



Six Figure Blog Marketing

Proven Successful Blog Marketing Tips

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The Power of Blogging

A Brief History of Blogging

A blog is a type of website or part of a website. It gets its name from the term "web log" which originally referred to an online log of partner websites, personal updates and newsworthy items. Blogs are usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order. "Blog" can also be used as a verb, meaning to maintain or add content to a blog.

Most blogs are interactive, allowing visitors to leave comments and even message each other via widgets on the blogs and it is this interactivity that distinguishes them from other static websites.

Many blogs provide commentary or news on a particular subject; others function as more personal online diaries. A typical blog combines text, images, and links to other blogs, Web pages, and other media related to its topic. The ability of readers to leave comments in an interactive format is an important part of many blogs. Most blogs are primarily textual; some focus on art, photographs, videos, music, and audio (podcasting). Micro-blogging is another type of blogging, featuring very short posts.

Before blogging became popular, digital communities took many forms, including Usenet, commercial online services such as GENie, BiX and the early CompuServe, e-mail lists and Bulletin Board Systems (BBS). In the 1990s, Internet forum software created running conversations with "threads." Threads are topical connections between messages on a bulletin board websites. They are so named because they have an initial topic and then a string of follow-up comments in some type of chronological order. A forum could have many sub-forums with many topics and many strings of conversations and replies.

The modern blog evolved from the online diary, where people would keep a running account of their personal lives. Most such writers called themselves diarists, journalists, or "journalers." Justin Hall, who began personal blogging in 1994 while a student at Swarthmore College, is generally recognized as one of the earliest bloggers, as is Jerry Pournelle. Dave Winer's Scripting News is also credited with being one of the oldest and longest running weblogs. Another early blog was Wearable Wireless Webcam, an online shared diary of a person's personal life combining text, video, and pictures transmitted live from a wearable computer and EyeTap device to a web site in 1994. This practice of semi-automated blogging with live video together with text was referred to as sousveillance, and such journals were also used as evidence in legal matters.

Early blogs were simply manually updated components of common Web sites. However, the evolution of tools to facilitate the production and maintenance of Web articles posted in reverse chronological order made the publishing process feasible to a much larger, less technical, population. Ultimately, this resulted in the distinct class of online publishing that produces blogs we recognize today. For instance, the use of some sort of browser-based software is now a typical aspect of blogging. Blogs can be hosted by dedicated blog hosting services, or they can be run using blog software, or on regular web hosting services.

Blogs and Money-Making

Blogging is more popular than ever these days and it's one of the most profitable advertising markets next to social networking websites. Blogs have the distinct benefit of being absolutely loved by search engine bots and offering easy link-back opportunities in the form of comment posts. Blogs are devilishly easy to update and customize and since they require very little maintenance they can be very inexpensive. Some very popular and very profitable websites are created only with blog software. The beauty of the software is that you can customize it to the point where it doesn't look like "just a blog." Blogs are one of the most powerful tools an internet marketer has today.

One of the primary ways of profiting from blogs is through ad programs like Google's AdSense. This only *makes* sense if you have a lot of traffic so getting clicks is the absolute key. Another way to make even more money is to charge for direct advertising space. This bypasses Google's commission although it does make it a bit harder to get advertisers in the first places. Affiliate linking is also a great way of bringing in income. Instead of directly using your blog for advertising revenue you provide affiliate advertisement in the form of blog posts; you use a special link with a reference number that will give you a percentage of the profit if the person who used the link buys the product (You set these up with your affiliate websites). Of course how much money you'll ultimately make on any advertising paradigm depends on a number of factors.

You have to consider how popular your blog is, how many link backs you have and how many daily visitors you get. Your popularity, daily visitors and link backs depend ultimately on the overall value of your blog, which is controlled by the quality relevancy of your blog posts. So, as you can see, writing a good and effective blog goes hand-in-hand with using your blog to make money. A crummy, ill-formatted blog will not get you any daily visitors and with no daily visitors you're useless to any advertisers or affiliates. In this book we'll not only go over the various ways you can create income from blogs but we'll talk about how to make high-quality, easily manageable blogs that attract visitors.

Effective Blog Writing

There are a number of ways to write good, effective blogs. Not all of them involve you actually sitting in front of a computer and writing blog posts every day. There are a ton of blogging services that can actually do it for you if you choose.

Personally I recommend creating a template and doing it yourself but you can choose whichever strategy best fits you. The key points here are brevity, information type, target-audience and quality of content.

Brevity: The Secret Ingredient

Brevity, or briefness, is something that many commercial blog posters take for granted. Somewhere in their quest for the perfect keyword ratio and inserting the right amount of product links they fail to realize they're writing mini-novels instead of regular old blog posts. The average blog post is between 150 and 500 words. Anything below 150 can probably be considered a micro-blog and anything over 500 is really pushing your readers.

This depends, of course, entirely on the subject matter of the blog. If you have a science blog and you're discussing quantum physics or string theory then you might legitimately have 1,500-word blog posts. Those types of intellectual discussions require a certain amount of explaining and it's hard to write fluff for them. If your blog is about fashion trends, however, it's unlikely that you'll want to have extremely long posts.

Visual Cues

People in general do not have extremely large attention spans, especially when they're browsing content online. If your blog is visually a large block of text, many people will subconsciously find it insurmountable and avoid it because they don't want to read it. This is why it's good to keep your blog posts as short as you can. If you have a subject matter that requires a long post then you can increase the likelihood of it being read by visually splitting up the blog post.