Blog Marketing: How Easy is It?

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Article published on March 2nd 2012 | Book Marketing

If you are just beginning in internet marketing, you are going to find that starting a blog is very easy to do. Anyone can sign up for a free blog, and then proceed to market basically anything that they want to. Because blogs are free to have and make, this makes blog marketing even better. Where as if you have a website, and are wanting to market things that way, you would have to pay for your domain, pay for your hosting of the domain, and then know some HTML or hire a website designer.

Search engines love blogs, and are always pretty fast to index them. Getting yours out there for the world to see is not going to be hard. There is this cool tool that you can use every time you update your blog that is known as pinging. Pinging your blog after every entry that you make will let everyone know that your blog has a new entry and updated.

Depending on your overall goal with blog marketing, you can update your blog as frequently as you like. Which could be daily or weekly. Whichever you choose, just be consistent with it. If you start out updating daily, stick with it. This way your blog readers will know that they can check your blog daily for new postings.

If you are wondering exactly what you can market in a blog, you can market whatever you want to. However, it is best to stay within one market in your blog. If you have several different things that you would like to promote, and none of them really fit together well, you can create a blog for each market. Remember that if the markets are not related, do not mix them on your blog. For example, if you have a blog on vacuum cleaners, you will not want to also mix in television sets on the same blog. This is because both vacuum cleaners and televisions sets are two different markets. But, you could mix vacuum cleaners and handheld mini dust busters. Make sense?

There so many things that you can market in your blog. Whether you want to sell your own products and services or someone else's and make a commission off of what you sell. The sky is the limit when it comes to marketing. Affiliate links work great in blogs as well. Signing up to sell other people's products and then marketing them in your blog is a great idea.

If you are considering having both a blog and a website that will work if you have enough information to cover in both. Linking them both together is a great idea if you do decide to have both. You can always use the website to hold your main information and products, and the blog to promote them and discuss any issues regularly.

Wondering about hosting? If you have a website, you can either host your blog on the same server you use for your site, or you can leave it where it is. The choice is ultimately up to you, either way you can have successful blogs that will begin to bring in revenue to you.

Getting links to your blog is a good way to gain new readers. Another great tool you can use is the RSS feeds. When you use the RSS feeds, it allows people to publish your blog on their site, and in return it gets you more visitors.

Blog marketing can be pretty effective if it is done right. However, you cant just set up a blog and expect people to find it. Get your blog out there and make it known to others just as you would a website. Exchanging links with others will help, so will article marketing using your blog.

Article Source:

DANNETTE Serrano - About Author:
I hope you've found this article about Blogging very educational and helpful. There are many a sites and a articles that can tell you about a
Internet marketing.

Article Keywords:
internet marketing,affiliates,home business

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