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Blog And Ping – The Basics

By Scott Trimble

Blogs and ping are the most frequently used words in the IT sector today. These two words are on everyone's lips today. So why are blogs and pinging getting so much importance today? Blogs and pinging can get you very good profits in the wrong run. So what exactly are blogs and pinging?

A blog is a website where members can discuss online their views on a particular topic. There are some blogs that are general in nature where people can discuss anything and there are blogs on which you can discuss only on a particular topic. However it is advisable that when you start a blog it should not be generalized but it should be opened on a particular topic. For example instead of starting a blog on the Information Technology you can start a blog only on Microsoft Technologies. There are a lot of blog softwares that you can use on your server and then run it independently.

Blogs are increasingly used for SEO marketing. Through blogs you can advertise your internet site on the blogs. Blog and ping is a process through which you can post a snippet of information from your site to a blog to increase your SEO. When you post snippets of your website information on the blog, search engine sites like Google and Yahoo will find it more easily. The search engine will be able to track your site more easily due to spidering and indexing. You can blog and ping only very important information from your site and not all information. You can also rent links to your site which makes the work of spidering easier for search engines. There were many aggressive marketers before who used to blog and ping all their web pages and that also repeatedly. As a result the search sites termed the individuals spammers and then banned their websites from ranking.

So how is blog and ping done successfully? The tasks can be easily done with the help of softwares like Wordpress and RSS to Blog. Using these softwares you can submit your links to over 50 blog directories at a click of a button. You can download Wordpress and RSS to Blog and then install them on your computer. Once you have installed the programs on your computer you should them customize them according to your needs. Then you should create a list of links from your site that will use in the blog sites. You can do this automatically using RSS to Blog. You can save these links for future use also so that you don't have to enter the list of links all over again. You also have the ability to add more data to RSS to Blog from external sources. The list of blog entries are automatically modified when you make more entries.

Hence we see that blog and ping are one of the best methods to make your website more famous in the search engines. You can use them and also modify their configuration according to your needs.

Scott Trimble is a partner in the search engine software firm HalfAgain LLC. Check out their latest creation and Google's most dangerous enemy here –

<http://www.theBlogSolution.com>

Blog And Ping Does It Work?

By Douglas Titchmarsh

I have been doing an experiment with blogging and ping, one of the ways which supposedly gets your site listed and ranked higher quicker.

Firstly I'll explain what blogging and ping is. Blog and ping is a technique you can use to get your site listed in search engines. The idea is that search engines like blogs because of the ever updating content, so they keep going back. By writing a blog and placing some site links in the posts, the search engines will spider the links, and pages shortly after you blog.

Pinging is when you send a "ping" to let the directories, which keep lists of blogs, and when those blogs are updated, know that you have added content to your blog. These are allegedly closely watched by the search engine spiders, so they can spider any new content and add it to the search engine which controls them.

Anyway, back to my experiment, does blogging and ping really get your site noticed?

Well my results have been encouraging. I have tested by only using a blog as the front page of a new information site I started.

<http://www.informationpagesonline.com>

has only been advertised by way of

the blog to announce new content, and then pinged through

<http://www.pingoat.com>

which distributes

the blog entries to several large ping sites.

Following a week of adding content, and then posting an announcement of the new content to the blog

Blog And Ping – The Basics

on the front page and pinging with pingoat, the site seems to be getting visitors to most of the sections, which I can see from the log files. I can also see some of the traffic is coming from search engines, and also a lot of spider activity can be seen on the site, where the search engines are crawling the content.

So I have to conclude that blogging and pinging is a way of getting listed on search engines, or at least of getting noticed by them quickly.

Should you be blogging and pinging?

Of course that's up to you, but for the time it takes, it maybe worth trying blog and ping for yourself and tracking the results. A quick blog post (use

<http://www.blogger.com>

if you don't already have a blog)

and then ping with pingoat takes only a few minutes, and may help a site into all the search engines quickly.

Douglas Titchmarsh writes several blogs including

<http://www.informationpagesonline.com>

and

<http://www.thediscountebookstore.com/blog>

and also has a website at

<http://www.monthlyinfoproducts.com>



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