

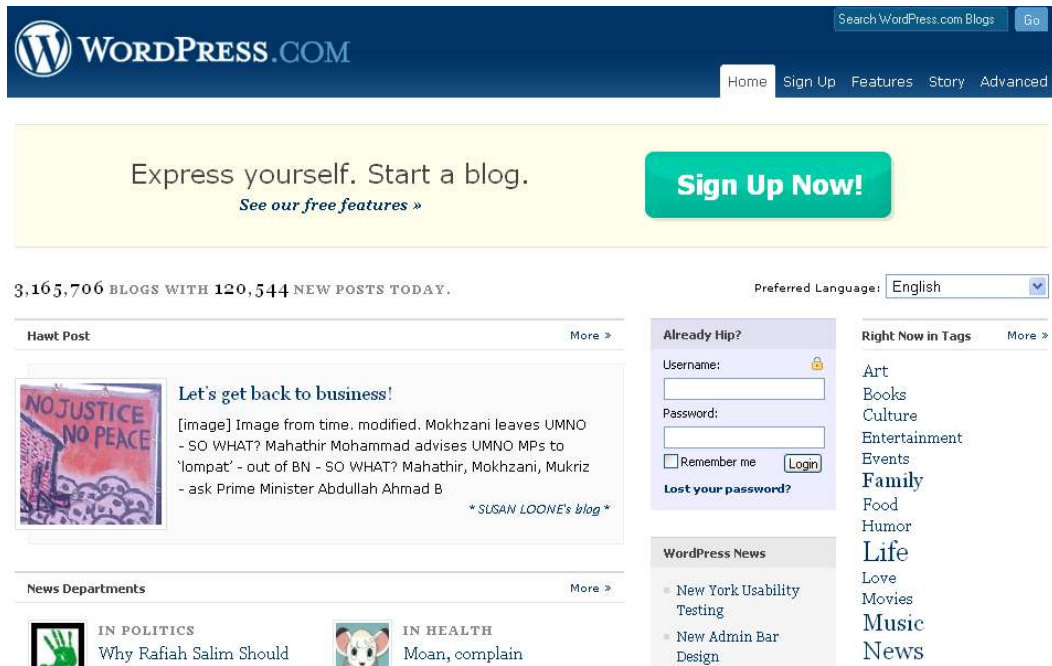


The High Profits Quick Guide To Blogging

A blog is like an online diary. Basically, you make regular posts to your blog and people read them. At least that's how it used to be. Nowadays, internet marketers use blogs as an extra piece of online real estate. In fact many people have a blog instead of a traditional website.

You can use online blog services like blogger.com and wordpress.com to host your blog.

The image shows the Blogger homepage interface. At the top right, there is a language dropdown menu set to 'English (UK)'. Below this is a sign-in section titled 'Sign in to use Blogger with your Google Account'. It includes input fields for 'Username (Email):' and 'Password: (?)', a 'SIGN IN' button, and a 'Remember me (?)' checkbox. Below the sign-in section, there are two sections: 'BLOGS UPDATED AT 14:02' with a link to 'sports news uk', and 'BLOGS OF NOTE' with a link to 'love and labels'. The main content area features a 'What is a blog?' section with a 'TAKE A QUICK TOUR' button. Below this are four icons representing 'Publish thoughts', 'Get feedback', 'Post photos', and 'Go mobile'. To the right of these icons is a 'Create a blog in 3 easy steps:' section with a numbered list: 1. Create an account, 2. Name your blog, 3. Choose a template. Below the list is a large orange arrow button labeled 'CREATE YOUR BLOG NOW'. At the bottom of the page, there is a footer with links for 'Home', 'About', 'Buzz', 'Help', 'Discuss', 'Language', 'Developers', 'Gear', 'Terms of Service', 'Privacy', and 'Content Policy', along with the copyright notice '© 1999 - 2008 Google'.



Alternatively you can use wordpress software (which is free) to host your blog on your own site. This is much better because if you host your own blog, you get to use your own domain name.

Obviously when you host on the service sites like blogger, your address will be dictated by their address.

Visitors can post responses to your blog entries, which allows participation and can start some great conversations. With the latest blogging software you can remove spam responses and moderate conversations that are in appropriate or off-topic.

Make sure your posts are relevant and separated into logical categories.

If you have a website about weight loss, for instance, you can make posts regarding weight loss recipes, posts about weight loss after pregnancy and posts about weight loss motivation. You would then have your posts sorted and searchable within these categories.

Or if you are building a blog around “make money online”, you could have categories on things like:

- Article marketing
- Blogging
- Building a subscriber list
- Affiliate marketing
- Traffic techniques

Just a few examples, but I’m sure you get the idea.

Organise your posts and make them easy to navigate. Visitors to your blog might be looking for something in particular like your Traffic Techniques. They don’t want to be hunting high and low for what they need.

Within these categories you can have posts about these subjects and links to products which help put the techniques into action. So for instance you could have your affiliate link to 1-2-3 Cash Formula in one of your posts about building a subscriber list.

Another great way to use a blog is as a review site. You can write reviews on different products or even categories of products.

Search engines will view your Blog as more relevant if it’s organized and easy to navigate. More relevance means a higher rating. And that, after all, is what you want right?

Using Blogs can really help you rank highly in the search engines because they love Blogs that are providing relevant, quality content.

You can and should link your website to your blog. Unless you are using a blog instead of a website of course!

If you are having both, try and use a softer sell on your blog. More like a pre-sell to the pre-sell on your website.

You can have a main Wordpress blog on your own domain AND set up lots of free Blogger blogs with different keywords. Make sure you link to your main blog from these and you’ll be getting more exposure.