

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

6 Ways That Blogging Can Save You Money

By Tinu Abayomi-Paul

6 Ways That Blogging Can Save You Money by Tinu Abayomi-Paul

6 Ways That Blogging Can Save You Money
Copyright © 2005 Tinu AbayomiPaul

Even though I've had several personal blogs for years, I've only been officially business blogging since 2003. So in going back over expenses for the last quarter, you can imagine my shock when I realized that my overall business costs were down about 19%. What saved me so much money? Surprisingly, blogging.

How can you save money with your blog? It's pretty simple, so I'll be brief.

Attract search engine traffic without paying the big bucks

If you want Google, Yahoo and MSN to pay attention to you, blog.

It doesn't have to be a whole new site, just add a directory to your existing site and start blogging. Most blog software solutions are either cheap or free.

And you can find out most basic blog information online for free (really, sometimes just typing your question into Google will do it.) by people who've actually done it. For less than \$100, you can build a small library of blog tips and secrets, written by successful business bloggers.

Instead of buying links, get one-way links from blog search engines and directories, as well as getting your RSS feed content displayed at other sites.

Linking is a great way to get search engine attention and click traffic. Some people get links by trading; others by including their links at the end of freely distributed articles. Others pay to be listed, or to get linked.

In each of these scenarios, some type of trade takes place, money, free content, or a link back.

6 Ways That Blogging Can Save You Money

When you blog, you'll find plenty of search engines and directories that are willing to list you free of charge. For the most part you won't need to link back – you'll get a one-way link from site favored by search engines, often using text that you select yourself.

If 90 or more of these free, legitimate links back to your site is worth your time, then get you blog in motion.

Not only that, if you update frequently, other sites may want to display your RSS feed content on their sites. To encourage them to do so, put a link on your page with instructions on how to do so. Ever since I put one on the front of my site, various feeds from my main site have turned up in the most unexpected places.

Cheaper way to study your audience.

As your blog gets more popular, you may start to find that on any given day, you have a representative cross-section of prospects and clients at your site. If you have a question for them, you can just... ask.

True, you can post a link to a survey in your newsletter or on your site, but these are not as interactive as the ability for your audience to comment. They will comment, and you can reply to ask them to expand, or clarify. Conversation gets going and before you know it, a bond is formed, a much stronger bond than occurs in a one-way conversation.

Cheaper (and faster) way to start a resource or authority site.

Five years ago, if you wanted to start an authority site, your best bet was to build a portal with a specialized directory at its core. Three years ago, you were better off starting a forum with a resource section attached to it. Last year, your top bet was a feed-enabled content management system, especially as more parts of content management systems began to have content feeds related to them. (I have 12 feeds for each of my PHP-Nuke based sites, though they don't work as well with Google Tap.)

Now, if you want to be the expert, you want to start a blog.

If you're blogging consistently, you have a hub of information collected that will inspire return traffic. You have a collection of links to articles, sites, and tools. You can constantly write up your own opinion editorials on each of these items, as well as fact-based analysis of news and events that can help your audience make better choices.

As blog software matures you can now categorize, and alphabetize your links, and with the ability to ping multiple sources as well as leave trackback links to other sites, you can send your readers through a ring of related, freshly updated information that ultimately leads back to you.

Spend less money on advertising as your blog becomes more popular

I can't promise you that you'll never spend another red cent on advertising costs. However, the amount

6 Ways That Blogging Can Save You Money

of free advertising you get from having your blog link or RSS feed listed in dozens of search engines and directories, and popping up in feed readers is not to be underestimated.

You'll probably still want to do some ezine advertising when your new ebook or software release is debuted. But you may not need to buy as much advertising or purchase as often.

Then there is the fact that many newsletters that are also published to RSS feeds have wider reach. I've found that it's worth the extra money to appear in both versions - ask your favorite publisher for details. For publications that allow this, it's normally only 20% extra

Save money by retaining visitors

You've probably heard a thousand times that it is easier to sell repeatedly to an existing client than it is to find a new one. So how do you get that visitor to come back, and possibly buy again?

A constant stream of new information on a particular topic work is enough to keep people buying a

daily newspaper, subscribing to a magazine or viewing a television series.

Frequent updates can work the same way for your site.

With bloggers being named People of the Year by Time magazine last year, if you're not blogging in 2005, you're going to be left in the dust by other sites in your industry that do. It doesn't have to take up a lot of extra time, and the time it does takes is made up for in the money you can save.

Saving On Wedding Dresses

By Terry Langford

Saving on wedding dresses is something that every bride wants to learn how to do. If you are planning to get married anytime soon then you need to get up on all of the best ways to save money on wedding dresses. And it is good to note that there are plenty ways to save on wedding dresses and most of them are easy to find online.

One of the simplest ways for you to save on wedding dresses is to get one from a family member. If your grandmother or your mother or even your sister had a great dress when she got married then you should consider asking them if you could wear one of these wedding dresses on your wedding day. Not only will this save you money on wedding dresses it will also add to the sentimentality of the entire day. You will be helping to build a tradition in this wedding dress.

There is another very handy way for you to save on wedding dresses and this is to purchase a simple wedding dress that does not have a lot of details on it. These plain types of dresses tend to be much less expensive. Oftentimes when wedding dresses are purchased the high costs are due to the expensive embroidery or the fine details like lace and or pearls and other gems. If you get one of these

6 Ways That Blogging Can Save You Money

plain types of wedding dresses you can then add your own details to it. If you are good with a needle you can even sew on your own pearls turning your wedding dress into a work of art. This is one of the most fabulous ways to save money on wedding dresses.

These are only a couple of ways to save money on wedding dresses if you would like to read some more ideas all you have to do is a search online.

Terry Langford is the owner of Wedding Dress Central (

) Her site

is a great resource for finding wedding dresses of all sizes and budgets.



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!