Psychological Principles of Blogging as a Search Engine Optimization Strategy by Masako Gun

Article published on May 17th 2012 | Seo

In Dr. Robert Cialdiniâ€™s marketing book Psychology: The Art of Persuasion, three of the six main principles of persuasion are listed as social proof, liking, and scarcity. Social proof means that people tend to follow what other people are doing. According to the liking principle, people are more easily persuaded by those they like. Lastly, the scarcity principle dictates that people give more value to scarce resources. Hence, a blog that combines all three of these principles is a powerful Internet marketing tool.

A blog is essentially an online journal, which may or may not follow a certain theme. To make it easier for web users to navigate them, blog entries may be categorized by date or content. With the advent of popular blogging sites, web users, like business marketing personnel, no longer need to experience the hassle of setting up websites by themselves.

Most people understand that companies need to highlight the positive aspects of their products, though it doesnâ€™t keep them from being at least a little skeptical when a product is given too much marketing hype. However, if thereâ€™s a presumably objective blogger who writes rave reviews about that product, people may be more persuaded to try it outâ€”this is the social proof principle at work.

Like social networking site users, bloggers typically have a set of friends who follow their work. If the blogger writes about, say, Folsom computer technicians, theyâ€™ll think: â€œSo-and-so said that this computer technician is the best. It must be true, because so-and-so is a reliable source, and very likeable too!â€• Companies that provide the Internet marketing Folsom businesses trust may associate the positive qualities of the blogger to the product.

The Internet has created an interesting paradox: while it helps people search through millions of links in a few seconds, in some cases, itâ€™s actually more difficult to find the right match. For example, if a user types â€œFolsom computer techniciansâ€•, the results will likely turn up several links to Folsom computer repair services. On the other hand, if you type â€œhow to look for good Folsom computer technicians,â€• only a handful of the links may turn out to be relevant. However, if the blogger writes about looking for good Folsom computer technicians, Folsom web users are more likely to read that blog. Another good Folsom search engine optimization strategy is for a blog to provide backlinks to the company website; hence, the scarcity principle.

The success of blogging as a Folsom SEO strategy is dependent upon a good understanding of these psychological principles. For more information on these SEO strategies, please read findinternetmarketingblog.blogspot.com/2007/10/different-methods-of-online-marketing.html.

Article Source:
http://www.articleside.com/seo-articles/psychological-principles-of-blogging-as-a-search-engine-optimization-strategy.htm - Article Side

Masako Gun - About Author:

For more details, please search a Internet marketing Folsom, a Folsom search engine optimization, and a Folsom SEO in Google.

Article Keywords:
folsom search engine optimization, folsom seo, internet marketing folsom

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!