



# BEGINNING BLOGGING & SEO

## ● BLOGGING TIPS

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# BLOGGING TIPS – ANCHOR TEXT

When you put a link on YOUR site, make sure to link to the ANCHOR TEXT and not just “random” text.

- Anchor Text: is used to indicate the subject matter of the page that it links to. For example, the text “SEO Tools” indicates to visitors they can expect to see content about pertaining to SEO Tools if they visit the link.
- “This pattern of usage has been applied in search engine algorithms to enhance the relevance of the “target” or the “landing page” URL for the keywords appearing within the anchor text.” (from <http://www.webpronews.com>)

# BLOGGING TIPS – KEYWORDS

Receive traffic to your blog/website by incorporating keywords into your blog posts.

- Keywords can drive traffic to your blog/site. Make sure to do “keyword research” before incorporating them into your blog. You may want to do a couple of “test blog posts” to see how much traffic your blog/website receives.
- Use tools such as Google AdWords Keyword tool to narrow down your keywords. Use one to two keywords per post. For a 400-word blog, use the keyword 6 times
- Underline, bold, and italicize the keyword. This will make it stand out when visitors land on your blog/website.

# BLOGGING TIPS – LINK BUILDING

Receive traffic to your blog/website via link backs.

There are many ways to receive link backs.

- Become a GUEST BLOGGER on another site. This is a great way to network with others and market your blog/website.
- Join forums and contribute to them. This is a great way to network with others and receive a link back to your blog/website.
- Submit your blog posts to article marketing sites. Make sure the article you submit DIFFERS from the original posting.

# BLOGGING TIPS – VIDEOS & PODCASTS

Short-form video and podcasts are very popular.

Posting these on your blog can help drive traffic to your site. YouTube is a well known site used by many people. Create a YouTube account, upload a video, and post a link back to your blog/website. This is a great way to increase traffic to your site.

- Podcast software: Audacity.com, SKYPE (if you're going to interview someone), Gold Media Player, and Need 4 Software are some programs that can assist you with creating videos/podcasts.
- You could use Windows Movie Maker to create a video.

# BLOGGING TIPS – NEWSLETTERS

Many people use newsletters to entice new customers and to keep regular customers coming back to their blog/website.

- Create a newsletter yourself and send it out to your customers. This means you'll have to have a database with ALL of your customers' email addresses.
- You could use AWeber which is a service that will AUTOMATE your newsletter for you. Many people use this service because it's fast, easy, and convenient. You can even create an EMAIL MARKETING campaign to promote your blog/website.

# BLOGGING TIPS – EARN MONEY FROM YOUR BLOG

If you want, you can earn MONEY from your blog. Many people are involved in affiliate / PPC Marketing which stands for Pay Per Click. It helps if you understand the nuances of affiliate and PPC Marketing. Otherwise, you could spend MORE than you earn!

- Commission Junction (CJ), LinkShare, and Google Performics are FREE affiliate sites. You create an account and begin promoting merchants on your site.
- You can always apply to merchants directly – do not go through CJ, LinkShare, etc...
- Google AdSense is another way to earn money from your blog/website. It's FREE to sign up.

# BLOGGING TIPS – EARN MONEY FROM YOUR BLOG

Amazon.com has an Affiliates program as well. You can sell Amazon.com products on your blog/website. They give you the option to create WIDGETS such as a slide show of products or a “wheel” that rotates products.

- It's FREE to sign up for an Amazon.com Affiliates account. Once you do, you can begin to earn money from your blog/website.
- Amazon.com has many products to choose from, i.e., books, music, DVDs, CDs, MP3s, and much more!

# BLOGGING TIPS – EARN MONEY FROM YOUR BLOG

Google AdSense is another way to earn MONEY from your blog. This is where understanding PPC Marketing will be pertinent. You PAY PER CLICK...each time someone CLICKS on your ad, Google CHARGES you for the click(s).

It's FREE to create a Google AdSense account. You are allowed to create as many ads as you want. The general rule is to create two ads, let them run, and analyze which one does the best.

- Use Google AdSense to PROMOTE your blog/website by creating ads to be displayed on Google, YouTube, and other sites. This is another way to DRIVE TRAFFIC to your site!

# BLOGGING TIPS – EARN MONEY FROM YOUR BLOG

You could always sell YOUR own products. If you've written an eBook, sell it on your site. If you've recorded a CD or DVD, sell it on your site. If you've designed a software, sell it on your site.

- If you're going to sell products on your site, make sure to use SECURE SITE technology. You MUST reassure visitors that their information is protected and will NOT be sold to anyone!
- Use PayPal to accept payment, Google Checkout, or some other form of payment application.

# BLOGGING TIPS – SOCIAL MEDIA

- Twitter
- Facebook
- MySpace



THESE ARE POPULAR  
SOCIAL MEDIA  
SITES WHERE YOU  
CAN MARKET  
YOUR BLOG...

## Other Social Media

- StumbleUpon
- LinkedIn
- “Specialized sites” such as Viscape (travel industry)...there are a ton of sites out there for your “niche” market.

# BLOGGING TIPS – ARTICLE MARKETING

Article Marketing is done by almost everyone that has a blog/website. It's another way to promote YOUR BUSINESS and drive traffic to your blog/website.

- If you engage in article marketing and submit a blog post, make sure to CHANGE the blog post (article) so it will be different from the original. If not, Google will consider it DUPLICATE CONTENT and it could deter visitors from your blog/website.
- Use duplicate content applications such as DupeCop (charges a fee) or Duplicate Checker from iSEOTools.com. These applications give you a PERCENTAGE – How much did your blog post change, i.e., 10%, 5%, etc...Most people like to have a 20% difference between ORIGINAL and NEW blog post (article).

# BLOGGING TIPS – ARTICLE MARKETING

Article Marketing is done by almost everyone that has a blog/website. It's another way to **DRIVE** traffic to your blog/website.

Article Marketing Sites – Free to Sign Up...

- Ezine Articles
- Affsphere (can include affiliate links in article)
- Isnare
- GoArticles
- ArticleCity

# BLOGGING TIPS – SUMMARY

- Keep blog posts between 350 – 700 words.
- Choose a “niche” or whatever interests you and begin to blog about it at least 3 times per week.
- Blogs are usually written in 2<sup>nd</sup> person speech, i.e. you, your, yourself, etc... However, you can write in the 1<sup>st</sup> person speech as well.
- Proofread your work.
- Create UNIQUE content.
- Include graphics and video.
- Create “eye-catching” headlines.
- Provide links in your blog. Use Anchor Text.
- Give readers a REASON to visit your blog, i.e. free stuff, great content, eBooks, newsletters, etc...
- Market your blog through Article Marketing and Social Media.

# BLOGGING TIPS – HELPFUL WEBSITES

- [CopyBlogger.com](#).
- [ProBlogger.com](#)
- [Savvy-Writer.com](#)
- [Blogging Tips.com](#)
- [Daily Blog Tips.com](#)
- [Dosh Dosh.com](#)
- [Thou Shall Blog.com](#)

# BLOGGING TIPS – HELPFUL WEBSITES

- Commission Junction
- LinkShare
- Google Performics
- Amazon.com



## AFFILIATE / PPC MARKETING GURUS

- Howie Schwartz
- Frank Kern
- Chris Carpenter (Google Cash Detective)
- PPC Classroom (Anik and Amit)
- Stomper Net
- CPA Ninja