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**Five Ways A Blog Helps You To Market Your Business**

**By Michael Murray**

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Like a Pro

<http://www.marketlikeapro.com/words.html>

Want to advertise online without spending a fortune? Get a blog.

If you're an Internet marketer, you need a blog, because:

- \* a blog helps your site to rank higher in the search engines; and
- \* a blog expands your customer base.

Blogs are often called social marketing tools, because they let you interact with your readers via comments and permalinks (see the glossary below.)

What's a blog? Get up to speed here:

\*

[http://www.blogger.com/tour\\_start.g](http://www.blogger.com/tour_start.g)

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<http://en.wikipedia.org/wiki/Blogs>

Let's look at five ways a blog helps you to market your business.

One: A blog helps your site to rank higher in the search engines

## Five Ways A Blog Helps You To Market Your Business

In 2003, when Google bought Pyra Labs, the company which developed Blogger, the reaction was Huh? At the time, blogs were seen by most as online journals, primarily maintained by the demented and teenage girls.

How times change. In 2005, companies small and large are using blogs to promote their businesses. This is because Google and the other search engines love blogs because of their constantly updated content.

Blog often, and you'll get more visitors and a good search engine ranking.

Two: A blog expands your customer base – you'll reach people you could reach in no other way

A blog helps you to reach people you can reach in no other way because your frequent updates mean that you'll automatically get niche visitors – those people who have no clue about you or the product that you're selling, but who happened to type in a search engine query that mentioned words you used in a single post.

Those niche visitors can become buyers, and this means that you don't need to struggle to get top

listings in any search engine. Write (or link to) quality content, and your visitors will find you.

Three: A blog helps your site to differentiate itself

A blog is a form of stealth marketing. Therefore a blog doesn't need to be about the products you're selling. A blog can be about any topic that you're passionate about. Blog about your passion, and mention – in passing – the products you're selling. You can also link to them, but don't bother selling heavily – that's not what a blog is about.

Four: Like a diamond, a blog is forever

Although the most-visited blogs update often, some of them several times a day, that doesn't mean that you have post more often than you can fit into your schedule. Your permalinks (see below) mean that since your blog items are standalone pages, they're indexed by search engines in the same way that any HTML or other page is indexed – your blog items/ pages will continue to bring traffic even if you don't update very often.

Five: A blog attracts new opportunities

A blog makes your business visible. Your stealth marketing efforts will attract the attention of people who may become joint venture partners, or who will have other opportunities for you.

The time and energy that you invest in your blog can bring results beyond your wildest expectations. Create a blog – it's your hardest-working, and most cost-effective online marketing option.

GLOSSARY: Blog = Web log. Permalink = permanent link, an URL for a single blog post. Comment =

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blogs have a comments section, where readers can interact with the blogger and others.

Michael Murray is a 22-year old full-time Internet marketer with Cerebral Palsy who lives in sunny Orlando Florida. Need MORE TRAFFIC to your website or affiliate links? "Turn Words Into Traffic" reveals the secrets for driving thousands of NEW visitors to your website or affiliate links... without spending a dime on advertising!:

<http://www.marketlikeapro.com/words.html>

### **Blogheads**

**By Chris McElroy AKA NameCritic**

For those of you who haven't yet started a Blog, you won't understand. You weren't there man! Just trying one Blog will get you hooked. Sure, you say you're just experimenting with blogging.

Then soon, you are blogging everyday. You wake up trying to search around to see who has commented on your Blog. Then it gets to be a 3 or 4 blogpost a day habit, and you're still saying, "I can quit anytime I want".

Then you decide to try different types of Blog. You have your personal stash Blog, then a joke Blog, then another one on a different topic. Now when you aren't doing your own Blogs, you getting into other people's Blogs and commenting more and more.

You're telling everyone how they should try Blog. Pushing Blog to kids. Google and Yahoo are telling you how much you can make dealing Blog. Then there you are the local Blog dealer.

On every corner of the search engine, selling Blog. Looking at your statistics to see how many people tried your Blog, how long they were blogged in, which blogposts they were doing. Now you are hooked for sure. People walk by you now, your friends, family, and you overhear them calling you a bloghead.

You're hanging out with other blogheads, sharing Blog, linking your Blog to theirs, trying to hook more people on Blog. The blogposts have got you man. Nothing you can do but keep on blogging.

Even this article you are reading right now, you're thinking of which of your Blogs you are going to post it on for other Blogheads to read. If you don't have a Blog for this article, then you can start one all about being addicted to Blogging.

Google or Yahoo will front you the contextual stash to cut your Blog with, so just one more Blog won't hurt you. Go ahead. Start another Blog.

Then you get so hooked on Blogging you start your own Blog about how to find more Blog. You get all the Blogheads to ping your new Blog search Blog. Oh, yeah man, the pings. The pings are the best, man. You don't know what it's like to get pinged by the Blogs, man. It's out of this world!

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Next you start yet another Blog to teach others the best way to Blog. You become a Blog Connoisseur. A Blog Guru. A Blog Consultant. A Blog Expert.

You really know you're a goner when you start to host Blogs. Your own Blog Party or commune. Yeah, that's it, Blog Commune, like MySpace, but really my own space. That's when you're no longer just the local Blog Dealer, you are supplying the Blog Dealers. A bigshot now.

Hey, man I got this new thing here. An AutoBlog. Man, an AutoBlog is to blogging what the bong was to . . .well, you know. All you gotta do is log in and push a couple of buttons and you get more Blog!

Wow, man, you haven't tried Blog yet? You really gotta get with the times, man. Blogging is the bomb.

Chris McElroy AKA NameCritic is an official Bloghead, AutoBlog Dealer, and a Blog Host. He hangs out on the corner of

<http://www.blogs.pn>

and

<http://www.thingsthatjustpissmeoff.com>

Come see him to

learn how to get some Blog of your own. AutoBlog info at

<http://www.blogs.pn/autobloggerpro.html>



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