



“Using Blogging To Market and Grow your Business”

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A blog is similar in function to a forum (or to a lesser degree, a marketing List), but it is less interactive for the visitors. While visitors can comment on the blog posts, they cannot make posts themselves. In a forum, the visitors can post and comment equally. They are free to create a new discussion topic and then interact with other forum members who may comment on the topic.

In a blog the functionality is more one-sided since the visitors cannot create the postings and this function is reserved for the moderator of the blog. The moderator is tasked with adding posts and managing the comments to those posts. Although the rules vary somewhat between different blogs, this is the general functionality of a blog.

To use blogging in your marketing efforts, you should create a blog and moderate it by adding interesting postings. Once you create the blog, you will be responsible for approving or disapproving the comments.

If you use search engine optimized content, you will find that your postings get hits in the search engines and you get more visitors to your blog, and to your main site if you have links from the blog content to the site. You can also direct the search engines to spider your blog after each entry is posted and your blog content will get hits immediately.

Besides generating additional Internet traffic with the content of the postings, you can also “visit” (manually or with the help of various software programs) other blogs that discuss related subjects and you can post comments in those blogs, making sure to include a backlink from your comment to your money website (your order page or landing page main business page). When someone reads the blog entry or comment and



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clicks on the link to your page, they are following a backlink to your site.

There are several savvy marketing companies that can assist you with this process and help you get started. You can search Google to identify and compare their services.