humorous reference in a sidebar on his own blog.

This became popular in 1999, with the word being further popularized by the advent of the first hosted weblog tools.

Pyra Labs launched Blogger , which was later purchased by Google in 2004. In March 2003, the Oxford English Dictionary included the terms weblog, weblogging and weblogger in their dictionary.

Dave Winer is one of the pioneers who made blogging more than merely a website. Creation of servers was his most important contributions, which weblogs could ping to show that they had been updated.

This shows the blogger that the updated data has been viewed.

A Definition of Blogging

The definition of blogging is something that is very much in constant change, as new technologies appear every day that redefine what a blog is, what a blog can be, and what a blog should do.

For many years, blogs were defined as text-based websites that kept records of days, similar to a captain's log on a sailing ship.

However, this started to change as the group of people who kept blogs became more diverse. The more bloggers began to explore the limits of the medium and of the technology that made it possible, the more the boundaries of what could be called a "blog" expanded.

Today, there are an abundance of photo blogs, and there are even audio and video blogs as well. Mobile blogging devices may well change the definition of blogging entirely by making it possible for bloggers to create new kinds of posts.

Another element of the blogosphere that is starting to redefine blogging is the corporate blog.

As more companies hire writers to keep blogs with the sole purpose of creating positive buzz about their brand, bloggers across the globe are arguing about whether these manufactured blogs are really worthy of the name.

Between all of these different forces that are constantly expanding and reshaping the blogosphere, it is difficult to imagine that the definition of what is and is not a blog will ever remain fixed for very long.

A blog is your easy-to-use web site, where you can quickly post your thoughts; interact with people, and much more.

Since blogging is a new medium of communication there is enough scope to explore. Communication, self-expression, marketing your business and storytelling are the various uses of blogs as of now.

What Is A Blog And Why Should You Care?

A common question that people ask is what exactly is a blog, and how can it help their business. In order for you to create wealth with blogs you must first understand what blogs are all about.

Even though blogs have been around for years, they have only just become popular in the last few years or so. A blog is simply an application that allows users to post anything they like (written text, audio, video or pictures) and get it immediately posted to the web, like an online journal.

A blog is something that is meant to be as easy to use as the word processor application on your computer. While most websites take hours to update, a blog can be updated in real time, as quick as one would save a file to a computer. *This is partly what makes blogs so popular.*

Bloggging is a great way to get your information out onto the internet inexpensively and also with friendly results, such as high search engine ranking, and free advertising. A blog, with its variety of keyword heavy posts allows people to make money off of a high return result on a search engine like Google.

What this means is that if you are selling home security systems, and you create a blog about good deals on such systems, chances are people looking for a security system will come across your blog in the search engine. This added exposure will surely help more people notice your business, and make purchases, thus creating greater business and wealth for you.

Blogs are most commonly found on the internet via the World Wide Web, and can be published for free. The fact that some blogs are free is the main reason why people can so easily profit from using them, because there is no real upfront investment with blogs, and thus there is only one way to go from zero dollars invested - **and that's to profit.**

3 of the most popular free Blogging platforms are:

Wordpress.com

Blogger.com

Livejournal.com

Why Blogging Is So HOT

Name one person that doesn't like to share his or her point of view? Everyone likes to talk about themselves, and what they are up to, even if they say that they do not like doing so.

There is something about being human that makes us self involved to the point where we truly feel as if others want, or need to know what is going on with us. Blogs offer one a unique way to express his or her feelings on any number of issues.

The most common use of a blog is that of a journal, or an opinionated piece of writing involving some aspect of the author's day to day life.

While some blogs are totally commercially driven, they are often masked as personal musing in order to entice visitors. This is something that just can't be avoided, people love checking out other peoples blogs to see what's going on.

The internet can be a cold and bare place for people to be at times, and a blog helps create a sense of community with its powerful reach, and ease of use. Many people want to share, or keep up with others, but simply don't have time.

Spam email has gotten to the point that people are overwhelmed dealing with their regular inbox each day, nonetheless an email from a friend, and checking out someone's blog is commonplace nowadays.

Blogging is popular because it relates to community, family, and friends, and therefore it is in direct relation with what matters most in life.

Blogs can be a powerful tool to communicate to others, as well as to market with, as they are so friendly to search engines in terms of keywords, and ranking.

Just making one simple blog post a day can literally get you noticed immediately, and is something that truly can help you create wealth on the internet.

Blogs On A Certain Subject or Niche

Having a [niche blog](#) is something that can be profitable and easy, or challenging and difficult depending on how you handle the day to day posting. Niche blogs are typically blogs related to one or more specific industry or field, including hobbies, news, and sports etc...

The more niche, or in-depth a blog is, the harder it might be for people not involved in that niche to get into. It is for this reason that one must think about the best way to make the most out of niche blogs, and finding the right niche is a good start.

When searching for the right niche for any blog, be sure to look at the prospective audience, and your abilities to keep the blog up to date within that niche.

If you are thinking about doing a blog about horse racing, yet you have no time to watch horse races, it might not make sense to try to do a niche blog on that subject.

Instead a good way of finding a niche is by looking at what it is that you do have time to do, and then creating a blog based on that instead.

After you have selected your niche blog topic, it's time to become an expert. No matter how much you know about your niche, chances are you could use some brushing up on the topic.

One can brush up on a topic by simply doing research on your chosen niche, and spending a few hours reading. Feel free to check out rival blogs, as they will give you an idea of what is popular in your chosen niche, and what is not.

The most important part of getting the most out of a niche blog is becoming the go to place for information in this niche.

That means creating a blog that is constantly updated, and is accurate in the stories relating to your chosen subject.

If you do this with your niche blog, you can expect great results.

Blogging Just For Fun

Sara Jane, a software programmer was on the net browsing for latest software updates when she happened to click on to a blog site. Just for the fun of it she started interacting with people there and realized that it was not only fun talking to people but also informative.

She regularly blogged and in the process met people, one of who could be her prospective groom. Exchanging ideas and likes and dislikes brings people closer to each other.

With heavy snow and winter chill outside she could sit in the comfort of her home and mix with people virtually.

There are many websites where you can join for free and start blogging...

When Joe didn't know how to fix one of his software problems he posted it on his blog and Lo! He got his answer. Bloggers usually love to discuss and debate things, everything from personal to environmental issues.

Everyone seems to have their pet issues and solutions on their blog.

When Julia divorced, she went into a state of depression. An avid blogger she found solace in exchanging her views on divorce and she was surprised to find that there were many people who shared her views and assured her that she was right. This gave her a boost in self-confidence and she became her normal self again.

School kids find their old friends through blogging and they give vent to their frustration about the educational system. Discussing about their peers and teachers behaviors helps these kids to share their feelings.

Whenever there is a public outcry on an issue you find all blog sites filled with information. Not only is a blog fun it is also informative.

Blog can be utilized for various purposes. It can be used to spread awareness, social interaction, to air your thoughts, and to sell products. *You can also earn money through blogs.*

The Benefits of A Wordpress Blog

Let's look at some of the benefits having a Wordpress blog can provide you with. The reason Wordpress is so great is the combination of value, quality, and ease of use that is second-to-none in the blog software world.

While some people prefer to use more basic blog software, they too can truly benefit from the power of Wordpress, and once they read about all the perks they too will be downloading the software for profit as well.

What might be the most notable benefit of Wordpress is the ability to work on a post offline, in a standalone interface. Most blog software applications require one to be logged onto the internet, and geared up ready to go to post to the blog, whereas Wordpress allows you to edit, build, and post a blog at anytime, without being connected to the internet.

Another benefit of Wordpress is the ease of use, and advanced functionality of the software compared to some blog software applications. Wordpress functions code free if one needs to post in such a fashion with easy to use icons similar to what one would see in a word processing program.

Having the ability to utilize a program like this allows people to create blogs that are as high tech, and complete as full blown websites.

Yet another benefit of Wordpress is its remarkable plug-in library that allows for users to instantly add features, and functions to Wordpresses already impressive abilities.

The plug-in library for Wordpress is robust because of the popularity of the software, many programmers and designers have created plug-ins based on their particular needs.

When you add up all these elements you end up with a program that is fully capable of creating highly attractive blogs that encourage people to visit the site and stay to read whatever is posted on it. If you ever wanted powerful blog software that was less template and more unique Wordpress is it.

And last but not least Wordpress is free: <http://wordpress.org>

The Benefits of Video Blogging

Video blogging is the next generation of posting ideas and products over the internet. Everybody knows about text blogging. Now we can even use videos for a better way of expression.

If pictures say a thousand words, video blogging exceeds that by far. Popularly known as vlogs (short term for video blog), usually it contains scenes of everyday life.

Not just an outlet for media response, vlogs can also be profitable. According to some experts, by creating a video advertising sensible products and linking it up with various web directories, nice income is a possibility.

Video blogs can be fed through RSS. This is technology that syndicates your website to other RSS aggregators.

Video blogging works with people on the internet expressing their selves. Now if you put this on a business prospective, you are up to a lot of benefits. Think of it as a powerful tool in showing your prospective customers your line of products or your services. It's just like showing a commercial all for free.

People like to see what they are going to buy. Some would like to see proof and be sure that they are getting their money's worth before buying. All of us know the influence of a thirty second commercial. The effect of video blogging is similar to that.

You show your product, people watch it. If they like it, they buy it.

Now on the web, things are pretty much static, unlike in television in which all are moving. If you post something that is mobile, it would most likely catch attention. Now imagine your product or a product you are promoting parading in all its glory through video blog.

If your business is just starting up, you can create a video blog right at your own home. All you need is your web camera, microphone, video software, and lights. For as long as you know how to use your camera, then you can create a video blog.

Invest in a good web camera. The higher its resolution is the better the output. And you like to present your goods in the optimum way so

get the best one possible. Make a short story, or just capture your goods in one go. Just make sure you are getting the best profile for each.

Get those creativity juices flowing...

Lights are important in a production. Make sure you illuminate entirely the area you are going to use to create your video. The brighter the area, the crispier the images will be. You can also use lighting effects for added appeal to the presentation.

Should you require sounds for your video blog, you need a microphone. Record your voice as a voice over for promoting the product and its benefit to your viewers. Sounds are as important as videos on a video blog. It is advisable to make your sound effects as enticing as the video.

Your video editing software can be any program. You need this to finalize your work. You can add sounds, delete some bad angles, or insert some still pictures in there too.

Some programs are user-friendly and can be used even with zero knowledge on video editing. Even simple video editing programs should do the trick. Select your background carefully too. The light affects the presentation so make sure that the background and the light complements each other.

Video blogging can easily be an alternative for you, though it is best to still keep the text and pictures present in your presentation to accommodate all possible viewers of your site.

Nowadays, the more creative you are in presenting your product or offers to the market, the more you are likely to succeed.

Video blogging offers an interactive way of selling or sharing your message. You involve the customers. You instill in them the advantage of your goods. And at times, those are enough to make a sale.

Below are some popular free Video blogging platforms:

Magnify.net

Vodpod.com

Vidiac.com

Podbean.com

Blogging For Wealth

There are two major types of business models that entrepreneurs use to make money blogging. The first and most common way to turn a blog into a profit making machine, is to promote other peoples products for a percentage of the sale (known as affiliate marketing) or sell advertising to different companies and brands who want to reach that blog's readers.

The second kind of money making blog is one that helps a single brand improve its image by creating positive associations between the blog and the product in the mind of prospects and customers.

Both kinds of blogs can make a lot of money, especially if the creator has a keen mind for marketing.

If you are blogging with the goal of selling advertising, there are two basic ways that you can go about recruiting sponsors who want to put ads on your site; you can let someone else do all of the legwork, or you can do the work yourself and keep all of the revenue.

Within the first group, many people make money blogging by selling space through [Google's AdSense program](#). The advantages of this program are numerous, as it requires very little effort on the part of the blogger or webmaster to begin raking in profits.

However, most people discover they make less money through this method than they had hoped their blog would earn.

Selling advertising directly to companies who want to put banner ads or sponsored links on your blog can take quite a bit of time, but it is often fairly lucrative.

If you have a lot of contacts in industries that are related to the topic of your blog, you may want to try this route. The only problem with this model is that you often have to build quite a sizable readership before you can attract advertisers.

As blogging becomes a more and more lucrative business, a lot of established companies are considering how they can get into the action.

One way that companies are capitalizing on the blog movement is by having blogs that provide a kind of friendly face for their corporation.

Often, a company will employ an established blogger to create a weblog designed specifically to appeal to that company's customers and to create positive associations with the brand in people's minds.

More than one writer who never even dreamed that he or she could make money blogging has been approached by a company and offered quite a pretty penny for this kind of gig.

Blogging For Wealth A Long Term Plan

Many people dream of [blogging for profit](#), and this goal is not far beyond the reach of anyone with a willingness to work hard, and a basic grasp of blogging technology.

However, very few people manage to reap the profits they want from their blog...

Most people who attempt to make money with their blogs do not succeed for two reasons.

1. Often, bloggers have unrealistic expectations of how fast their readership will grow and how much money they will make, and when these expectations are not met the disappointment can crush the desire to continue blogging.
2. The other trap that many bloggers fall into has to do with lack of planning. If you want to turn a profit as a blogger, the key to success is to make a realistic plan and stick with it.

To succeed at blogging for wealth, the main thing that you will need is a large readership. The higher your traffic, the more money you will make and also the more advertisers will agree to pay you.

However, cultivating the regular visitors that you will need in order to make a profit can take a bit of work.

As more and more blogs appear each day, having a great idea or a wonderful writing style may no longer be enough to get attention. You need to be able to market your blog effectively.

Too many bloggers spend all of their time writing posts and almost no time marketing their project.

To be certain, updating as often as you can is a great way to keep your blog high on blogrolls and high in blog search engines like [Technorati](#), and once your readers know that you update frequently they will return to your site on a regular basis.

However, it does not matter how often you update if nobody is reading your blog, so don't skimp on the time that you spend drawing visitors to your site.

To make your dreams of blogging for wealth a reality, use some of your time to draw new visitors to your blog - by setting up link exchanges with other bloggers, making contacts in the blog community, and following other established modes of winning traffic.

Of course, even if you are a marketing genius or have a really great idea for a blog, success is not going to happen overnight. Building the kind of readership that blogging for wealth requires can take time.

Try to stay committed to your blogging project during this initial rough period...

To stay motivated, set goals for how often you will update and how many readers you want to attract, and then reward yourself for sticking with your plan.

Blogging And Search Engine Optimization - SEO

Having a blog on the Internet that provides great information doesn't do a lot of good if nobody knows it's there.

If you want people to be able to find your blog, something that is important is that you have good Search Engine Optimization (SEO).

Whenever you put one or more words into a search engine like Google to look for something, the SEO of a website is what helps bring up those websites.

For example, if your blog is about Cooking, you are going to want to be sure that your blog includes popular terms such as "easy recipes", "meat cooking times", and other things that are related to your blog.

Think about the things that people look for when they are interested in Cooking, and the kinds of things that come up when you search.

It's always a good idea to use your own experience when you are optimizing your blog for searching.

Think about what has worked, what hasn't worked, and use them for your own blog SEO. This way, when someone puts one of the terms that you put in your blog into a search engine, it will be one of the sites that comes up.

Of course, there are other factors that come into play that determine where your blog will come up in the list, but everyone starts somewhere.

The more keywords that your blog uses, the more people will come to your blog...

It just takes a bit of time and patience.

Blogging can greatly enhance any websites natural search results through regular posting, and natural keyword placement. There in fact is no stronger way to market ones website for free than by blogging with natural keywords.

Similar to article marketing, posting daily to your blog with the keywords of your business included can have remarkable effects on

the ranking of your site in any given search engine, and thus net you more traffic.

The key to gaining more traffic from your chosen keywords is what is called long tail keywords, and short tail keywords.

The word tail simply refers to the length of the keyword term.

A short tail keyword term would be "grill cooking" whereas a long tail keyword term would be "recipes for gas grill cooking" and so on.

The short and long tailed keywords help your post get picked up in the search engine as highly applicable to the keyword that a person was searching in the first place.

Getting picked up in search engines can lead to huge masses of traffic heading to your site every day. There are top keyword placers that use blogs to retain huge amounts of daily traffic to their sites just by implementing these long and short tail keywords into their posts.

The amazing thing about blogs is they are picked up by the search engines almost as quickly as you post to them, which makes them a wonderful tool for SEO purposes.

Another way blogging can help your sites search engine ranking is by the quality score. Most search engines, including Google rank sites with a quality score, the more unique user provided content, the higher the quality score.

If a website is just a sales page, with a few pictures, the quality score will most likely be low.

But if a site has a blog on it, with fresh, daily posts, the quality score becomes much better, and thus the site gets ranked much higher when people are searching for your niche, or keyword terms.

Blogging And RSS

Many people fail to realize that blogs started out as a subscription style online journal for people to receive via email, otherwise known as a RSS feed.

Blogs are at their most fundamental state nothing more than a journal posting that can be delivered to subscribers via email. The RSS feed is an easy way to land your blog post in millions of people's inboxes, and on the net under bookmarks as well.

With the advancement in technology the RSS feeds will now auto update themselves to provide people with a wonderful array of blog posts daily without ever having to actually visit the blog itself.

This means that you can grow a virtual subscriber base with one simple niche blog, and profit from the experience every time you make a blog post. [Utilizing the power of blogging and RSS](#) one can make some serious money by keeping people up to date with the latest news, products and services in your chosen niche.

Since the RSS feed will deliver the blog to subscriber's mailboxes, and let millions of people on the net know what your blog is about through a RSS feed description, it makes sense to attempt to profit from such an advantageous situation. By offering affiliate products, you can provide your own affiliate link embedded into the blog for readers to click.

One example of setting up a blog for maximum RSS exposure is to write a blog with hyperlinked keywords that are directly linked to your products. The more links the better, as the more chances you will have to sell the affiliate items to your subscriber base.

Make sure that the links are either live, or given actual URL's in the actual post so that the user can stay within their own e-mail application while reading, and visiting the recommend site that you provide them with.

RSS feeds are hugely popular today, and known to help search engine optimization as well, and thus are a must do for anyone serious about profiting from blogs. Setting up an RSS feed is as easy as filling out a short questionnaire in the blog application of your choice, which means it takes little time to do and is something that can help you profit big.

Blogging And AdSense

One of the easiest, if not the easiest way to make money with [AdSense](#) is by posting to blogs. AdSense and blogs go together like peas and carrots, or peanut butter and jelly, and the results tend to show this fact.

The key with any AdSense optimized website is traffic, the more traffic that comes to the website, the more clicks the ads will get.

While traffic is the key, there is one other important aspect of AdSense money making schemes, and that is keyword placement.

AdSense advertisements must be triggered by a keyword, or set of keywords, and can often be cumbersome if the website the AdSense is hosted on doesn't offer the exact keywords the ads need to be triggered.

With blogs one can rest assured that if they are making daily posts, every AdSense ad possible for their niche will run at some point during the blogs life. This means that the variety of AdSense ads on blogs is second to none, and the traffic is also very good.

The majority of web traffic comes from search engine listings, and blogs help even the most novice marketer to rank high in the search engines. By having a high place in the search engine rankings one can receive copious amounts of traffic to their site on a daily basis for free.

AdSense is a marketing business that needs to be tested constantly to ensure effectiveness. The sad fact is that many websites need to have certain keywords on them to attract big dollars, and the typical AdSense client might not get the traffic to trigger those ads.

With blogs one can constantly test the keywords on the site to help prompt better advertisements on his or her website.

Using AdSense as a way to make money with blogs simply makes sense, a lot of sense, as it is the easiest, most effective way to start make money on the internet without doing a single thing different with your blog besides placing the ad code on it, to allow the ads to be shown.

The Best Place To Put Ads On Your Blog

In making money with blogs there is one element that trumps all the rest in importance, advertisement placement. The actual spot where you put your ad is as important to your profits as any other thing you do with your blog, ever.

The most successful people that blog for profit utilize special placement for their advertisements so to best get results from the site visitor, and from experience I can tell you this works like a charm.

Putting your advertisements at the top of the blog isn't good enough anymore. Many people have been using computers long enough to train themselves to ignore the advertisement banners at the top of a website, or blog, and thus you the publisher must find new, and unique ways to get the advertisements read, and clicked by your visitors.

One place to put the advertisements for your blog is directly on the right hand side of the daily blog post. [Research shows that the human eyes tend to gravitate to the upper right hand side of any page](#), which is where your advertisement should be in order to obtain maximum exposure. The more the ad is put in this spot, the better rate of clicks that you will get on your ads.

Another great place to put the advertisement is in the body of the text. This is commonly done by highlighting, and adding hyperlinks to some of the more popular keywords. By adding such keywords one can simply click on the highlighted word to learn more about a product, or service you might be promoting.

Placing ads in the body of your text can pack a serious punch in terms of sales because of the natural curiosity of the reader to check out whatever it is you are promoting.

Finally one can place advertisements at the bottom of the blog, with more information about you, the author of the blog.

Since blogs are typically personal, people enjoy reading about the author, and thus it makes sense to include a few ads near your profile, to capitalize on the profile checking nature of your visitors.

Getting Traffic To Your Blog

No matter what the website, in order for it to be a success you need to have a constant and steady stream of traffic to profit, and this is certainly the case for those creating blogs.

There are simply too many factors to ignore when it comes to getting traffic, and thus people that are able to harness traffic to their blog are known as masters of the internet. The interesting fact is that getting traffic to your blog is easier than you might think, and just takes some creative thinking, and a few hours a day of promotion.

So after you hit up your family and friends, who else is going to read your blog? The answer is likely nobody unless you give them a reason to read it. This is where the traffic driving secrets come into play when dealing with a blog.

The best way to get traffic to your blog is by using free promotional methods. The key is to have something on your blog worth checking out once they get there, but for this part we'll simply focus on getting traffic.

Start out by joining all the forums, and social networks in your niche. If you have a blog that is aimed at giving dating advice, make sure to join all the dating forums you can, and any free dating sites possible. The first thing to do is find out where your link is allowed, and post your blog link in your signature. Once this is done take the time out each day to post great information, and people will start considering you an expert, and gladly check out your site.

Also start to collect email addresses and setup your blog for RSS feeds. Allow your readers to enjoy your blog in the comfort of their inbox, by choosing the option on your blog software to email the blog post to them every time a new one goes up. This will be a way to attract daily traffic to your blog for free, and keep the traffic you receive from all your efforts coming back.

Next it is important to start submitting articles to free article directories. These free article directories will help promote your blog by distributing your articles to thousands of resources, which will also get your blog, and your article higher search engine ranking at the same time.

Using Articles To Promote Your Blog

Depending on the type of blog you have, it might be a good idea to advertise your blog using articles.

For example, say you know about jewelry and gemstones, and your blog is a place where you post information for people to read about jewelry.

Submitting an article to a website such as [Associated Content](#) can be very instrumental in bringing people to your blog.

A good example would be is if you wanted to talk about the common misconceptions about the colors of gemstones.

You could write about the fact that people assume that gemstones such as emeralds, sapphires and rubies are one different color, but the truth is that those stones come in a variety of colors and hues.

Then you can use your blog as a source for your information, as long as you have blogged about those gemstones.

The great thing is that some places, like [Associated Content](#), will pay you for the articles that you write.

So if you sell jewelry on your blog, it's like being paid twice for your knowledge. Of course, this is just an example of the way you can use articles to advertise your blog.

When you are writing an article, be creative. You don't have to be an expert at what you do. If you enjoy writing stories, you can say that posting articles is a new and different way to share your stories with others.

Then, post your blog link as your source and you have people checking out your blog and your stories.

Here are some of the best places online to post your articles free...

[Ezinearticles.com](#)

[Isnare.com](#)

[Goarticles.com](#)

[Articlesbase.com](#)

Traffic From Blog And Ping

It is said that pinging your blog every time you update it with new content, can be one of the best methods to make your website more famous and get it to rank higher in the search engines.

Although not as effective as it first was Blog and Ping is a technique you can use to get your site listed in the search engines and fast. The idea is that search engines like blogs because of the ever updating content, so they keep visiting your site.

Pinging is when you send a "ping" to let the blog directories know that you have added content to your blog. These are visited regularly and watched by the search engine spiders, so they can spider any new content and add it to the search engine which controls them.

So to conclude blogging and pinging is a way of getting listed on search engines, or at least of getting noticed by them quickly.

Should you be blogging and pinging?

Of course that's up to you, but for the short time it takes, it can be well worth the effort.

Below are some sites that will ping your blog for you automatically...

Pinger.com

Pingomatic.com

Pingoat.com

Autopinger.com

Bpinger.com

Pingates.com

Note: remember to only ping your blog after you add new content to it and don't overdo it with the ping services just use one or two from the list above ... or you could even use a different ping service every time you update your blog.

Blogging And Social Marketing

Blogging has become an integral part of the Internet. In recent years the popularity of many social blog sites makes them a place to meet other people in a social Internet setting. There are many of these sites that are free.

The most popular site for meeting others socially is the site [Myspace](#). This site has millions of users with new blogs added daily. The format of sites like [Myspace](#) or [Facebook](#) offers a friendly atmosphere in which to make posts and get to make friends.

The general format of most social sites is similar. It allows you to set up a personal blog with pictures. There are categories and questions that help guide you through the setup process to allow you to add the same basic information. This may include your screen name, your age, your school name and similar items.

Setting up a social blog is easy. Here are some tips to help you get started...

- Don't provide too much personal information. In order to stay safe, make sure you don't include things such as your address or phone number. Never give these out to people you don't know.
- Make your posts friendly. Always be cheerful in your posts. Provide interesting and funny things and ideas and try to keep the tone upbeat.
- Don't use swear words in your posts. While this may seem popular it may not only make you look bad but can get you kicked off the site as well.
- Choose your friends wisely. Add people to your friends list if they are worthy. If you don't know them that well, don't add them until you get to know them better.
- Don't post anything you aren't proud of. If you wouldn't let your mother read it, don't post it. Present a good image of yourself on the site.

- Don't get into specifics. Avoid telling people your exact whereabouts or schedule. Stick to the basics without giving out too many details.
- Update your posts often. Add interesting posts that tell about your interests and your lifestyle.
- Tell the truth. Don't try to be someone you're not. Don't tell people you are older than you are and post a picture of yourself.
- Be nice. Don't be mean to others on your blog or on others. Don't let other people talk you into saying anything you shouldn't. You don't always need to go with the crowd.
- Stand up for yourself. Be yourself and let others see you as you are. If anyone criticizes you ignore them and take them off your friends list. Don't let others bully you and don't participate in being mean to others.

Many experts in marketing say, *"Blogs and RSS represent the new social media and is a marriage between the powerful social dynamic of people talking to other people about the products and services they like and the speed, reach and efficiency of Internet technology"*.

Building a client base to market a product using a blog as the marketing tool is still in its early stages. Through blogs you not only reach out to people you are creating a social community for your product.

Credibility, Reputation, Authority and Authenticity are the four important characteristics for a blog. Since your blog represents you it should convey the right note to everyone.

According to marketing analysts today the world is moving into consumer controlled marketing environment. It's no secret that a successful blog can be one of your most important marketing tools.

Blogs are powerful social marketing tools that can be used to effectively drive more traffic and establish important search engine ranking positions.

Blogs also offer an advantage for market penetration through search engines, establishing brand reputation and compelling marketing conversations.

Traffic From Social Bookmarking

Social bookmarking sites are a growing trend and are becoming more popular every day. They are a great place to share your bookmarks with everyone and to be able to access them from any computer.

They are also a great place that you can post a link to your blog.

There are well over fifty great social bookmarking sites that you can use to submit your link to your blog.

Social bookmarking is a powerful tool in promoting your website. But going through all of those social bookmarking sites is very time-consuming and downloading all the toolbars is madness!

That's where SocialMarker.com comes in, this free service is designed to reduce the time and effort needed to socially bookmark a website.

Because social bookmarking isn't as targeted as other forms of advertising for your blog, you may find that it can take a bit longer for it to be effective.

Nevertheless it can be a good way for you to get your blog noticed and it may bring in people who may not have found your blog otherwise.

Since social bookmarking doesn't always give you the opportunity to know who it is that has seen your site, or get to know other people, it's always a good idea to keep track of the visitors who say they found your blog through a bookmarking site.

If the site allows you to put a comment, ask people to let you know on your blog that they found it through a social bookmarking site and which one.

This will help you know how effective your bookmarking actually is.

If you want to fully automate your social bookmarking - everything from account creation to posting your website or blog links, then be sure to [check out bookmarking demon](#).

Traffic From Other Blogs

Blogging traffic is a give and take relationship. Sometimes one of the best ways to get traffic to your blog is by visiting someone else's blog.

Go to their blog and read one of their entries, or read a few of them. Chances are that you are going to find something that you have in common.

When you find something that you find truly interesting on a blog, leave a comment so that they know that you were there.

One of the best known blogs available is [LiveJournal](#). A great feature of LiveJournal is that you can search for interests on their site and it will come up with results of those who have that interest.

Are you interested in horseback riding? You can see what other bloggers are interested in horseback riding as well.

When you are commenting on someone's post, you want to make sure that you don't leave a generic comment. If you like the post, say something about what you read in the post.

After you have commented on the person's post, then you can say something like, 'I really like horseback riding too. I had a similar experience to yours.' And then use it to link back to your blog.

But be sure that you sound sincere when you are commenting, and don't make them feel like you're just fishing for traffic.

If someone thinks that you are using their blog to get more traffic to yours, they won't visit your site and your efforts will be wasted.

You can also go to [Google Blog Search](#) or [Technorati](#) and do a search to find other blogs related to yours.

Traffic From Blog Communities

Something that you will find, especially if you join something like [LiveJournal](#) or [Blogcatalog](#), is that users just like you have created communities for people with common interests.

There are communities for just about any subject, and if you find that there isn't a community for the subject you can create one. This is a great place to advertise your blog.

The nice thing about communities is that there isn't any limit as to how many communities that you can join.

For example, say that you love blogging about books, horseback riding, and skiing in Tahoe. All you have to do is look through the communities for ones that have those interests and join them.

As long as you post something related to the topic to the chosen community, people will see you and perhaps they will check out your personal blog.

Something to remember is that you don't want to write a post that is one sentence long in order to get people to go to your blog. They will want to know that what you write is interesting and is something worth reading.

Joining communities can be a great way to advertise your blog and drive traffic to it. If you are referring to something that you posted about on your blog, you can use a link back to your entry in your post.

As with posting comments on someone else's blog, you don't want people to think that you joined a community simply to get traffic to your blog. Otherwise, people won't visit your blog and you may get banned from the community as well.

Here are some more popular blog communities...

[Mybloglog.com](#)

[Fuelmyblog.com](#)

[Blogged.com](#)

Traffic From Email Groups

Something that has become increasingly popular since the Internet has grown is the email groups that are available through [Yahoo Groups](#), [MSN Groups](#), [Google Groups](#) and other venues.

They are a great way to meet other people who have a common interest, and are very similar to the communities that are available through blogging sites.

There are plenty of diverse subjects and there are communities for just about any subject.

These groups can be a great place for people who have a blog about the subject and want to share it with other people.

Most of the time when you join a group, you are encouraged to take a moment and to introduce yourself. This is a great opportunity to tell people about your blog, but make certain that you don't overdo it.

Just like with any of the other places you will advertise your blog, you want to make people want to go to your blog. If you are too overbearing, you may turn people off.

If your blog covers different subjects, you can advertise it on the other groups that cover those subjects as well.

Make certain that your post to the groups is interesting and that you let people know what it is that your blog is about. There's nothing worse than getting taken to a blog under false pretences.

When people visit your blog, make certain that you thank them for visiting and respond to comments that they leave.

If they know that you appreciate the time that they took, they are more likely to come back again.

How Blogging Will Help Your Business

A lot of attention has been put on blogs and rightfully so. The amount of bloggers has increased, with millions of blogs now online. The number of blogs doubles every six months.

It is no doubt, then that this online media form has become an important aspect of the smart business marketing arsenal.

Blogging is a quick and easy way to communicate with both customers and employees. Successful business blogging will help your company build relationships and goodwill between customers and employees alike.

Blogs help create a good company image. Just make sure that you keep the posts current and relevant. Having a separate blog for customers versus an internal blog for employees is vital. A company can learn a lot about the state of their employee's attitudes by using a blog.

Encourage employees to post questions or concerns. A company can make positive changes to correct problems that they sometimes didn't even know existed.

A company should allow the CEO to blog. The idea that the top executive is available to the masses and gets involved in the daily activities of the company is key.

This perception overflows to all aspects of the company. Just an hour a week keeps communication going and creates a mass of good will.

A recent online study rated companies where the CEO blogged much higher than those whose CEO didn't. The companies who blog seem to be more creative and in tune with technology - than those who don't.

They also appear to be more well-managed and a happier place to work...

Blogging is essential for those companies involved in a service oriented business, especially technology based companies. Those that don't have a blog appear to customers as though they are out of touch and unavailable to customers.

Blogs can be connected to the company web site and can be made available to customers as well as employees. Company blogs should provide some interesting and useable information.

Keep the posts short and to the point. Add some humor so the posts don't seem so formal. Many companies use the blog as they used to use a newsletter.

Since blogs are kept as archives, companies can keep important ones readily available for reading anytime. Company blogs do more for image than anything else; however, they can be used to generate income.

Always provide a link to the company website as well as a link to the information page. Be careful who you allow to link to your site. Use the blog as a way to get your company name out there.

Branding is an important marketing tool and a blog can be used to increase consumer awareness of your product or service.

Always use your company logo or colors on your blog. This helps increase recognizability by customers. Make sure to read your posts before posting them and spell check them for errors.

And remember that your blog is an extension of your company and if used properly can add to a positive image.

The Difference Between A Social Blog And Business Blog

A blog is a blog. But a business blog is more than that. Though the technology used in a business and social blog are the same, the purposes they serve are different. What is the real difference between them?

A social blog does not generate any income which is the primary purpose of a business blog.

A business blog would be selling products or services or both and actively promoting and advertising the blog. Let's take an example. A dog food manufacturer may use a blog to inform and educate people about her product, which is dog food.

On her blog, she has articles and write-up, which cover the subject of dog food in detail. She may even cover the topic of dogs as pets to make her blog interesting.

She would add useful Links to other sites providing information on the same subject, and finally, a clever link to her own product site, channeling the viewers.

The focus throughout is on the product and finding ways and means to entice buyers.

On the other hand a social site may not have any goal other than to create an informal group of likeminded people, for example a dog lover. His blog may be similar in all respects to a business site.

He may have interesting articles on pet dogs. He may even discuss the various food categories for dogs. But he stops short of directing viewers to purchase a certain product or brand.

The links a social blog provides could be to other like-minded blogs and web sites.

A business site may provide monetary incentives to people if they visit a particular site. It may offer discounts on purchase of specific products.

Other than a credit card verification and payment gateway, a blog could very well be a fully fledged web-site with graphics and fancy templates.

On the other hand a social blog would be devoid of financial incentives. If it does, it would be a business blog.

The blogging industry or shall we say community is a potent tool for communication. For a social blog, the purpose is to educate and entertain. It is primarily a gathering or meeting of minds.

A business blog has to be subtle and designed in such a way as to attract people to it. It cannot be blatant, in your face selling.

A blog by its very nature is personal and casual. Rather than an organization without a face, a blogger is a flesh and blood human being who shares his or her thoughts and views with others.

A business blog has to cleverly promote itself; otherwise it would be thrown out of the blogger community.

Building A Great Business Blog

I suppose if you sell something on your blog it becomes a bulog or a business blog. But somewhere in the process of selling, the true nature of a blog, which is keeping an informal log of events, is somehow lost.

In fact, the difference between blatant selling and subtle suggestion is very thin. A good business blog would not really sell products and services but creatively induce viewers to taste their offering.

The first step towards a business blog or bulog is to create interest. Take for example a product like infant milk. A good blog would have articles on motherhood and parenting. There would be links to other interesting sites on this subject.

A regular post on the do's and don'ts of feeding infants would likely get some viewers attention. At times you should discuss the actual product, its important ingredients.

I would promote its protein rich content, Vitamins and minerals essential for a baby. Maybe even a comparison with other products in the same category. All this has to be done in a conversational, easy and informal tone. Hard selling would be a total no-no.

A blog for all practical purposes is a brand on its own. It can take years and years to develop a brand. Building trust and belief in brands is a science by itself; it is the same with a blog.

A business blogger should remember and put all the theory he or she would have applied to brand building. The blog has to be nurtured and developed. As people come to trust what you say, they will buy what you recommend.

There is one important aspect in business blogging. Never have a payment gateway on your blog. Have a separate site, which deals with the actual selling. Your blog should recommend, suggest, hint and cajole viewers to make a purchase. Well-designed links dispersed among your blog posts which lead to the product site would be ideal.

Don't sell directly from your Blog. Let people buy off it. *You can do this by linking to new products for direct sales and inserting links to informative and interesting articles, for pre selling purposes.*

Etiquette In Your Blogging

We have all heard about etiquette at the dinner table, etiquette in business but etiquette in blogging? Why not? Since it is in the public domain and the whole world is going to see it, it is better to follow a code of conduct for blogs.

Though blogging is all about expressing yourself freely still there is a certain procedure to follow. One cannot hurt others by blogging. There are certain topics to steer clear off while blogging.

It is better to keep politics and religion out of blogs. This may hurt the religious sentiments of a certain sect of people. Keep your posts updated regularly so that you can look for comments from others if any.

Also avoid directly hitting at certain communities as we do not have all the facts related to the incidents. Most of the time media never gives full information about any untoward incident.

A mother carrying twin baby boys was lamenting in her blog about not having a daughter. This hurt many moms who could not even conceive a baby.

So be sensitive to others feelings. Callous comments can hurt people.

While linking your blog to other blogs always ask the other blogger for permission to link with his or her blog. This will earn you respect. Though it is not customary for you to seek permission it is basic courtesy to do so.

Always remember that you are publishing to a world audience. So be accurate about what you are saying. Lies have a way of being discovered.

A blogger's reputation is built on trust and credibility. If lies are found on your blog, it could destroy all the effort you have put into your blog. There are numerous examples of this happening on the internet.

Another point to note is your language should be good and correct. If there are spellings or grammar errors then people may even stop coming to your blog.

The simpler you can keep your content for people to read, the more readers you will attract to your blog.

Every person has a different tolerance for spelling problems. You might not mind certain errors, but laugh out loud when you see others. You need to consider that some might consider your own errors in the same manner.

Finally, be yourself and speak with your own voice.

Write about how you feel about the issues. Share your insights and feelings on the topics you love. That will draw in people who appreciate your view and who want to hear more.

Follow these blogging etiquettes and you will see people rushing to read your blog.

Blogging And Newsletters

Blogging and newsletters are poles apart. They are not at all similar and one is on the other end of the spectrum. The type of information they provide is also very different though newsletters are sent over the Internet to e-mail addresses.

However they do seem to complement each other.

If you really see closely the message conveyed is the same by both blogging and newsletters. They pass on information from the writer to the reader.

But the type of content and the way it is presented is very different.

The main difference between a newsletter and a blog is: newsletters are sent only once a week or month, but a blog is updated regularly.

Newsletters are informal and crisp. But a blog is personalized and chatty in style. In a blog you can have any number of posts but in a newsletter you need to have one long article. Newsletters are marketing tools while a blog is otherwise.

If observed closely you can see that both newsletters and blogs can benefit from each other.

In a newsletter there can be an advertisement to visit the blog and in the blog there can be a series of newsletters or links to them, which can make the reader interested to visit the blog regularly and read the newsletter also.

You can highlight a particular post from your blog in the newsletter, which acts as an advertisement to promote the information these key posts contain and your blog as a whole.

Any political comment or remark that is suppressed by the media due to political pressures get an audience in blog posts and creates a rage over the Internet.

Newsletters can help to add a sense of community to the blog. Subscribing to a newsletter seems to help people to feel a part of it as well. Also you can publicize your Newsletter on your Blog and post a copy of it there, as well as include a sign up form to subscribe to it.

Sending regular e-mails to your readers will make them aware of the latest information. This in business is called cross selling. Both gain from each other.

In conclusion, try to use your Blog and newsletter in combination with each other. They are both excellent ways of communicating with your readers and each is ideal for delivering differing information and initiating interaction in different ways.

At the end of the day, using both blog and newsletter together will not only allow them to complement each other but also ensure traffic to your blog post.

The Mistakes To Avoid When Blogging

The first mistake while blogging is to forget that content is king, master and boss all bundled in one. The only reason people, I mean real people not web spiders and crawlers, will visit your blog is to view its content.

Make sure you select a nice niche to blog on. Be a master of your subject.

Make your content interesting, dependable and regular. Your visitors should know clearly what to expect from your blog. If your blog posts are unpredictable, vague and cover all topics on earth, no one will look back again.

Once you have your act together in terms of content, stick to a regular routine. Newcomers often post several times a day and as time passes the posts get more and more infrequent. A dormant blog is a dead blog. Though your initial posts may be worth a Nobel prize, none would touch it if you don't post to your blog.

Most of us blog to earn some money on the side, in our eagerness to get the cash register ringing, we try to make our posts as optimized for search engines as possible.

This means your posts look more like software code than writing for human consumption. An initial high ranking on the search engines is not the time for celebrations. When people stop visiting your site, your traffic will fall and so will your ranking.

Don't ever make the mistake of writing just for the search engines. Write for people. Your blog will automatically become productive. In other words don't think of money when starting your blog. Think of people who will visit your site.

A blog is a personal web log. You are not expected to write dry, impersonal commentaries or tomes on serious subjects. What people are looking for in a blog are your personal comments.

Your unique take on events and subjects is what makes your blog attractive. Seriously, a dash of wit and humor will go a long way in retaining your visitors. It is always considered polite to reply to queries. In this case make it a point to acknowledge comments.

Awesome Blogging Resources

The amount of awesome blogging resources on the net today is outstanding, and can truly turn any average blog into a super one in no time.

There are millions of resources for you to tap into when it comes to blogs, a few of the best ones are highlighted here for your consideration.

Blogger.com is a website owned, and operated by Google that allows users to post blogs for free, and make money with AdSense. While blogger.com lacks the power of a Wordpress, it is easy for those that are interested in implementing their AdSense ads in a simple, little code, manner.

Wordpress.com is another blog publishing software that is known on the net as the most powerful, and sophisticated blog publishers out there. Wordpress is also free, and allows users to build blogs that are much more advanced than a blogger.com site would be. Wordpress.com also allows users to customize their blog more than most, and even implements free plug-ins that are also worthwhile.

Blogrankings.com is another great site that ranks blogs. The value of this site is to look at what other top bloggers are doing, and attempt to emulate it with your own blog.

Understanding what makes a certain blog in your niche so popular can revolutionize the way you think about and post to your own blog, which could have long lasting positive effects.

TheFreeSite.com offers free blog resources that are as much fun, as they are useful. The site offers users free software, and plugins to enhance any blog, or even create one from scratch.

Since so many blog updates are costly these days, TheFreeSite gives users a nice alternative with their free downloads of blog software.

Blogarama.com offers users a virtual telephone book of blogs from all areas of subject matter. No matter what your interest, or niche, this website can bring out the best and most popular blogs.

This site is full of directory style listings, and even user ratings to help you search the net.

Ultimately the best blog resource is the one that caters to your needs, and thus must be sought out by you according to what you are trying to achieve.

Seeking out your own best blog resources will certainly help you profit from blogs in the near future.

30 Blogging Nuggets You Can Use

1, Blogging Terms

It is important to know and understand the blogging terms before you start to blog. This will enable you to write better blogs and promote them better. The best way to find out about a term you may not be sure of is to look it up in Google. The terms are fairly straightforward and will not take long to get to know.

2, Blogging Overview

Blogging means a web log and is very similar to small entries you may put in a diary. You can make them personal and write them for fun or create a business blog for profit. Blogging is a fun way to stay in touch with family and friends and is also a very cost effective way to promoter your business.

3, Setting Up Your Blog

Your first step to setting up your blog is to find a host. One of the easiest ones to use is www.blogspot.com This site is hosted by Google. This means that Googlebots will crawl the site every 2 days and pick up your blog. They will then follow your link in the blog and index your new content.

4, Different Places to Blog

There are several places where you can write your blog. You can either do this through a third party hosting or your own hosting. It is much easier to use a third party website like blogspot as it does not require much technical knowledge. This is the simplest website to use. When you get more expert you may want to use a more advanced site like Wordpress.

5, Different Types of Blog

There are different blogs, which can be used for different purposes. There are social ones like special family blogs, where you can share all sorts of family news. Then there are personal blogs, which are just like a personal diary. Another type of blog is a special business blog; these must be set up carefully to target your business.

6, The Real Difference Between A Social Blog And Business Blog

Social bloggers are not interested in making any profit. They just want to find others with similar interests. They are often a younger set making friends. Unlike business blogs they are not highly targeted. Business blogs are focused on a special market; social blogs have a more general approach.

7, Blogging For Fun

Blogging can be an enjoyable way to express yourself. When you blog for fun you do not necessarily care about collecting a vast readership you just want to write and express yourself. Choose your favorite theme and enjoy finding yourself by showing your freedom of expression and creativity.

8, How To Use Your Blog For Profit

Always write with your prospective customer in mind. Target your blog to your specific market. Use Google AdSense for making extra income. Link to content, like articles, for pre selling, or link to new products for direct selling. Use your blog for "in the news" announcements of new products. You can also put ads on the side.

9, Blogging And RSS Feeds

RSS feeds stand for Real Simple Syndication. These are feeds that can be linked to your blogs. You will need to set these up with a special tool, called an aggregator. Subscribers will need to download a free tool for reading RSS feeds. They can be a means of increasing your blog readership and a cost effective form of marketing.

10, Get Indexed in Google With Your Blog

You can get new content from your website indexed within 48 hours by blogging at www.blogspot.com This site is owned by Google and their googlebots crawl it on a regular basis. This means that they pick up any new blogs and follow the links to any content page. When they do this your web page will be listed in Google.

11, Marketing Your Blog

There quite a few ways to market your blog. Search engines are some of the most popular and they are free. RSS feeds can also be very

effective. You can also promote by putting your link to your blog at the bottom of every email you send out. This will be part of your signature file.

12, How to Drive Traffic to Your Website With Blogs

Blogs can bring new visitors to your site, by way of links within the blog. They can either direct readers to new products or to new web content for pre selling. When you submit blogs to search engines they will bring more targeted visitors. Linking your blog to RSS feeds will also bring visitors.

13, Mistakes to Avoid With Blogging

There are a few mistakes to avoid when you blog. One of them is using a name that is not relevant or too long and complicated. The other is rambling with your blog and not keeping focused on the subject. This will confuse and bore your reader and they may not even finish your blog.

14, Blogging Software

You can either use third party software or your own. It is easier to have third party software as it does not need any technology and is simpler to use. www.blogspot.com is owned by Google and is a good third party hosting to start with.

15, Word Press

Wordpress is a fun blog host to use. It has many features and software to allow you to write blogs with interesting features. One of them includes trackback, which is a method of reporting. Other features are allowing searches within your blog and making your blog password protected. They are also developing more features.

16, Tips For Making A Successful Blog

It is very important to make your blog stand out from the crowd. Your blog name must grab your reader's attention and make them want to read more. You can do this by making it unique and interesting to your reader. You should always choose a topic that you know and are interested in.

17, Why Blog?

Blogging can be used for many different purposes. Some use them for social purposes; others just use them to express themselves. Still others use them as a great promotion tool and save 100's on advertising. Blogs are great marketing tools and can bring many visitors to your web site. You can sell products or just use them as pre selling tools.

18, Blogging Tools

There are several tools available to you when you blog. One is a template. Using this will add uniformity to your blog and allow you to change the interface. Most of your tools are available on a toolbar at the top of your blog. This enables you to change certain things in your blog.

19, History of blogging

Blogging began as an online diary. They originally came from newsgroup posts. At first they were just posts on websites but now they can be hosted on different third party websites. They have now become a popular form of expression. They can be used socially or for profit. There are now literally millions of blogs throughout the World Wide Web.

20, The Vlog-The Future of Blogging With Videos

The vlog is a video form of blogging and can greatly enhance a reader's experience of blogs, as you can add images and sound to your blog, by this means. You can upload videos to your blog and even pictures and photos. It is the latest trend in blogging and is another fun way to express yourself.

21, Keep Politics And Religion Out of Your Blog

It is important to keep religion and politics out of your blog unless you want an extremely controversial blog. People can get very heated on these 2 subjects and often quite unpleasant. To avoid conflict and keep your reputation it is best not to include these topics in your blog.

22, Blogging And Newsletters

Blogging and newsletters are both pieces of information and a good way to get visitors to your site. A blog is less formal and is usually updated every 2-3 days or even every day. A newsletter on the other hand is usually only published weekly bimonthly or even monthly. A newsletter is formatted and will have one or 2 articles a blog will not be as long.

23, Blogging Search Engines

These search engines are a good way to promote your blog and are often free. You will need to remember to use keywords in your header, name, and title, so that searchers can find your blog. It is also important to put your blog in the right category, so that you can target your chosen market.

24, Etiquette In Blogging

Politeness is always essential in blogging. If you treat your reader with respect they will be more inclined to read your blog. Try not to use profane or offensive language. It is best to keep everything in your blog decent and concentrate on making it of interest to your reader. You will get more people reading your blog when you do this.

25, Blogging Resources

There are many resources available to learn about blogging. On the Internet you will find many websites full of information. You can also find websites to host your blogs. Articles are available at articles distribution places and ezines. There is also quite a bit of literature on blogging and how to blog. There are even instructional videos.

26, Blogging And Social Marketing

Blogging can be a great way to meet and make new friends. There are quite a few ways to do this. One is to make your own blogging site, another is to use a third party. One of the biggest social sites is MySpace. You can blog here and access many people. This can be used for businesses with broad markets.

27, Build A Better Business Blog

Decide on the purpose of your blog. It can be for internal use, such as communicating with employees and company associates. This keeps everybody on the same page and ensures that vital communication lines in your business are not broken down. It can also be used for commercial purposes, selling your products and services.

28, How Blogging Will Help Your Business

Blogging can help your business in a number of ways. It can help to promote your business by helping to sell products. You can use it for pre selling or direct selling. You can also use it to draw attention to new updates on your web site. These can be news or product announcements. They can also be new content.

29, Getting Links To Your Site From Other Sites

Review other sites that are similar in context to yours and ask if you can exchange links. Another way to get linked is to join user groups on your blog topic. These will get you noticed by others who will read your blog and may include links to it on their blog

30, Make Sure Your Blog Has Interesting Content

Keep people returning to your site by providing interesting content in your posts. Include pictures when they fit with the topic. Don't make posts too long or your readers will lose interest. Instead, focus on short, concise, interesting posts that are relevant to your topic and will interest your readers.

Blogging Terms

There are many words and terms that you may need to know when setting up or using a blog. When you come upon terms that you don't know or aren't listed here the easiest way to learn about them is to Google the word.

You will find lots of information and references to the word. There are also help sections within blog host sites where you can get detailed information.

Here are some of the most common blogging terms and their meanings...

Blog – A combination of the words web and log, a blog is an online journal. First called a web log, the word blog can also be used as a verb, as in "I'm going to blog", meaning to add an entry to the blog.

Blogger – Someone who uses a blog, usually the owner of the blog.

Vlog – Short for video blog. A blog that uses videos instead of or in addition to text. These are just starting to become more popular as technology is using video more.

Tumblelogs – Short blogs or snippets of information presented on a blog.

Photoblogs – blogs containing a portfolio of photos. Some providers specialize in hosting photoblog sites.

Slog – Site log – A section of a regular website that is used for blogging, often used on business sites.

Blogosphere – the whole of all the blogs and links on the Internet.

Podcast – An audio show that can be listened to on a computer, mp3 or other device.

RSS – Short for “Really Simple Syndication”. A method of getting information from blogs or news sites when new information is posted.

Blog Host – A site that provides your blog access software.

Blogroll – A list of the blog author’s favorite blogs.

Permalink – A link to a permanent page (web address) where readers will always be able to access a specific post.

Moblog – Mobile blogging – using text messaging to blog from a cell phone.

Blog Ring – A group of bloggers with similar interests who share information on the Internet.

Search Engine – A site that provides information listings of web sites or blogs.

Blog Portals – Directories of blog sites that offer a browseable database.

Tagline – A slogan or saying associated with your blog site. It usually comes after your main title as a way of describing your site.

Blog Address – The URL where your blog is located. These start with www.

Posts – Articles or text written by the blog owner.

Audioblog – A blog that features mostly audio entries. There are services specifically designed to cater to these types of blogs.

Header – The top portion of your blog which usually contains the title and a picture or graphic.

Sideblogs – Small blogs used within other blogs.

Site Counter – A tool to measure how many visitors there have been to your site in a given period.

The Conclusion

There you have it ... the tools and tactics you need to start blogging for wealth and profit. The path has already been paved by the thousands of successful bloggers already on the Internet, just follow what is working for these bloggers and you cannot go wrong.

But don't just put this information to the side. Take Action Right Now Today - and you will surely reap the rewards of your efforts.

We can leave you with no better lesson then to study the tops blogs on the Internet...

[Top 100 Blogs](#)

Look at them from a visitor's point of view and try to work out what makes them so cool and great. Now how can you make a blog that is also as awesome?

I know you can do it, and you know you can ... so go for it. ☺

Best of Luck!

Dale Odeyemi

