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**Why Blogs Rule – Catapult Your Online Business To Higher Levels Of Success With Web  
Logs**

**By Mark Flavin**

If your online enterprise has yet to capitalize on web logs, or blogs as they are fondly called, then you're missing out on a lot of opportunities for heightened success for your business.

Indeed, blogs have become powerful online marketing tools in this day and age. Blogs, you see, have evolved into a social phenomenon. How many movies have you watched where the techno-savvy protagonist was seen updating her blog? How many books have you read that used blogs as a new point of perspective? How many news items have you encountered that trace their source to blog entries? How many television shows have you witnessed that made a casual reference to blogs?

Blogs have become embedded in the collective psyche of the modern world as an acceptable medium of communication. It would be uncommon to find someone these days who do not know what a blog is all about?

And what do these facts mean for the online marketer?

Simply put, blogs can help increase the prominence of your main website. As we all know, traffic is the lifeblood of every online business, and 80% of the traffic that can be generated for any website would come from the search engines. To secure a good position in the search engine results, you'd need to increase your website's page rank. And one way of making this happen is to have as many back links as possible. Back links refer to the number of websites linking to your main website.

Want to know the current number of back links you have? Use the free tool at

[www.linkpopularity.com](http://www.linkpopularity.com)

. How many back links appear? If you have less than 3,000, you should strive to do better.

And blogs can help you do this in so many ways.

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\* Blogs are user–friendly. Publishing entries can be done with so much ease. You could include a link to your main website with every entry you post.

\* Furthermore, with blogs, you could adjust the settings so that each entry would be located in one separate web page. This means that if you publish 100 entries, all of which contain a link to your main website, you'd have 100 back links just like that!

\* Blogs are generally free. You could create an online account with

[www.blogger.com](http://www.blogger.com)

, or you could

opt for more liberty and host your blog in your own server under your own domain, via a movable type blog program that can be downloaded from

[www.wordpress.com](http://www.wordpress.com)

, also for free.

\* You could create as many blog accounts as you want. There is no limit! And since blogs are very easy to use, publishing entries won't be a problem, even if you're maintaining a dozen blog sites at a time!

\* If you choose to create an online account with

[www.blogger.com](http://www.blogger.com)

, bear in mind that the service is

owned by Google, which is undoubtedly the biggest and most used search engine in the world.

Blogger accounts figure prominently well in relevant searches with Google and MSN. What does this mean? Well, your blog has a better chance of appearing at a higher position in search engine results, hence, once a user visits your blog site and sees your main website's links in its entries, there is a very high likelihood that you'd snag some new visitors.

\* Blogs have communities of their own. There are blog networks, blog directories, and lists of friends in most blog accounts. You'd be able to expose your main website's link to a brand new audience because of this.

\* Blog entries can generate RSS feeds for your subscribers, and for your main website. If dealt with correctly, you could transform these RSS feeds in PHP format, which the search engine spiders could

read. The result? Fresh new content for your website achieved in a manner that is most convenient and easy! And every online marketer knows that search engines love regularly updated content.

There are so many things working for blogs that internet marketers should pay attention to. They are very beneficial, and they cannot be dismissed. It would be wise to make good use of blogs today, and experience the boost they could provide for your online business.

Mark Flavin Is The Owner Of Mark Flavin Marketing. Mark Is An Expert In Online Marketing & All

Make

Money Online

Topics. Mark Recommends You Visit

Blogging To The Bank

To Learn How To Make Money Using Blogs & RSS.

You Can Sign Up For Mark's Free eCourse at

<http://www.markflavin.com>

## **How To Create A Successful Blog**

**By Scott Lindsay**

Nowadays it's almost unfashionable for an online entrepreneur to not have a blog or two. Since the web abounds of personal blogs, informational blogs, art and poetry blogs, and so on, a business blog has to compete against all of the above-mentioned and business blogs for a high ranking in the search engine results pages.

For a blog to be successful it needs to be well written, frequently updated, well designed and honest. A business blog needs to focus on a target and discuss topics related to that target. The "know your audience" rule is the very foundation of a successful business blog.

Assuming you are not an online entrepreneur but still want to have a successful blog, here is what you should do:

Pick your topic. As a blogger you have the chance to write about anything you want. So what it will be? An online diary or a news outlet? Choose whatever is more appealing to you, a subject you are good at, and a theme that will reveal your talents, your passions and your knowledge.

Write in a personal manner and post frequently. The more you post, the more content you add on your pages. And content is food for the search engines that scan blogs on a daily basis. A frequently

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updated blog has more chances of success than "lazy" blogs where people post a thought or two every once in a while.

Make your opinion known: that's the whole idea behind blogging. You have to be an active member of the blogosphere, visit and post comments on other blogs as well. A good comment will attract traffic to your blog.

A blog is a great promotional and marketing tool. Use it wisely. Don't use a blog to insult a person or to damage another business. Use a blog to provide quality information for the online community. If you have a business blog don't use it to sell products, but to offer customer support, to request feedback, to make announcements and to publish advice. Use a website for sales and let the visitors decide whether they want to visit the "products" page or not, by providing a direct link to it from your blog. If you are a writer, the more quality content you post the higher chances to become popular and be recognized online as an expert in your field.

Promote your blog. Include your blog's URL in your email signature, mention it in your newsletters and submit it to blog directories.

Companies and online entrepreneurs should really think twice before starting a blog. A blog needs constant updates and quality content. It will not be successful without these two important ingredients. A professional writer paid to update the blog on regular basis is sometimes the best alternative for business blogs. A professional writer will create a blog with attributes of clarity and simplicity. For blogs, SEO writers are preferable because they know how to write content that is keyword rich but not keyword stuffed and quality headlines that will grab the attention of the readers.

Last but not least, the content of the blog should be included in an RSS feed to increase blog's

popularity.

Scott Lindsay is a web developer and entrepreneur. He is the founder of HighPowerSites and many other web projects. HighPowerSites is the easiest do-it-yourself website builder on the web. No programming or design skill required. Get your own website online in just 5 minutes with

<http://HighPowerSites.com>

at:

<http://www.highpowersites.com>



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