

Blogging

for

Marketing

Success

Step1 - Create Original Content Of Significant Value

Content is king. If you have been in the Internet marketing scene for any period of time you would have heard this saying day in and day out. Every Internet marketing manual has this as it's mantra and rightly so.

One of the biggest problems people have when blogging has nothing to do with the lack of traffic coming to their site. It's a symptom of something more sinister. Bad content. Even worse than poorly written original content is content that is not original at all. This is the death bell for all blogs that want to be taken seriously.

You **HAVE** to have unique content. It is the lifeblood of blogging. Every other blog is lacking in original content, you have to be different.

Pay someone to write it if you have to.

Step2 - Create Content *That Gives A Plan Of* *Action*

Want to get people to not only read your blog but follow your word blindly and do your bidding for you? I kid you not, people will fall over themselves to do what you say if you do this. You just have to tell them what to do.

This is the greatest idea, especially if you are preselling an affiliate program via your blog.

Every one of your posts you write should give people an action that could be taken by the reader.

IE, every idea you give the reader, they should be able to go and implement in their business right away.

I'm not sure who I read this from but I remember reading that the best way to sell a product or an affiliate product, especially in the Internet marketing arena is to give them a plan that they can follow and implement straight away and then give them the resources to do that with.

A lot of people write ebooks or articles or blogs that are very informative but don't really presell what they are trying to promote.

Giving people a plan they can follow straight away after reading what you wrote will give them that incentive to buy that recommended product from you instead of another affiliate.

Step3- Create Content *That Is Timeless*

If you want your blog to be around for a while and you want readers to come in 5 years time and still find your content relevant to them, you need to make sure the content is timeless, whether they read it in 3 months, 3 years or 30 years.

This not only means you don't have to keep updating your content every 6 months which will save you time, it also helps with other people who you may allow to use your content on their websites. They are sure not going to update your content for you.

I wrote an article 5 years ago that I'm slightly embarrassed with having my name on. It was cutting edge at the time, but now, it's so old it's funny.

Some topics however, will always be timeless. Find those, write on them.

Step4 - Write For Your Visitors As Your No.1 Priority- Not Search Engines

While you should be optimizing your posts and your blog for search engines, and I talk about this later, your main focus should be on writing for humans, not bots.

Keep this in mind always. Don't try and repeat your keywords all over your blog posts to the point where it does not make sense.

This might work sometimes for search engine ranking and you may get some extra traffic, but they won't stay long if the content is obviously geared for search engine ranking. People have a short attention span and won't waste it on junk.

Step5 - Write As If You Are Talking To A Friend

There is nothing worse than reading a blog with no personality. People think that they have to take on this serious, boring persona when writing a blog, but you should be having fun with it instead.

People like to read blogs that are conversationalist in nature. People like to read writing that is written at the 7th grade level. People don't want to read large words and hard to read sentences.

People also like it when you talk to them one on one like an old friend. Talk to the reader as if only one person were reading your blog.

Having a unique personality will get you more traffic from people telling people about your site than any "traffic building" technique.

**Step 6 - Be True To
Yourself And You Will
Never Worry About
Money Or People Again**

A lot of people just starting out, especially in the affiliate marketing game write blogs to earn affiliate commission, and there is nothing wrong with that.

What you want to avoid is promoting affiliate programs just because they pay out larger commissions even though the products might not be of the highest quality. Never promote a product you have never bought or tried yourself. You have to like and really want to tell other people about it.

**Step7 - Make Sure You
Post Regularly But Not
Overly So**

You have to blog regularly to keep search engines interested, ping sites interested and even more importantly, people interested. If you don't post regularly, all of the above will still coming back as frequently and will lose interest in your site.

You should post at least once a week, at the very least. Two to three times would be better. But make sure you don't post every day all day. This makes your site to search engines look like a spam blog.

Also make sure you split your post times up. Some weeks post on Mondays, Thursdays and Sundays, other weeks post on the other days.

Step 8 - Write Posts That Are Very Topical For The Times

One of the best ways to get a sudden burst of traffic is to write about something that is hot right now or in the news. This is a great way to get a sudden burst of really interested traffic.

You can find out what's hot now by watching the news or use online services like Google Trends, Yahoo Buzz or Ebay

Pulse.

These sites give you lists of searches that are very popular online right now. Some of the hot topics right now are

- * Xbox 360's
- * Midterm Elections
- * Christmas
- * PSP

Step 9- Become An Expert In A Small Niche Market

One the best ways to get traffic to your blog is to become a big fish in a small pond. When you corner the market in any niche, you become an expert and a traffic gathering machine.

Becoming an expert in the field is not that hard. Just post lots of really informative blogs, setup an opt-in list newsletter, maybe write a few ebooks.

It is so much easier to become an expert in a niche within a niche. Trying to be an expert in a big field full of experts already is hard work.

Internet marketing is a niche, creating landing pages is a niche within the niche. Become the expert in the niche within

the niche.

Step 10 - Great Examples *Of Highly Successful* *Blogs*

You can learn a lot from really great blogs, the problem is, truly finding a great blog to replicate. One of the best blogs around is at....

<http://www.stevpavlina.com>

He actually wrote a post about how he makes money from his blogs. He even shows you how much money and how to get traffic to your blog.

<http://www.stevpavlina.com/blog/2006/05/how-to-make-money-from-your-blog/>

His blog is the perfect example of timeless, quality, original content that gives people a plan to use and his personality shines through.

Step 11 - Optimize Your Posts For Search Engine Ranking

You can do a lot to help your blog with search engine ranking. The first thing you can do is buy a very keyword descriptive domain name. It really does help to have a domain name with the keyword your site is on in it.

I created the site Backyardlandscaping.net to get a high search engine ranking for the term Backyard Landscaping.

Does it get a good ranking? You bet. I'm in the top 3 in msn and top 5 in Google for a rather competitive term. Don't forget about keyword density in your blog posts. It's important to use the same simple SEO tips in your blog as you would in any website.

Step 12 - Run A Contest For A Month And Watch Traffic Roar In

This is a great method to get traffic, just run some sort of

contest for a whole month. Let me give you an example.

Go to.... <http://www.15kchallenge.com>

This guy setup a blog to show people how to make \$15,000 in one month starting with only \$150. People flocked to this site. Why?

- A) Because they were curious to see if he could pull it off
- B) If he failed he said he would wear a thong in public
- C) He said he would give the site away to a reader of the blog at the end of the month

Read his site to learn more.

Step 13 - Stir Up Trouble

Another great way to get traffic is to be controversial. Go around telling people you are the smartest man in the world, or the best at something.

Bag other people out and start fights with other blogs and their owners. You have to do something different to stand out.

Go to someone else's blog and comment in their comment section and rip into their post and tell them they are all wrong and point them to a post on your blog that shows their readers a better way of doing something.

Don't say anything slanderish, but make outrageous claims

and back them up as best you can like the guy above did in his contest site.

Step 14 - Edit Your Blog Posts To Use As Articles

One of the great things about having unique content is that you can use it in so many different ways to your benefit.

One of the best ways to get free traffic to your website is via article marketing. Sending your articles out to article directories.

You can however save some time by selecting a few of your better blog posts, editing them a bit, making them more to the point and submit them to article directories for a nice constant flow of traffic.

The best article directories are....

Ezinearticles.com

Goarticles.com

Articlecity.com

Searchwarp.com

Step 15 - Design A Site That's Appealing To The Eye

While search engine ranking is important, getting people to your website and having them leave straight away is a waste of your time, so designing a website that is also appealing to the viewer and is easy to read is essential.

Don't use bright colors, lot's of graphics, tons of links or anything like that. Keep it simple. Make it easy to navigate and easy to find all your articles on your blog.

Also check to make sure all your links are working in your site.

Step 16 - Use Forum Posting To Drive Laser Targetted Traffic To Your Blog

This is a great way to get not only more readers for your blogs, but recognized as an expert in your field. By posting helpful suggestions in forums in your market, you will get a lot of good attention.

I'm not going to get into a whole lot about this subject as it's pretty easy to get started.

- 1) Find forums in your niche
- 2) Read some of the back posts and see whos the boss, who posts good content and what the rules are
- 3) Start posting with informative information and include your little RSS byline at the end of your post or in your signature file

What most people have a problem with is not writing good posts, but finding the forums to post in.

Now that work is done for you. Just enter the topic your newsletter is on into the website address below and you will find all the forums you could possibly want on those subjects.

<http://www.link-advantage.com/search>

Step 17 - Getting One Way Links To Your Blog

So how do you get reciprocal links? Easy! Submit your links to directories and add link sites.

Here is what you do.

Go to Google.com and type in

"Add Link" "target market"

then

"Submit Link" "target market"

If you don't know what I mean, here is an example.

"Add Link" "gardening"

"Submit Link" "gardening"

Do that exactly as it's typed and see what you get...
If you did it correctly, you should have a listing of websites that accept link submissions in your target market.

Step 18 - Setup Your Own Opt-in Newsletter For

Repeat Traffic

If you want to keep getting more and more repeat traffic from loyal visitors, the best way to do this is to setup an opt-in list or newsletter or some sort of way to capture peoples email addresses.

You can setup a mailing list easily with a service like Aweber.com.

The best way to run a mailing list like this is to send out a weekly newsletter, but if that sounds like too much trouble, setup a mailing list where you email people everytime a new post is made in your blog.

Having an online newsletter is very beneficial to blog traffic. People will email your newsletter onto their friends and you will get even more traffic.

Step 19 - Submit Your Blog And RSS Feed To Relevant Directories!

Another great free way to get traffic to your blog is to submit your blog to all the best blog directories and rss directories.

There are two great websites that are free that deal with this.

The first one is....

<http://www.masternewmedia.org/rss/top55/>

This is a website that gives you a list of all the RSS directories out there that you can submit your blog to.

The next site is....

<http://www.lights.ca/weblogs/directories.html>

It gives you a list of blog directories.

Step 20 - Submit Your Blog To The Two Major Search Engines

The two major search engines you need to submit your blog to are of course Google.com and MSN.com. All the other search engines are a waste of time. So are those websites that state they will submit your website or blog to thousands of search engines for free or a one time fee.

They are useless.

Just submit your blog to....

Google.com

<http://www.google.com/addurl/>

and

MSN.com

<http://search.msn.com/docs/submit.aspx>

Step 21 - Don't Forget To Trackback On Your Blog

Trackback is a way of blogs communicating with each other.
This is from Wikipedia.org

"if a blogger writes a new entry commenting on, or referring to, an entry found at another blog, and both blogging tools support the TrackBack protocol, then the commenting blogger can notify the other blog with a "TrackBack ping";

the receiving blog will typically display summaries of, and links to, all the commenting entries below the original entry. This allows for conversations spanning several blogs that readers can easily follow."

You can learn more about Trackbacking by visiting this site at...

<http://www.cruftbox.com/cruft/docs/trackback.html>

Step 22 - Internally Link All The Pages Of Your Blog Together

One of the best ways to get your blog indexed quicker in search engines and give your blog pages more links to them is to link from your own blog.

Every page on your blog should link to other posts and pages on your blog. Basically, every post will be linked to some where on your site.

You should also create a sitemap. Something like....

<http://www.backyardlandscaping.net/sitemap.html>

This helps the big search engines like Google and MSN find all the links on your site easily for them to index quicker.

Step 23 - Post Informative And Helpful Posts On Other Peoples Blog

Comment Forms

This is the simplest and easiest, yet one of the most effective ways to get traffic and highly quality targeted traffic to your blog. Just post on other blogs comment forms.

I don't mean spammy posts. I mean, really REALLY informative comments. If you are posting a comment on a particular post, add to the post, give more information and then link back to a similar post on your blog.

This works really well in very high trafficked blogs.

Digg.com is a place that has lots of traffic and allows comments on posts.

Step 24 - Digg Your Way To Traffic. Digg.com Is Also Great For Traffic

As I was saying above. Digg allows you to post comments on their website about their posts and submitted sites. You can get HOARDS of traffic from them.

Digg.com is a social bookmarking website. What users can

do is submit their websites or blog posts or article posts to this site and then try and get on the front page on Digg.com

The post with the most Diggs gets to be on the front page. This site will drives LOADs of traffic to your site, but it is not always of the highest quality.