Blogging For Retirees

Extra Cash for Senior Citezins



-Earn At Your Pace
-Step By Step Plan
-20 Minutes Per Day

Blogging

For

Retirees

Extra Cash

For Senior Citizens

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1
AN INTRODUCTION TO BLOGS AND BLOGGING

You've been hearing about them in the news. Your grandkids are talking about them. Your neighbors are talking about them. Heck, even the folks at coffee are talking about them! These blogs things are everywhere. But where did they come from and what's this all about?

The concept of a blog is not unlike the idea behind a weekly newspaper column or personal journal. Basically, one person or a small group of people share thoughts, observations, and articles with readers. It makes a kind of conversation focused around a specific theme or topic. Themes, also called niches, can be simple, like "My Life" or they can more complex, like "Civil War Bullet Collecting and Resale in Virginia". It is completely up to the author of the blog.

The word "blog" is a shortened version of the phrase "web log" and can be used as both a noun and a verb. I have a blog, and I blogged for three hours yesterday about my trip to town. Blogging refers to the act of creating or adding content to the blog. This is also known as updating or posting to the blog. A blogger not a fancy author, but rather is

someone who has a regularly updated blog. Bloggers' collective creations are known as the "blogosphere", which has grown from a mere handful of blogs 15 years ago to more than 120 million blogs today.

All those blogs grew out of a movement to share content on a more personal level which was born in the mid-1990s, when web technology became more user-friendly to individuals who lacked hardcore programming backgrounds. All blogs are online and early blogs were typically just one part of a larger personalized web page. However, a blog doesn't have to be personal. While some blogs are essentially online diaries, other blogs support political or environmental causes, showcase hobbies, discuss sports teams, and even serve as marketing tools for designers and salespeople.

As blogging became more popular in the late 1990s and early 2000s, specialized programs designed specifically with bloggers in mind were developed. Today, even if you are not very good with computers, these programs can help you create a sharp-looking blog in just a few minutes.

Becoming an active blogger is as simple as typing. That's the only thing all bloggers have in common with each other: They can type—and they keep typing and typing and typing. Blogging doesn't require you to have a degree or special skills. All you need to get started in the blogosphere is common sense and access to a computer.

So why wait? If you are interested in starting a blog, this ebook will walk you through some of the things you can do to get started and be successful. Over the next several pages, we will cover:

- Finding your Niche
- Choosing your Blog Home
- Filling the Blog: Create or Cut & Paste?
- Posting and Search Engine Optimization
- Social Bookmarking Tools
- Understanding Indexing and Syndication of Your Content
- Resources for Bloggers

A blog can be a stimulating creative experience, as well as an opportunity to create some extra income for yourself in your spare time. Let's look at some ways to get started as a blogger, beginning with finding your niche online.

2
FINDING YOUR NICHE

Okay, so you've decided that you would like to start a blog and become a blogger. Congratulations! That decision is the first step in learning to make extra money online using a blog.

The second step to making money online with a blog is finding your niche. Your niche is your topic or the special focus of your blog. Choosing a niche can be a challenge for any new blogger, whether they are just planning to blog for fun or whether they intend to use the blog as part of a commercial venture. Right now as you choose your niche, you have a special challenge, because you don't want to just have fun blogging about this niche. You'd like to make money from this niche as well. So what can you do to settle on that perfect topic?

Actually, finding your niche is not that difficult. In fact, I can guarantee that by the end of this chapter you will have a niche picked out, partially researched and all ready to go. In order to begin, all you need to do is get your thinking cap on and answer a few quick questions.

Question 1: Are you thinking about writing about your family?

The answer to this question needs to be "No". You are reading this ebook because you are interested in making money online by blogging in your spare time. While it would be nice to think that talking about your family could generate a solid part-time income for you through your blog, I don't want to be a liar. The sad truth is that talking about your family will not make you the extra cash you are looking for right now.

Now, there are exceptions to this rule. If your family is uniquely talented or famous, you might be able to make a part-time income blogging about them. For example, Britney Spears' mother could probably blog about her and her early years, and people would read that. Any parent with "famous" offspring could blog about their sons and/or daughters, and their time spent doing whatever they do best.

Not quite at that level? Then for the sake of this endeavor it may be best to consider another niche for your blog.

Question 2: What do you like?

Since you will be spending a considerable amount of time with this niche over the life of your blog, it is important to choose

a topic that you like and have an interest in writing about extensively.

Look at your interests, hobbies, and passions. Just look at them and write them down on a piece of paper. At this point, don't consider how much money you could make writing about any of them. Just spend some time considering what you like to think about and what you enjoy spending your time and money doing.

On your piece of paper, make a list of a least 10 things that you enjoy. If you have more than 10 things to list, that's fine. The most important thing is to take out a piece of paper and write down what you enjoy. I'm not kidding about this paper! The next step will be more difficult if you have not written out your list.

All done brainstorming? Great! Now look at the list you have made. Next to each item, write down how long you think you would be happy writing about that topic. You don't have to be specific to the day. Just ask yourself and answer honestly: Could I write about this topic for 2 weeks? How about 2 years?

According to Technorati.com, a blog search engine and the leading authority on blog life, the average blog is more than three years old. Are there any topics that you have written

on your list that you could blog about for at least three years with passion and enthusiasm?

If the above questions had made you cross off every item on your list, do not get too excited. Just find a new sheet of paper and start over. Keep brainstorming until you have come up with at least three areas you feel that you could enthusiastically write about for an extended period of time. Be creative, and think outside the box. Even if your idea seems unusual or silly, write it down. You do not have to share this list with anyone, and you never know what might be successful online.

If you are stuck, consider this website: http://icanhascheezburger.com/

It looks silly. And the premise for the thing doesn't look like much on paper. The whole blog is devoted to pictures of animals with badly spelled captions.

As you look through the sight, consider a few questions. How many people visit that site everyday? How much money do you think it makes? Write your guesses down.

This blog was started in January 2007 by a guy in Hawaii and a single picture of a hefty gray cat smiling over the caption "I can has cheezburger?" What's it worth?

Truthfully, I don't know what it is worth. Who knows for sure what anything is worth these days? All I know is that in September 2007 a group of investors bought the thing for two million dollars.

Yep. Those badly spelled kitty captions went for two million dollars. It's about a dollar for every person that visits the site each day. The site pulls in more than $10,000 a month in revenue from visitors and advertisers.

You probably don't believe me. But you can check my facts pretty easily. Or just click here http://en.wikipedia.org/wiki/Eric_Nakagawa to read about it on Wikipedia.

A guy and his overweight cat. Two million dollars. It really gets you thinking, doesn't it?

Keep working on that list. Once you have at least three ideas collected that your think you could write about for at least three years, you are ready for the next step.

Question 3: Is this topic popular?

Now that you have at least three niche ideas that you are excited for and passionate about, we can consider whether or

not your niche idea is popular enough to get traffic flowing to your blog.

Traffic, you see, is one of the most important elements of earning money from blogging. Your web traffic turns into your revenue stream people visit your site, read your content, and click on your advertising. So, you need to be sure you have a topic that other people are interested in reading about often. It can be anything that gets people interested, anything that gets them excited. As you can see from the example website featured in Question 2, your topic doesn't have to be universally popular. You just need a topic popular enough that some people would like to read about it.

So how can you tell which of your three topic ideas is the most popular? Well, like everything these days, you can just look it up on the internet. There are many tools for getting a number to put around the popularity of your topic. Some of the better tools for getting traffic numbers are:

The Google Keyword tool: You can just type in your topic, and this tool will let you know how many people are searching for that topic on Google and the words they are using to search for it. These search words are known as keywords, and the numbers shown are from the previous month. This free tool is available at https://adwords.google.com/select/KeywordToolExternal

The SEO Book Keyword tool: While the Google Keyword tool is more straightforward, this tool (also free) will give you an idea of how many searches for your topic are being conducted all over the web. You can try it by simply entering a word in the box and clicking the submit button. The website is here: http://tools.seobook.com/keyword-tools/seobook/index.php

As you check out your niche topics in the tools listed above, write down the number of searches that took place last month for information on that topic. When it comes to deciding what you would like to feature as your blog topic, you don't have to necessarily pick the topic that has the most searches. What this kind of keyword volume research really does is give you a good reality check to ensure that there are other people interested in your niche. You want a topic that has a regular trickle of search volume, as that will translate into potential future traffic (and revenue) for your niche blog.

For example, consider the keyword phrase "US presidential election". In an election year, and probably even the year before an election, this keyword would seem very popular. A niche blog dedicated to the neckties worn during the US presidential election would probably get a lot of traffic during those two years. However, once the elections are over, the traffic would dry up. So while this keyword looks viable for a while, it ultimately fails the steady traffic test.

Thinking of this steady traffic test, look over your list. Which topic have you selected that may meant the steady traffic rule today, but might not meet that test tomorrow?

Question 4: Is this topic already dominated by another blogger or group of bloggers?

Finally, as you look over your potential niches, it may be smart to consider the competition. Go to Google, Yahoo and MSN and search for other blogs covering the topics that are candidates for being your chosen niche. Does it look like there are a lot of other blogs available on this topic? What kind of blogs are they? Is there one that really stands out as the "industry leader" for that niche?

This last piece of research is critical for letting you know if your idea is viable. Researching the viability of your idea can let your know whether putting the time and effort into a blog in this topic area will be worth your time. Also, it can give you ideas for what is or isn't on a blog in your niche.

For example, if you were interested in celebrity blogging, you would quickly notice that www.perezhilton.com seems to be the current industry leader. His content leads the ranks on the search engine. He seems like he is everywhere!

Thinking that he is the dominating leader in this niche, you might give up on your idea. However, by researching his content posts and history, you would quickly realize that while Perez Hilton's blog gets millions of hits a day, the topics of his posts are all younger stars in Hollywood and the UK.

Therefore, if your passion is for older celebrities now retired in Mexico, Perez Hilton is actually not competition for you. You fill a gap that he misses with what he is posting in his blog. Also, if the other blogs in this area seem to be of low quality or don't address an element of your topic that you are very interested in discussing, then you will know that your idea has potential.

Now, if it looks like there is already a very popular blog in your topic area that pulls in a lot of traffic, and deeper research does not reveal any big gaps you could exploit, you may want to reconsider your approach or choose a different area of focus. You want to enjoy your part-time blog career, not spend your days beating your head against the computer screen trying to figure out how to steal traffic from an established industry leader.

Question 5: So, what's your niche?

You have carefully considered your interests. You've made a list. You have taken that list and researched your potential

traffic levels and evaluated your potential competitors' extensively. Now, look at your list of ideas again and just consider which one is the best choice based on your research.

Write your first choice niche here:

And even though you may never need it, you have put a lot of thought into this, so if you have one, put your Plan B niche here:

Now it's time to consider a home for your blog on the web.

3
CHOOSING YOUR BLOG HOME

There are many hundreds of places on the web where you can set up a blog. Some are free, while others cost money. By learning about some of the different options and considering your personal technical skills and support needs, you should be able to settle on an option for your blog home that suits both you and your budget.

Generally, there are two ways to host your blog. They are known as remote hosting and self hosting. Hosting in this instance means housing, as in housing your blog. The computer server with your blog data on it is your host. Remote hosting means that to access your blog, you go to a website that houses your blog. Self hosting is for those with their own servers and domain names, or their own domain names and a paid web host.

Many beginning users opt for remotely hosted solutions. In some ways this path is much easier for a beginning blogger. The remote hosting company will often provide you with a template for your blog so you don't need to do any web design. The host will handle all of the html code needed to

make your site run smoothly. Often, your remote host company will provide you with tools and tutorials with step-by-step instructions to complete many basic blog tasks.

Some remote hosting solutions charge bloggers a monthly or yearly fee for their web hosting services, but some of the most popular hosting solutions popular. The big names you should be aware of are Blogger and WordPress. With each one you can get yourself set up rather easily and start blogging through one of their templates in a matter of minutes.

Let's use Blogger as an example. Blogger has several advantages because it is simple, and it is a great site to get set up on so that you can practice your blogging skills if you are a new blogger. If nothing else you can easily put a quick site out and try a few sample blog entries to get a feel for blogging.

To get signed up, simply go to www.Blogger.com. It's part of the Google family, so if you already use Gmail as your email provider, you will just need to log in to the members area in the upper right corner to get started.

If you do not use Gmail, don't worry. A large orange button just below the sign in area is "Create A Blog" and it really only does take a minute! In fact, the hardest part of the whole process will probably be deciding on a name for your blog and

choosing the template for your website. Even if you are use Gmail on a regular basis, you will still have to select a blog name when you log in to the Blogger application.

Once you are signed up, you can go through the process of selecting a template (colors, shapes, etc) for your blog. Automatically applied, you can modify the look of your blog several times by just clicking around. Posting is equally simple.

However, if you have been online for several years, you may not want to use these free sites or any of their pre-fabricated templates. Additionally, you may not like some of the features or feature restrictions, or perhaps you would just like to have more complete control over your blog. You may want to carefully customize every nook and cranny of your blog. If this is the case, and you have a little more web savvy, then you may want to pursue self-hosting for your blog.

Self-hosting tools that are available to bloggers are many and varied, but one of the best, and the software that this ebook will focus on for the rest of the text is the WordPress blog software suite. While the remote hosting side of WordPress (www.wordpress.com) is free, to use the self-hosting WordPress software you will need a domain name (less than $10) and some kind of web hosting arrangement, which will cost you around $7 - $12 per month. We will cover domain names and web hosting options more completely in Chapter

8, Resources for Bloggers. For now, just consider that while the free versions are convenient, when you use the self-hosting software you will be able to customize your site more completely and you will be free to run all kinds of advertisements, which can be a good money maker for you.

To get the WordPress software for self-hosting, go to www.wordpress.org. You can download the software for free directly from the website. Once you have downloaded the software, you will need to install it. Do not worry about this being hard or overly complicated—WordPress brags about their "famous 5 minutes installation" and you will be up and running in practically no time.

As an added bonus for beginning bloggers wanting to go the self-hosting route, WordPress offers a very detailed step-by-step instruction guide for installing and setting up their software here:
http://codex.wordpress.org/Installing_WordPress

4
FILLING THE BLOG: CREATE OR CUT & PASTE?

Now that you have chosen your niche and set up the technical shell of your blog with WordPress, it is time to get to the heart of things: Content!

Content is very important to your blog. The level of content provided goes straight to the heart and soul of the operation. Without good content, visitors will be disappointed in your blog and they are likely to click away and not return. Therefore, it is very important to have good content on your blog from the very beginning.

Fortunately, there are a number of sources where you can get the material and data needed to make good content for your blog. However, while there are many places to learn and absorb data, there are only two ways that content actually gets added to a blog. You can either write the material by yourself and post it up on your blog, or you can get content from somewhere else and post it up to your blog. This is the "create or cut & paste" dilemma faced by many bloggers.

Now, out in the blogosphere there are some people who may say that you are not a "real" blogger if you are not creating 100% of your blog content on your own. These purists will

insist that you diminish yourself and your blog when you incorporate previously created content on your site. This can be an especially strong accusation in blogs that are based around your personality, especially if you are passing off the work of others as your own. Yet using premade content openly and acknowledging that you do so and crediting the authors should not carry any stigma.

You may personally have qualms about incorporating content written by other people into your personal blog. After all, it is your blog so why not have each and every piece of content be your own work? However, to have a money-making blog that keeps people coming back, you need new content frequently, and it can be difficult to come up with all of that content on your own.

Therefore, if you want to consistently provide fresh content for your readers, you can't be a purist. You need to deliver the goods in the blogosphere, and the goods here mean frequent updates for your readers. The most important thing for the long-term health of your blog (and your wallet) is to have good quality content, no matter who wrote it.

Naturally, the above is not to imply that you should take the work of others and pass it off as your own creation. Unless you have hired a ghostwriter for that specific purpose, any borrowed content should be properly cited, much as you would cite a quotation in an essay. But we'll talk more about

what is known as "content acquisition" in a moment. First, I'd like to review some basic guidelines for creating your own content that you will need to remember and consider as you put together material for your loyal readers.

Creating your own Content: The Basics

STEP 1: WHAT IS A BLOG POST, ANYWAY?

The content on any blog is divided into short sections of text known as "blog posts" or simply "posts". Frequently posting new content to your blog lets both readers and search engines know that you have an active blog worth visiting often. Posts can be any length, although most blog entries are only a few paragraphs long.

All blog posts should contain the following:

- **Title:**
  The name or headline of the post.
  Good titles are descriptive, yet brief. They may or may not be keyword optimized (Chapter 5). If you want a longer description, consider using subtitles. Most titles are less than 10 words long.

- **Body:**
  The main content of the post. Most blog entries are just two or three paragraphs long. Long blog entries that go on for pages are often called rants. While the occasional multi-page entry is accepted, long rambling pages of text are not popular with many online readers.

- **Post Date:**
  The date and time of your blog entry. Most posting programs will automatically time stamp your blog entry. If you usually blog at a set time, your users will learn this from your timestamps and visit according to when they know new material will be added. Some web programs have auto-post features that you can leverage. Content is loaded in advance and then added to your page at pre-set intervals. This is a wonderful vacation tool.

- **URL:**
  This is the address where your post can be found. It is useful to call this out so that others can link to your post. You will also want to include the URL of any cited material.

Some blog posts also have a comments section, where readers can post short or long comments on your blog. There is not a set mandate in the blogosphere about whether a blog

needs to have a comments section. No one will force you to have an open comments section if that is not something you are comfortable doing.

That having been said, it is a rare blog that does not regularly solicit feedback and comments from the readership. Chapter 8, Resources for Bloggers, has some tools you can use to help manage and even police the comments area of your blog. Determine your own personal comfort level with the thought of actively or passively managing a comments section. This will let you decide early on if your blog will or will not have a comments section.

If you do choose to enable comments (a feature in your blog set-up) remember that good blog etiquette mandates that you respond to comments made by visitors to your blog. You do not have to respond to everyone all the time, but regularly replying to comments is a good idea. Even if you don't like what was said, you have a duty to respond to your readers reasonably quickly and in a civil tone. This kind of behavior and code of conduct, when adhered to strictly, helps create the interactive atmosphere that will keep visitors coming back. It is also considered good manners in the blogosphere.

STEP 2: QUALITY BLOG POSTS

Good quality blog posts can be about any topic, but they share a few key characteristics. Good blog posts use good grammar and spelling, inform or entertain the reader, and contain accurate and true information.

Good grammar and spelling are essential to a good blog, and yet many bloggers ignore the basics of good writing when posting to their blogs. Some think that because a blog is less formal than other kinds of web communications, rules don't matter. However, this is not true.

It is especially untrue if you plan on using the blog as a source of income. You don't have to be perfect, but using a spell checker before posting up your content and making an effort at good sentence structure will help you communicate with your readers. Using good grammar and spelling will also help improve your virtual reputation in the eyes of your readership—they will consider you to be more intelligent or at the very least well-educated.

Other common grammatical crimes include writing in lowercase or all capital letters.

WHEN YOU WRITE IN ALL CAPITALS IT IS EASIER. BUT PEOPLE THINK YOU ARE YELLING AT THEM. NO ONE LIKES TO BE YELLED AT BECAUSE IT IS RUDE!

when you write in all lowercase letters it is hard to tell what is going on in the sentence i mean i could write about anything and you would get confused because lowercase letter posters often dont use any punctuation either and it is really annoying to readers . . . . . .

For you're the sake of your readership, write using traditional punctuation, capital and lowercase lettering, and try to get your posts presentable.

Presentable posts are easy to read. They are broken into short paragraphs instead of one solid block of text. This makes posts easier on the eye of your reader and makes your readers more likely to return to your blog. Also, short paragraphs with lots of white space look less intimidating to a potential reader than a dense block of text, which may scare them away. Keep your blog looking warm and inviting by having posts that look easy to browse.

Next, your blog post should inform or entertain your readers. You earn repeat blog traffic by having useful information or quality entertainment items housed at your site. Idle thoughts and keyboard ramblings are not likely to earn you readers unless you are very funny. Therefore, earn repeat visitors by having good information available in your niche for your readership to enjoy.

You will be surprised how far a reputation for good quality content can take you. Just having lots of information at your site is no good to your reader. He or she is looking for useful tidbits of information. It is your job to filter through the mountains of information out on the web and separate the wheat from the chaff. Present only the interesting and informative bits and you will have readers loyally coming back to read all of your updates.

Finally, a quality blog post should contain only accurate and true information. Gossip, slander, and lies are not popular in the real world and they are not well-liked in the blogosphere, either. Also, deliberately spreading false information about individuals or companies online can get you into offline trouble with the law. So play it safe—check your facts, stick to what you know or can prove, and don't attempt to mislead your readers.

An exception to this rule would be a gossip blog. If your website is Colorado Buffs Football Rumors, then publishing less than 100% proven information is crucial to your venture. However, even if you run a celebrity gossip, sports commentary, or other entertainment blog, remember that deliberately misleading your readers and consistently publishing false data will ruin your reputation and drive traffic away from your site.

STEP 3: GETTING IDEAS AND DOING RESEARCH

Now that you know the basic elements of a blog post and the characteristics of a good quality blog post, you should be able to sit down and write as many as you like, right?

Wrong! We'd all love to just have eloquent posts flow effortlessly from our fingertips, but it never seems to be that easy. Blogging can be fun and enjoyable, but it is also hard to just sit down at the computer and pound out dozens of good quality posts, even if you know a lot about your subject. No matter how well you know your niche topic there will almost surely be days when you are not able to think of a single good idea for a post for your blog. Writers block does not discriminate. It strikes online authors as well as their offline counterparts.

Fortunately, there are two easy ways to find new topics and original content for your blog, both free. The first tool is headlines, and the second tool is Google. When using headlines, all you need to do is look at the breaking stories of the day and consider how your niche area is affected by the news. Responding to current events is a great way to keep your blog on the cutting edge of new developments. Also, by watching the news you can get other ideas of things that might be weighing on your readers minds.

Headline reviews can also be a good way to incorporate outside material into your blog. One tactic that is often used is to copy a news story into your blog, or provide a link to the news page for your readers. Above the link or news article, you can put a paragraph or two expressing your thoughts on the matter. It is a quick way to create more posts and more unique content for your blog.

Another way you can get information to make a new blog post is to use Google search for facts, ideas, and trend information. When using Google, you are searching for facts to help generate an original post for your blog. First you need to consider an element of your topic to search for online. Then, you can run a Google search and see what you find.

Naturally, you will get pages and pages of results for any query. However, one of the nice things about Google is that you can quickly and easily review large amount of information. The first thing to note is that the results listed in the tan box on top and down the right hand column of the page are paid placements—these are not 'organic' results. Organic results are the naturally occurring matches for your search. Generally, the organic results section of Google will give you better quality information than paid placements, who may simply be trying to sell you their product rather than provide you with any information.

To get original content from your Google research, select several results from your search page. Quickly read through the information presented on each page. Take notes of interesting points on a pad of paper or bookmark the web page for later use. When you are done, look back over your notes and think about your observations. You should now have enough material for a good quick blog post. Just write up two or three paragraph putting your spin on the information you found and post it to your blog.

Finding Content: Article Directories

STEP 1: WHAT IS AN ARTICLE DIRECTORY?

Now, if you find you don't have enough time to write your own blog entries, or if you would like to introduce other viewpoints or facts into your blog, you may want to consider using material from some of the many free online article directories. These websites are dedicated to providing all kinds of content. Mountains and mountains of content, all free for you to use at your convenience in your blog.

Why would anyone give content away like that? Actually, there are many reasons. Some authors want to make a name for themselves as experts in a certain area, so they write several articles on that topic to share. Others want to pull

traffic to their personal web pages, and share the articles they wrote for their own blogs or sites with the public with that aim in mind. Still others want to share information about a new product, and welcome all comers to comment on the press release and link back to their product page.

Of course, each and every one of these authors wants proper credit for their work. They get that credit when you include their byline (signature) information along with the article. This is usually a condition of using the free content. Also, most require that you publish the work as is (no editing!) and that you to link back to their website so that readers can see their information in context. However, these conditions are not a problem for most users, and you should be able to easily comply, opening up worlds of ready-made content for you to incorporate in your blog.

Typically, all the information you will need to include with the article to cite it properly will be available at the end of the article in a little space called the resource box. This resource box will have the authors name, a link to a page of the authors' choice, and sometimes a one or two sentence description of the author and the site included.

STEP 2: USING ARTICLE DIRECTORIES

To use an article directory, first you have to find it! This is very, very easy. Simply go out to Google and search for free content, article directories, or web content. Millions of hits will direct you to a lifetime supply of free articles for use.

Simply select an article directory from the list and begin looking for content. You will find more than you ever thought possible. You could spend the rest of your life reading through articles and new articles would be created faster than you could keep up with them. However, rather than force you to look through each one, here are some of the better sources for free online content:

- **Go Articles (www.GoArticles.com)**
  With more than 1 million articles available, this site is the largest free article site on the web. To be sure you are following the rules, click on the tab marked "Publisher Guidelines" and read over the regulations before using any content. Go Articles has slightly more user-friendly features and a better interface for users than other article directories.

- **EzineArticles (www.ezinearticles.com)**
  The low-resolution page layout is good if you have a slower internet connection. Each article is reviewed by a real person before it is posted out to shared, cutting down on low quality and nonsense articles.
  EzineArticles is popular with many direct mail and

copywriting gurus who maintain expert profiles here.

- **ArticleSnatch (www.articlesnatch.com)**
  A newer site but growing in size rapidly. Offers more cross-link potential than other sites. This is because it allows authors to include multiple links in the resource box, while other article directories restrict authors to just one link in the resource box.

Once you are at the article directory site, start browsing for content in your niche. You will likely see many articles, but don't go with the first halfway decent article you find. That's a bit lazy and a disservice to your readers. Try to read through four or five different articles until you can find one that really speaks to your niche and is likely to appeal to your readership.

STEP 3: POSTING DIRECTORY CONTENT

Once you have found an article you like, open a new window with your blog and prepare to do a blog post!

On the article directory site, highlight the article that you would like to use in your blog. Remember to highlight the whole article, including the author's name and any other

information contained in the signature line and resource box. Press "Control + C" to copy the article.

Now click over to the window with your blog site. Press "Control + V" to paste the entire article into your blog. Adjust the spacing and font size if needed, but remember you are not allowed to change the content of the article. When you are happy with how it looks, hit submit to complete your post. The whole process should take less than 10 minutes, and can be a great way to regularly introduce new content to your blog without being a drain on your personal time.

Writing Your Own Articles vs. Using Article Directories: Finding a Balance

You have no doubt heard the recipe instruction that states "For best results, mix well". Your blog content is just like that recipe. Mixed sources of content can provide the right balance for your blog and give you the best results in terms of hooking readers and making money.

If you only use content that you have written yourself, then while the blog is all you, all the time, your readers may not be getting a full picture of your niche. As a result of being confined to one perspective, they may become unhappy with your blog and quit coming back. This is not fair to you—you

are putting a lot of effort into that content, so you deserve happy readers who visit often!

However, only using content that you have found from other authors also presents problems. One is that when you only use other people's words, you have no unique personality or viewpoint of your own in the eyes of your viewers. They will not find you very interesting or value your blog as a unique source of information—after all, those articles are free to all takers.

Even worse, those same readers will have no loyalty to you, because they have no sense of your personality. You may be surprised at how important a personal connection with your readers can be when you are trying to make a successful blog. Marketing gurus like to talk about the concept of "personal brand management" and it can be very important in the blogosphere. Essentially, your blog becomes an extension of your personality. Therefore, you want to use content to show readers who you are and how you think, even if that content came from an article directory.

Thus, you need to carefully blend the articles you pull in from Article Directories or other blogs with your own unique posts. This is the optimal solution to blog content—enough unique posts that readers know you and your personality, and enough outside content to add perspective and variety to your niche. Mixing will also allow you to periodically take

breaks from writing—you can spend one afternoon finding 10 – 15 articles from another blog or article directory that you would like to include in your blog over the next month. Write up some reactions to the articles in advance, and you can then have the content ready to go when you need it. This can give you time off from the burden of constantly producing for the blog.

Managing the pressure of keeping a good content blend and active blog posting schedule is one of the key things you will need to do as you grow your blog. Approach content management thoughtfully. Many bloggers start out only intending to put up a few posts in their spare time. Like you, they want to devote a few hours a week to this project. Unfortunately, they allow the blog to take over their life.

A well-managed blog with good content doesn't need to be a part-time job. The key is to set a schedule or fixed budget for the amount of time you have to devote to the blog. Do you have five hours a week and no more? Do you have six hours this week, three next week, and 40 the week after that? Try to determine what percentage of your free time you are willing to give over to your blog business and stick to that number.

Also, determining how much time you have to give to your blog can impact your content blend. Naturally, full-time bloggers have more time to carefully research and

thoughtfully create unique posts each and every day. Some even do postings several times a day. As a part time blogger, you can't reasonably expect to do that.

Consider how much time it takes you to create a single blog post from scratch. If it takes you two hours to create a quality post for your blog, and you have six hours to give to your blog each week, then you can create three posts per week. If you would like to have a more updates per week, then you perhaps need to create two unique posts per week, and use your other blog time to find articles from the directories or do headline commentary.

If you have other friends out in the blogosphere, or offline friend who know a lot about your niche, you can also get time efficiencies by having them create posts for you. Guest columnists and guest bloggers are fun for both you and your readers. It can add variety of perspective, help build the community, and save you valuable time while still providing high quality unique content to your blog.

So as you continue to grow with your blog, bring your content management to the forefront while you find the right balance of original and "borrowed" materials. Finding a balance between your online and offline life will impact what gets created for the blog. Thoughtful planning can make finding this balance rewarding and entertaining for both you and your readership.

5
POSTING AND SEARCH ENGINE OPTIMIZATION

Now that you understand the basics of finding content for your blog, it is time to focus on getting readers for your blog. Remember, just because a blog is created doesn't mean anyone reads it. You need to be sure that people are finding your blog whenever they search for content in your niche. This can be done by optimizing your blog for the web and attaching keywords to your blog posts.

Now, the whole concept of Search Engine Optimization (SEO) gets a lot of press, but few people really understand how it works. This is because it seems to be pretty complicated. Or at least the way it is described makes it seem pretty complicated. However, all a regular blogger needs to know is how to get noticed. You can learn how to get noticed by increasing your understanding of how SEO works.

SEO simply means improving the volume and quality of your traffic by making your site appear more often in web searches for your niche. Some carry this a little further and claim that SEO means getting your website onto the first page of the Google search results for your niche. This is desirable

because the closer to the top of the list your blog appears, the more people are likely to click through to your site. This is talked about in web circles as your search ranking, and the whole point is to improve your search ranking by optimizing your content for web search.

To optimize your blog for the web, you need to learn how content is sorted for the web. Each of the major search engines has a program known as a "bot" or "web crawler" that continuously reviews everything that is posted on the web. These bots look for the words and phrases used on a page and sort the content according to the words it contains, in a concept loosely defined as "relevance".

Relevance and Web Crawlers/Bots

For example of how the crawling process works in practice, it helps to work with a sample text. Let's consider this paragraph:

If you have a winning way with words, you may be interested in learning more about direct mail copywriting. The field offers powerful writers the opportunity to be free of geographical constraints, to earn passive income, and to pay their bills without having to work a boring nine-to-five job. In short, direct mail copywriting is a very tempting career option for many writers. Now, while it is true that you can make a

very good living with direct mail copywriting, not every one who enters the field is going to be able to do it full time. Clients do not come crawling out of the woodwork and run straight for your door. The successful copywriter has to attract new clients, maintain existing relationships, and consistently deliver copy that converts.
Jennifer Adams for Fred Cash

What are some of the words used in this paragraph more than once?

Maybe you chose copywriting, writers, and direct mail. The web bots would do the same thing to a larger scale. Thus, if you were looking for information about dog food, and typed "dog food store" into Google, this article would not appear in the search results, because the bots would not consider it relevant. The phrase 'dog food store' does not appear once in the sample text, so the bots would skip over this article when pulling up choices for the search results. On the other hand, if you were looking for writers for an ad campaign and typed "direct mail copywriter" this article might appear on the first page of your search results. It used your search words, also known as your "keywords" multiple times, prompting the bots to match you with an article where your desired words appeared more than once.

Relevance, Keywords and Content

Now, relevance is not a perfect content sorting method, but it is the prevailing method. Therefore, to earn traffic for your blog in your niche, you need to write relevant content based on keywords that are appropriate for your niche. And you already know how to find those keywords!

Yes, you do. Honest.

Remember Chapter 2, finding your niche? I asked you to do some research to determine if your niche topic was popular by having you look at search volume. Using those same tools you can also find a few good keywords for your blog posts.

As a reminder for those who do not want to turn back to Chapter 2, here are the links to those tools again:

The Google Keyword tool:
https://adwords.google.com/select/KeywordToolExternal

The SEO Book Keyword tool:
http://tools.seobook.com/keyword-tools/seobook/index.php

For example, say your blog was about dog food. You already know how to use the keyword tracker tools to get a count of searches of the number of searches performed by people looking for information about dog food. Entering dog food in

the keyword trackers reveals that 63,000,000 people did a search last week for dog food. But that's pretty broad as a topic if you are looking for ideas for a post, so let's break that down into something we can use.

As you look down the traffic volume report, see what other terms were paired with dog food. For example, there were 300,000 searches for organic dog food, and over 700,000 searches for Purina dog food. Add those numbers together and you will notice that if you write a post that discusses the merits of organic dog food versus traditional Purina dog food you could potentially rank highly on 1,000,000 searches. This could be a great piece of traffic to target as you try to attract visitors to your site, and it would be worth your time to write a post on this topic.

However, organic vegetarian dog food only earned 574 searches last week. This is not enough traffic to make it worth your time and effort to write a thoughtful post about organic vegetarian dog food. Not enough people are interested, so you won't make any money writing about this topic (as a rule of thumb).

Creating blog postings based on this kind of keyword research is known as creating keyword optimized content. It can be a very effective way to pull in additional web traffic and get new ideas for post topics for your blog. Frequent content updates

with keyword relevant content will also earn you points from the bots.

You see, the bots may be just computer programs, but they were created by very smart people. They can tell if you are engaged in "black hat" methods for improving your ranking, and they will penalize you for doing those kinds of activities. There are many tricks that can be used, but one of the most common (and annoying) is known as keyword stuffing.

Keyword stuffing means taking a group of popular keywords and packing them repeatedly into an article to boost a search ranking, at the expense of readability and even making basic grammatical sense. Because it effectively draws reader to nonsense posts, it makes the web crawler look like it can't sort properly. This is bad, because a bot that doesn't deliver good search results to you encourages you to use another search engine. As an example of this in real life, the Google bot is widely considered more effective than the Microsoft bot, so most of the world goes to Google for information.

Keyword stuffing can look like this:

If you have a winning way with Purina dog food words, you may be interested in organic dog food learning more about direct mail copywriting Purina dog food. The field organic dog food offers powerful writers the opportunity to Purina dog food be free of geographical organic dog food constraints, to

earn passive income Purina dog food, and to pay their bills without having to work a boring nine-to-five job. In short, direct mail copywriting is a very tempting career option for many writers seeking organic dog food.

As you can see, this a terrible paragraph now. It doesn't properly address the topic, it doesn't give good information to readers, and it is painful to read. This kind of writing for your blog will not earn you natural visitors and the bots will see to it that you stop appearing in search rankings. Therefore, it behooves you to build relevant content with thoughtful posting based on good keyword research, not keyword stuffing.

Keywords, Tags, and Titles

You have your keywords and a thoughtful post on your niche topic built from the keyword material. As you go to post your blog entry, you may want to take a second look at your title and also tag your posting.

The title is a very important item if you are going to pull in blog traffic from searches. Remember how the bots crawl all over the web, continuously looking for updates and classifying content as relevant or not? One other thing that the bots have been programmed to do is to scan the content in the same way that a human might—more attention to the title

and first few paragraphs than to the rest of the piece. Thus, titles get counted more heavily when figuring keyword counts. Also, in many search results, only the title of the article appears, so you will want to have a catchy title that accurately describes the content of the post.

There are many ways to create keyword optimized titles for your blog posts. You can do it yourself through thoughtful research and careful word-smithing. Or you can take advantage of a number of tools to search optimize your titles for you. One of these tools is a featured resource in Chapter 8, so if keyword optimizing your titles makes you nervous, don't worry. There are many resources and tools available to help you do what you need to your titles.

The next piece of keyword optimization business you will want to take care of after entering the title of your blog post is to enter tags for your blog. "Tagging" a blog simply refers to labeling the blog with keywords and short phrases to make it easier to find the content again later by browsing or searching through your tags. Your blog entry can have one tag or many tags.

Collections of tags have a unique look based on their popularity. The more popular a tag becomes, ie, the more often you use that word or phrase to describe posts or bookmarks, then the bigger that tag word becomes relative to

the other tag words. You can see this in action in the image below the next paragraph.

To add a tag, most blog hosting programs, including our favority, WordPress, offer users a text box below the title box for entering the words that make up your tag. See the image below for an example of what that generally looks like to you as a blog user:



As you can see, the tags can be entered in any order, and the more popular tags become larger while the less popular tags fade and get smaller.

As tagging becomes more popular as an information sorting technique, you will see more and more opportunities to tag items online and offline. One of the advantages of tagging online is that if you click on a tagged word, a web page will open that has all the posts on a blog tagged with the same keyword or set of keywords. For taggers, this is a great way to get the latest on their favorite topic quickly. As a blog owner, you will find that this can bring more focused traffic to your site quickly.

Tagging is an extremely user friendly activity. The tags do not have to be entered into the box in any particular order, and you can tag the same article with many different labels to suit your needs. While you can use anything you like as a tag, if you want to pull in traffic to make money with your blog, then it is best to include some of your targeted keywords as tags on your posts.

6
SOCIAL BOOKMARKING TOOLS

In addition to tagging, recent years have also seen a surge in social bookmarking tools. Social bookmarking has come to mean a variety of online information organization tools. These can include personalized bookmark directories, web browsers with ratings buttons, and hot-or-not websites. For the sake of consistency, let's rely on the wisdom of the crowd when choosing our definition. The Wikiipedia.com dictionary calls social bookmarking "A method to store, organize, search, and manage bookmarks of web pages on the Internet with the help of metadata."

Many of the bookmarks created with social bookmarking tools are associated with a specific keyword or group of keywords. When a user bookmarks a site, which is a very brief click, click, click process built into many browsers and blogs, tags will be assigned to that bookmark. They can be your keywords or any phrase with meaning for the author. Later, if that same user wants to find information on a certain topic, they can just click on the tag word and all tagged posted using that topic will appear.

Social bookmarking selections are public unless you specifically choose to make your postings private or limited to a select group. Some social bookmarking sites do not allow you to restrict any of the information you select. If this privacy control element is important to you, read the user guidelines of each social bookmarking site before you sign up for them.

While privacy may be a limited commodity in the social bookmarking world, convenience is there in abundance. Tour social bookmarking selections are saved online, not bound to a specific computer or browser. This means that even if you jump on a friends' computer, you will have access to your bookmarks and tags.

So basically, social bookmarking has become the method that web users leverage to organize their bookmarks and help

them not just find their way back to interesting content and fun websites but also to share those finds with others. As a blogger, you can see how many people have bookmarked a given post, and what keywords they grouped their bookmarks into using their personal tags. You can see if a bookmarker used your keywords or assigned his or her very own tags to your post.

All of this information is useful if you would like more information about the success of a certain post or blog page. After all, if posting sports reviews is very time consuming and your readers never bookmark or tag this type of blog post, then you will know that you can likely eliminate this kind of posting from your blog and focus your efforts in other areas while still pleasing your readers.

You also have access to the bookmarks and tag information left by your readers. This data can provide you with a very valuable way to learn about your customers and what kind of items they find most interesting. This should ensure that you can continue to earn the trust of your readership by consistently delivering great content targeted to their needs.

Popular Social Bookmarking Tools

There are many social bookmarking tools currently on the market. Very few of them cost money; the vast majority of

social bookmarking tools are free and many are open source based so they can extensively customized. However, not all bookmarking tools were created equal. Some will be more interesting to you than others, as the features and functions vary.

To help you get started in the world of social bookmarking, below you will find a handful of the top social bookmarking networks listed with brief descriptions of each:

- **Del.icio.us (http://delicious.com):**
  Founded in 2003, Del.icio.us really got the social bookmarking movement going. The name comes from one of the developers, who likened finding great content to eating tasty berries. More than 5 million users and 150 million bookmarked web pages as of December, 2008. Free and all bookmarked sites are publicly viewable by members and non-members. Hot list showcases what's being read and bookmarked right now.

- **Digg (www.digg.com):**
  Attracts 236 million viewers annually, according to data from December, 2008. Registered users share content with each other and the broader blogosphere by submitting it to the website. Content is moved into the spotlight or under the rug in a process known as digging and burying. Each Digg, essentially a vote of

"Yes, I like this" drives traffic to that site while being voted down equals getting buried (lapsing into obscurity).

- **StumbleUpon (www.stumbleupon.com):** Community of users who rate content that they find interesting and share it out with the broader community. New content is presented via a downloaded toolbar or web toolbar where users can hit "Stumble" to be presented with sites in a given niche to vote on or ignore. Hot lists and best of selections work to showcase exceptionally well done or interesting websites. "PowerStumblers" who consistently find great sites are followed by hundreds of others who want to see what they found. A positive stumble can lead to a significant spike in traffic for the site in question.

There are many, many other social bookmarking sites available, and more spring up each day. However, becoming an active user at the top sites can provide you a number of benefits. Not only will you be consistently presented with great ideas from others, but you will also be able to submit your own work and build traffic for your site.

Bookmarking your own posts and bookmarking others posts

One way to build traffic for your blog is to submit your own work to social bookmarking sites. After all, the more a site is bookmarked, voted up on Digg, or Stumble(d)Upon, the more traffic it will get and the more popular it will be and the more money you will make, right?

Well, sort of. In theory that kind of logic is correct, but in practice it doesn't go quite like that. Simply bookmarking all of your material each and every day will not bring you fame and fortune. It is much more likely to earn you a spammer tag and banishment from the bookmarking site.

So, if you are interested in bookmarking your own work to build traffic to your blog, there are a couple of rules to follow to ensure that you keep a good name in the blogosphere.

Be honest. Do you recommend what you just wrote to others because you truly think it is interesting, funny, timely or otherwise worth reading? Or would you simply do anything for a visit?

Be selective. If you bookmark everything each and every day, you will destroy your credibility and you will be ignored by human readers. Bots will catch on as well and then you are back to square one.

Play nice. Bookmark, Digg, StumbleUpon, or otherwise rate the work of others frequently. When you give recognition to others, it encourages them to check you out. Sharing links and bookmarks is a great way to build credibility AND traffic.

The key here is that while it is fine to bookmark or positively rate your own work, you will be caught out if all you are doing is shallow self-promotion. To keep it fair and keep traffic moving for your sites and other web pages, make an effort to reach out to rate others often. Bookmarks are public in many of the social bookmarking sites, and the Google bots watch them for signs of artificial traffic inflation tactics.

One rule of thumb to keep you on the good side of the bots is to keep a 10:1 ratio for your bookmarking. For every 10 sites that you rate, bookmark, link to or otherwise recognize, you can bookmark one of your own pieces. This keeps your bookmarking behavior looking natural to the bots, and will keep you active as a member of the web community. Additionally, the many people you provide links to are likely to return the favor or at the very least stop by to check out your site.

7
UNDERSTANDING INDEXING AND SYNDICATION OF YOUR CONTENT

This chapter will focus on two areas of traffic building activity that are not well understood, even by long-time internet users: Indexing and Syndication. An informal poll conducted of passerby at the local Starbucks found that 9 out of 10 people surveyed had no idea what indexing and syndication meant. That included a few people who worked online for their jobs!

Therefore, as a blogger looking to rise above the rest and make a little more in your spare time instead of just clicking around, it can be very valuable to learn about these topics. Not only can indexing and syndication dramatically increase the traffic flow to your blog, understanding these concepts will really help set you and your blog apart from the general web community.

Both indexing and syndication will be covered in detail. Some elements have been simplified, so you if find you have a passion in this area some time on the web doing addition research will be useful. This portion of the ebook will just serve to give you enough knowledge so that you can head

back to your blog understanding how indexing and syndication affect you as a blog owner and how both can be used to your advantage as you build your blog.

Indexing:

Indexing refers to the web search engine process of collecting, analyzing, and storing content for later retrieval as a response to a keyword search on that topic. Think of it as a kind of online Dewey Decimal System, only less formal. There is no master index system; each of the major search engines will have their own proprietary mathematical formulas to compile their private indexes.

The index for the web that is considered to be the most authoritative is the Google Index. It earned its status as the leading indexer for its breadth and accuracy. It is considered to house the most data sorted to an efficiency level that other search engines can't seem to match.

The effect of Google being the authority index for the web is that in order to exist on the web, you need to get in to the Google Index. Getting in to the index is free. The only catch is that it takes time, and the more recent versions of your blog may not appear in the index straightaway.

If it helps, consider the indexing software program to be like a big digital camera. Periodically, it walks around and takes pictures of everything. When something is new, it takes a picture of that thing. If nothing changes, there is no reason to take a new picture. However, if that new thing frequently changes, over time the Indexer will learn to come back often to get more pictures. But getting that first photo taken is the biggest step for many new bloggers. Remember, you don't exist online until the index knows you're there!

Submitting your blog site to the Google Index:

Once you have set up your blog site, you will have access to the URL for your webpage. To get your blog into the Google Index, visit http://www.google.com/addurl/ .

The index page is very lean, so all you need to do is paste your URL into the box and hit submit. Voila!

Congratulations!

You are now **in line** for the Google Index.

That's right. Submitting your page did not earn you automatic inclusion in the Google Index. What you got was a place in line for inclusion in the Index. The bots and humans at Google need to look at your blog and determine if it is

worthy of inclusion in their Index, and by extension, the web. Millions of people submit to the index each day, so the bots keep very busy and backlogs are common.

Because it will be reviewed, it is best to have at least one or two posts up on your site before you submit it to the Google Index. After all, you want to look good for your first index "photo"! It is also best to check frequently with Google to see if your pages have been indexed, if the whole site has been indexed or only pieces.

You can check on your status by searching for your blog pages on Google. Don't email them to check on your status, just check it yourself. It is very easy. Just go to the main page at www.google.com and search for your domain name using the exact URL of your site.

If your webpage appears in the search results, then it has been indexed. Be patient—indexing for the first time can take weeks, although in other cases it takes mere days. It is very much dependent on the number of people in world who want to be on the web at that same particular moment in time as you.

Monitoring your Index Presence

As a blogger, it is worthwhile to regularly monitor your Index presence. There are good reasons and less-good reasons to do this on a regular basis.

First, monitoring your index presence will let you know when Google last updated its picture of your page. You see, even though Google bots are crawling the web constantly, they need to be trained like Pavlov's dogs to come back to your site often. You can train the bots to visit your blog frequently by consistently adding new content.

Each update to your blog requires a new picture for the Indexer, so the bots will swing by. Start updating your blog daily and they will learn to come by daily, just like human readers. However, just like human readers, the bots have been known to get behind. Therefore, by monitoring your Index Presence you will know if you appear in web results and if Google is correctly registering your pages.

Secondly, monitoring your index presence will let you know if your site is not appearing any longer. This could be because of some error with your self-hosting server, or it could be due to misbehavior on the web that led to delisting. Misbehavior includes spamming, phishing, and/or keyword stuffing, among many other black-hat tricks that will get your blog in trouble.

Finally, monitoring your Index Presence will give you a general idea of how often Google bots visit your site. This will let you know which of your changes are appearing in search terms, and which pieces of outdated data need updating or redone.

Once you are in the Google Index (and by extension, everywhere on the web) you are ready to go to the next stage with your content and traffic building efforts. Naturally, continue the things you have been doing that have made you successful, but add new elements as well to build more traffic for your blog.

One way you can build traffic to your blog is through syndication of your content. This is often poorly understood, but it can really make a difference for a new blog in terms of gaining name recognition and credibility within your niche.

Syndication:

Syndication refers to the process of making your content available to others for use. It is a term used in the newspaper and television industries as well. Naturally, when the content is fresh and new you want it for your own use, but once Google has indexed your page and marked it as yours you may as well pass it on to others.

If it helps you understand syndication, think of popular TV shows like Frasier, Seinfeld, and Friends. All of these shows started off as an original series on a specific network. The only place you could see that show was on the network at 7pm. In this way, the network benefitted from having unique content that drew repeat visitors to their channel.

However, once the episode had aired on television, it lost its cachet as a new show. So what to do with that show? Leave it on the shelf, or get publicity for the show and for the network by allowing other channels to show old episodes? Now that Friends has "entered syndication" you can watch it 3 times a week on three different channels at a variety of different times. But each time an episode of Friends airs, you are reminded of the characters and of the network who first did the show.

Now, TY stations collect a fee when they put a show into syndication. You are going to be giving your content away for free. While it may seem counter-intuitive to make your content available to others in this way, putting content into syndication is actually a win-win situation for bloggers. You will find that syndication can significantly improve the amount of traffic to your site and improve your search engine rankings through cross links, backlinks and other search boosters.

Getting Content for Syndication

The first thing that needs to happen to create a potential syndication situation for you as a blogger is to sit down and write an original post for your blog. Once this has been done, watch that page in Google to see when it has been updated in the index. When the post has been indexed, that means you got credit for creating new content on the web from the Google bots. This is important, because earning a credit for being the original owner/creator of the content benefits your standings in the search rankings and boosts the perceived organic/original nature of your blog with the web crawlers.

When you are sure that the blog post has been indexed on Google and duly credited to you, you can now prepare to share that content with others. You can share content in many different ways, and pursuing syndication in one area does not mean you can't also pursue other options. However, for the purposes of explaining syndication, the rest of this section will focus on syndication through article directories.

Now, when it comes to sharing your blog post with others, the post may be ready to share "as-is", needing no updates or corrections. However, in most cases, your original post will need to be re-worked to make it into a good article that could be submitted to some of the top article directories.

There are a few general rules of thumb to follow when turning a blog post into syndication-ready articles:

- **Size Matters**
  No matter what the length of the original blog post, the most successful articles in online syndication tend to be between 400 – 500 words. That works out to just under a page of text in a 12 point font. If your original post was too short, beef it up. If your original post is too long for a good article, cut it down or split it into two parts for syndicated publication.

- **Content Matters**
  Of course you put every effort into making your blog posts entertaining, accurate, and informative. However, the best articles online have the latest content, checked facts, and a good narrative tone. It may be well worth your time to look at your original post and see what might need to be checked or improved before you submit the article for syndication across the wide world of the web.

- **Details, details, details**
  The people who spend almost all of their time online, the Netizens as they are known, are a cranky, crabby bunch who are strict sticklers for details. They don't miss a trick—and neither should you in your online publications. Misspellings, missed dates, wrong names,

and other errors will result in vocal critiques of your work in the forums and comments sections.

Once you have reviewed your blog post and made it into a syndication ready piece of information, you just have to create your personal links and signature line. For almost all syndication, to be accepted and published online with other sites, you will need to include a line with your name as author and a link back to your blog. This link will be critical to the success of your efforts at driving traffic to your blog after the article has been distributed.

The signature line and link that you create appear in what is known as the "resource box". This resource box must be included by all who republish your content. A short sentence about you, your blog, and the link will be all the data that can be included. If you can be clever, you can include a keyword or two in your resource box description that will help to drive more links and traffic to your site.

Each time your article and that resource box appear on another blog, you will be credited with having an inbound link to your blog. Inbound links or backlinks are like solid gold to you as a blogger. They are an internet-wide recognition of the value of your content and by extension, your blog, Backlinks are also a key way to improve your search engine ranking.

Think of each of these inbound links as a brownie point you need with the web crawlers to get your website moved up in the search rankings. Outbound links, the links you put on your blog to another location, don't earn you any brownie points because you control the number of outbound links on your blog. However, you have no control over the linking activities of others, so web crawlers give you credit whenever you earn an inbound link from another site. A backlink serves as a third party validation of your content. This chance to get backlinks and the extended credit from the web crawlers is a primary reason to pursue article syndication.

Syndication with Article Directories:

Syndication with article directory services can be a great way to generate traffic, get inbound links to your blog which will boost your search ranking, and build a name for yourself as a credible provider of quality content in your niche. It doesn't cost a dime to submit to article directories. In fact, many article directories are practically begging for fresh content each and every day of the year.

So what's the catch? I mean, it does sound lovely, doesn't it? Just submit an article here and there, watch the traffic flood drown your server, and rake in the money from all those visitors! Fantastic!

The catch, of course, is that it's not that easy. Now, I am sure you had some inkling of this. You've already taken the time to create a quality piece of original content for the web, get it indexed by Google, and then re-work it into the perfect length and style for article submission. It only stands to reason that throwing the article just anywhere on the web is not going to get you the traffic you want and need to have a profitable blog venture.

So, when you are ready for your content to be submitted for syndication, you will want to do some research. You will want to track down the best article directories for your content. You want the sites that will get you the most readers and the broadest exposure possible.

To get started, set aside an afternoon for this project, because you will want to do it right. I've already done one piece of the research for you. The link featured here: http://www.vretoolbar.com/articles/directories.php will take you to a listing of the top 50 article directories by traffic and page rank. It is updated regularly, so you will be able to use it as you consider where to submit your content.

There are a couple of points to consider as you look at this list of article directories. The first is that bigger is not always better, just as more is not always merrier. You want the article directory service that will give your article the most

time in front of the right sets of eyes. These top 50 article directories are certainly a place to start looking for those perfect placements, but don't forget to also look at smaller directories that focus more closely on your niche topic.

A common question from bloggers reviewing this list is "How many of these should I use to distribute my content?". You may not like the answer. Yet to really drive significant traffic to your page using article directories as a syndication tactic, you will want to submit to 30 – 40 article directories.

I know, I know. It will take all day. Frankly, it will probably take several days to read and review the sites, choose the sites that offer the most benefit to you, register with the webpage, and upload the content. It may be helpful to make a spreadsheet or other tracking list to monitor where you registered, your user name, and your password for each site.

If it is a comfort to you, the first time around is going to take the longest. This is because in addition to posting new content, you are also registering for the sites. You will be reading all of the terms of service, checking out the submission guidelines, browsing potential posting niches, and looking in the members-only forums. It's a bit like buying a used car—you will want to walk around a few times, kick the tires, and figure out who else may have owned the car or and who has been using it lately.

However, don't think of any of this browsing around as wasted time. Putting your work on the web with this many article directory sites may seem daunting. But like any crowd, once you get to know the individual members a little better you will feel right at home.

Additionally, putting your work out for syndication with such a wide selection of sites will guarantee that your content is available the length and breadth of the internet. Who knows what might happen to your good content? How many little golden linkbacks will you receive for all of this effort? It may be well worth it.

Further food for thought:

Technorati.com stated that the average age of a successful blog was three years. Taken against a three year time line, spending a week or two researching and registering with quality article directory services will not seem like a big time investment. Remember, you do it for the inbound links, for the exposure, and for the chance to get enough traffic to your website that you make a comfortable part-time income.

And you can do it. Don't doubt yourself. Syndication is not rocket science, just a bit of work. Remember the man in Hawaii with the crazy cats? If he can do it, so can you.

What to expect from syndication: Reality

You just done all of this work signing up and registering yourself with 30 – 40 good article directory services. As time goes on, what can you reasonably expect from this in terms of traffic?

To be honest, this is something that very much depends on the quality of your piece and the interest in your niche area. For most topics, you can expect a small trickle of regular traffic to start hitting your site in the weeks after you first post up an article. Perhaps you will get 10 – 15 hits (click-throughs to your site) and one or two linkbacks from each directory. As you continue to share content, you will become a known quantity and start getting more quality traffic.

Now, if your topic is hot or the posting is particularly timely, you could get anywhere from 100 – 10,000 hits per day. This is the bloggers equivalent of hitting the jackpot. It doesn't happen everyday, but when it does the rewards are worth the wait.

New developments in Syndication: RSS

The latest development in web syndication and sharing of content is known as Really Simple Syndication (RSS). We've just been through rather difficult syndication, with all of the

article directory service posting, and I don't want to diminish that in any way. Article directories are a proven method for getting inbound links and traffic to your site, and you should continue to make syndicating content through article directories part of your traffic management strategy.

However, if you are not moving up the road you are likely to be road kill, so it pays to be aware of what is coming up on the horizon for syndication. RSS is new. And it seems to be really, really simple once you take the time to understand the programming language and software installation. However, it is not broadly understood, not extensively used (although adoption rates and usage are on the rise), and not entirely proven.

What an RSS application does is syndicate your blog posts, links, and other web content to other sites automatically, building inbound links while you sleep. It does this through continuous content feeds using a programming language called XML. While currently the domain of hardcore news junkies, RSS usage is rising in the mainstream sites and some of the early reports claim RSS brings in good quality traffic and increases search rankings.

As a beginning blogger, it is hardly expected that you would utilize an RSS feed. But as you should be planning to be around the Blogosphere for a good while, it pays to know what new trends and developments could improve your ability

to drive traffic to your blog. As you plan new additions to your site, it may be worth it to carve out some time to look at installing an RSS application to your blog.

One major advantage of taking the RSS plunge is that it trains the bots to visit your page more often. RSS continuously scans and feeds new information onto its display area. To the bot, this means that there has been a change and you will need a new picture of your website for the index. So the bots start coming by more often and give your website a really good rating for freshness. However, it is important to understand that RSS feeds are not to considered a substitute for quality blog postings created by you.

8
RESOURCES FOR BLOGGERS

Congratulations on making it this far in your journey to become a blogger and make money on the web. As you have been learning, there is a lot out there that a blogger needs to know to be successful. It's quite a bit of detail to wrap your mind around and a lot of information to keep straight.

This final chapter will review the main resources that you will absolutely need to become a successful blogger, where to find them and how to use them. While some of the other chapters focused on the nuances of content and providing traffic for your blog, this section will focus on some of the more logistical challenges that you will face as you begin your blog journey. The main topics covered here will be domain names and web hosting, WordPress software, and some of the top plug-in application for Word Press and how to install them.

We'll start at the beginning with domain registration and basic blog site set up. From there this chapter will look at the WordPress software application and close with a review of other useful plug-ins and tools for your blog that can make your life easier and help you be more successful online.

Domains:

A domain is the address (URL) where your blog lives. To self-host your blog, which is the option that gives you the greatest flexibility for customizing the look and feel of your blog and lets you have all the latest and greatest applications, you are going to need to go out and buy a domain for yourself. Fortunately, domain names are not very expensive these days and you will find that you are spoiled for choice when it comes to domain providers.

Some of the biggest names in the domain registration industry are GoDaddy.com and DomainAbbey.com. However, GoDaddy.com spends quite a bit of money on its advertising campaigns, and as a result the cost of a domain name is slightly higher per year at GoDaddy.com. Domain names are purchased in year-long leases, with two and three year lease options available. As the services are the same, a smart blogger simply must choose DomainAbbey.com (www.domainabbey.com) for their domain name.

If you have never bought or registered a domain name before you are not alone. There are millions of people who have never bought a website. Yet you will find the process to be very straightforward.

Before you Begin:

When going to buy your domain, it is advisable that you first choose a name for your niche site. While you may ask what the point of having a named niche topic site before you even have a place where you could host it, the world of keywords should have you thinking twice about your web name as you go to select your web domain.

To save time and frustration at the www.DomainAbbey.com website, sit down with your niche topic and brainstorm several names that capture some element of yourself or some element of your niche. You can do keyword research if you think it would help you settle on the perfect name. Have a first choice and a second choice that you are comfortable with at the very least before you head over to www.domainabbey.com.

Purchasing your Domain:

When you are ready to buy your domain, go to www.domainabbey.com. At the site, mid-way down the page on the left you will see a blue box with an arrow directing you to start your domain name search. Type one of the names you selected into the box and hit enter. You are looking for a name that you can purchase for the initial year-long lease term. While the average life of a blog is much longer than a year, if this particular niche proves unprofitable it is best to

have started cheaply. You can buy a domain name for a year-long lease for less than $10 at present.

After you hit enter, you may discover that your chosen blog name is already taken. This is why it is best to come up with a back-up name for your blog before you are there in the moment and frustrated. If you find that you have a great deal of trouble, click on the 'More Info' link next to the notification that your chosen name is unavailable. This will take you to a separate page where Domain Abbey will suggest a number of options to you. Continue entering reserve choices until one of the names is available to you.

Now, if you are particularly technologically inclined and have your own hosting server at home or work where you can host your blog, then all that will be needed is to proceed from the name selection directly to the shopping cart. Your domain name will be ready in 24 hours or less, usually much, much less. Once your domain name is ready you will be able to take things from there using your own hosting capabilities.

However, if you are not technologically inclined, but you still want to self-host your blog, then once you have selected your domain name you will want to look into hosting solutions. The DomainAbbey website can prompt you through the various web hosting options available to you. As a beginning blogger with a limited about of content, storage capacity is going to be less of a concern to you. One of the basic short

term hosting packages should be more than adequate to meet your needs.

Hosting:

Hosting is the mechanism whereby your blog will be made accessible to the general public. It is a relatively inexpensive service and will likely not ever grow to be a significant expense for you as a blogger. At present, you can get web hosting for just under $7 a month from www.DomainAbbey.com

While you will not get a discount for bundling the server, as a busy blogger and business person you will find it considerably more convenient to have all of your web applications in one place. Additionally, DomainAbbey offers a great deal of support for its hosted sites. If you find that you have technical difficulties with the website, the Domain Abbey staff is happy to help. They offer 24/7 technical support to their customers. Additionally, they have many other elements of technical support and customer assistance that will be useful to you if you decide to offer subscription services on your blog or set up a shopping page as part of your blog.

Once you have purchased your hosting package, you will get the details for your FTP address. While an FTP address may sound quite technical to the uninitiated, it really just functions

like a street address with a big empty house on it. Your blog is like the furniture—once you have your blog software ready to go, you simply point your domain to your FTP address and move in straightaway.

And speaking of blog software, if you have not already gone to http://wordpress.org/ to download your free copy of their blogging software, now is the moment.

WordPress Software

WordPress has come a long way since it was founded in 2003. Once an unknown company, now it is the leading provider of blogging software and many other web tools for bloggers and online developers at both the amateur and professional level. Not bad for a firm with an original goal to improve typing as we know it.

One of the more interesting features of WordPress software is that WordPress is an Open Source project. This means that the code that supports the software program is completely accessible to developers at all times. Anyone can have a crack at improving it if they see something that needs doing, and there are regular development sessions held to do just that.

What this means for you as a blogger is that WordPress is completely customizable if you know a little code. Even if you don't know any code, the hundreds of people world wide who spend most of their free time working on Word Press are a benefit to you. New updates and sometimes completely new versions of Word Press come out frequently.

The current version of WordPress is 2.7, which has very recently arrived. Most of the WordPress versions have had a special nickname in addition to their version number. The nickname for the 2.7 version is in keeping with their jazz theme so this version is also known as the "Coltrane" version. If you ever get to a technology convention or need to impress the grandkids with a bit of trivia, you can point out them that you have the Coltrane version. This version was new in late 2008 and is still being installed throughout the web. By starting with version 2.7 you will not have to worry about updating your WordPress software package anytime soon.

The main changes for this version that you will need to be aware of as you blog are the layout and format updates. WorkPress tried to complete this upgrade with the end user in mind at all times. They have reduced the number of clicks per task to complete many of the more onerous blog tasks, like posting and bookmarking. It is very intuitive, so if you have never used a product like this before you are really going to have fun playing with all of the features.

Downloading and Installing WordPress 2.7

This is really very simple. Go to http://wordpress.org/ and click on the 2.7 version download. WordPress brags about their five minute installation, but before you begin it is **highly** recommended that you read through the system requirements and make sure you have everything ready. If you do not have all of the needed items ready the installation takes quite a bit longer than five minutes but you should still be able to have it up and running in a few hours at the absolute max.

The guide to WordPress is known as the Codex. Everything you want or need to know about WordPress is spelled out here, using simple, small words, in this Codex.

The Installation Codex:
http://codex.wordpress.org/Installing_WordPress

Depending on your computer and your level of experience with technology products, different parts of the Codex will speak to you and your computer needs. My first home computer fought the zipped file format of many of the software downloads, and so I tried to fix it up without turning to the Codex for advice.

Having since seen the Codex and used it, I can not recommend this software to you strongly enough, just due to

the thoroughness of their support. Take it from one that has learned their lesson and don't be ashamed to turn to this fantastic users manual for help. In fact, it is my opinion that it is impossible to be a good blogger without reading and understanding at least some of the Codex instructions. They make it very simple for readers to understand even if they don't have any web experience and give many examples of what things are supposed to look like with their program when it is functioning or running correctly.

Additional Resources for Bloggers: The Top 5 WordPress Plug-Ins

Yet another free benefit of WordPress being an Open Source project: Plug-Ins.

A plug-in is a small computer software program designed to fit inside a host application. Most applications support plug-ins, because they are a good way for others to design extra features for existing software. The parent company doesn't need to make any kind of research and development investment and both the user and the parent company get the benefits. Plug-ins can also extend the life of obsolete programs by giving them modern face-lifts.

Now, WordPress doesn't really need a face lift, because new versions are coming out all the time. However, because it is an Open Source project, third party developers have had an amazing level of access to design features, tricks, and toys for Word Press. At last count, Word Press recognized more than 1,384 unique plug-ins for its software. It really is a wonderful array of customization tools that someone else has spent the time working all of the kinks out of on your behalf.

These 1,384 plug-ins are of course not created equally, and it would take you most of the rest of your life to get through exploring all of them on your own. After all, while some are very practical, others give you the capability to translate all of your content into Pirate Speak if you feel like it. Another popular plug-in of late makes your mouse sound like the light-saber from Star Wars. These are wonderful fun for personal applications but really have no place in serious blog that you would like to use for income purposes.

To help you narrow the herd and separate the entertaining from the truly useful, the list below focuses on the Top 5 WordPress Plug-Ins. A brief overview of each one is provided, along with tips for use and installation information.

ALL-IN-ONE SEO PACK:

If you were wondering if you really had the skills to get your WordPress blog search engine optimized and ready for the wider web, then you don't need to worry anymore. More than 850,000 copies of this plug-in have been downloaded to nervous blog marketers who are now breathing a sigh of relief. This tool is slick and a real help to new bloggers.

This plug-in will look at your titles and optimize them for search engine view. If you don't want to do anymore keyword research or sweat it out with a thesaurus to try and use your keyword in your title, then don't do it. Just give your best guess to the All-in-One SEO Pack and the program will take it from there.

Another neat feature for reluctant taggers is that this plug-in generates automatic META tags. Yet even though it generates the tags automatically, it still allows you complete control of the tags. You have the power to override any suggestions and set the META keywords and descriptions to exactly you want.

You can get this plug-in for free at http://wordpress.org/extend/plugins/all-in-one-seo-pack/. When you arrive, click the button right-hand bar to download

the software packet. For any version 2.3 or higher, this plug in will install automatically and begin working immediately. The creators pride themselves on having developed an application which is ready right out of the box.

Also check out www.ExternalSEOTraffic.com for some great videos on how to build traffic to your blog.

AKISMET:

If you were worried about spammers infiltrating your blog, this tool will put a stop to all that. This is a really neat tool that looks through all the comments that are posted on your blog and removes anything that looks like spam.

If you have decided to use comments on your blog it is hard not to wonder when it will be your turn to get hit with 50 posts about Nigerian money scandals or have some adult content troll hack in to your site. Automatic Kismet (Akismet is the short version of the name) runs every new post through their servers and removes suspected unwanted items. They have a proprietary analyzer which judges the content.

Suspicious content is removed from your site but stored in an Akismet database for 15 days in case you want to review it. This way you can have the peace of mind knowing you don't

have to see the spam but the security blanket of being able to look through it in case some legitimate posts go missing.

Akismet is free to personal bloggers, but charges a fee for commercial users of $5 per month. It is available for download from www.akismet.com. Akismet is compatible with all versions of WordPress.

TWITTER TOOLS:

Twitter Tools is a very straightforward plug-in that does one thing and one thing only. This plug-in connects your WordPress blog with your Twitter tweets. The tool is compatible with WordPress 2.3 and higher.

If you are not familiar with Twitter, it is another very fun blogging toy in its own right. Twitter works on the basis of one simple question: What are you doing? The short answers to this question are displayed in a chronological chain. Updates are known as Tweets.

This plug-in provides a seamless connection, meaning that you can post on either Twitter or WordPress and the content will appear on both sites. However, since Twitter is a micro-blogging application, if you are trying to make money from your blog you would want to supplement your tiny tweets with well developed posts.

Twitter Tools is available for free download from: http://wordpress.org/extend/plugins/twitter-tools/

DMS GUESTBOOK:

If you are not interested in enabling comments on your blog, this application may be more to your likely. Uniquely customizable, the DMS Guestbook is an extremely versatile add on that can really bring some life into your blog. You can change the color of the application, the size, sidebar, widgets, or whatever you might wish.

Another feature of the DMS Guestbook is that it supports multiple languages. While your primary language may be English it is nice to be able to offer other options to your guests and visitors. Further, DMS Guestbook helps you filter out guests who are unwelcome. There is the option for a CAPTCHA box (those letters you need to type to verify that you are a real person) for new posts and visitors. Also, the DMS Guestbook allows full comment management capability, allowing users to screen each and every entry if they would like and remove inappropriate postings before they appear.

You can get a copy of it here: http://wordpress.org/extend/plugins/dmsguestbook/ Do note

that the DMS Guestbook has been recently updated to be compatible with version 2.7. Once you have downloaded the application, simply unzip the file and follow the installation requirements.

ALL-IN-ONE VIDEO PACK:

One of the biggest up and coming trends in the blogosphere is media rich content. However, using media rich content has historically been difficult for bloggers, as many blog applications were only designed for text, not photos, video and music. Mixed-media blogs were slow to load, crashed, or displayed low quality content.

The All-In-One Video Pack plug-in offers bloggers the video functionality that has been missing. However, this tool is not just for video use. While you can use it for video clips, web-cam interviews, and YouTube links, you can also use it to get pictures, playlists, and other rich media streams integrated into your blog. You can even record videos straight to your post.

Frankly, this is one of the flat-out coolest tools I have seen in a while, so I am very pleased that it is WordPress version 2.7 compatible. It is available for free download from: http://wordpress.org/extend/plugins/all-in-one-video-pack/

Other Useful Tools For Your Blog:

Aside from all the wonderful things going on in the wide world of WordPress, there are also a number of tools at Google that are both free and useful to bloggers.

BACKLINK SEARCH:

The Backlink search functionality is a great way to measure the success of an add campaign or even just to see what your numbers are this week. Just go to the main search page at www.google.com and type "Link: Your Blog Name" into the search box.

When you hit submit, Google quickly scans the web to find the number of pages pointing to your page. This number represents your total number of inbound links (backlinks) currently active on the web. Since the total number of inbound links functions to increase your search rankings, having some idea of your numbers can be extremely useful for goal-setting and marketing initiatives

GOOGLE ANALYTICS:

If you are the sort that likes to be presented with graphs, trend lines, and all your visitor traffic data manipulated six

ways to Sunday, then you owe yourself a trip to Google Analytics. The web address is here: http://www.google.com/analytics/ or you can search for Analytics in the regular Google search box.

The Google Analytics portfolio of program is free, like most of the other Google offerings. Signing up for the service takes less than a minute. You will be asked for your website address, name, and contact information. Google then asks you to add a tracking code to your website so that the bots will know what kind of information to report back with after they visit your site.

If you are not doing your own coding, or do not have access to your own web code, Google does provide you the option to email the code to your webmaster. Once the code is installed and working, Google will begin generating reports for you. These reports are incredible, considering they are free.

Google Analytics lets you track visitor traffic by the day, week, month or year. WordPress Stats had some similar features, but after the most recent upgrade the Stats program is no longer compatible with the blog software. Google, because it is not application based, does not become obsolete in the same way.

You can receive analytics covering the average time per on the page, the sources of your traffic, and reports covering

content views and lengths. These detailed analytics reports can help you evaluate many elements of your website. The reports also help you direct your time and money toward the most valuable pursuits.

Say, for example, that after posting a set of articles on www.GoArticles.com, that website becomes your biggest source of traffic for the month. This lets you know that this is an effective article directory for you to use, and can help you eliminate less effective article directories from your submission list. This will allow you to save time and work toward getting more interest from groups who are already predisposed to visit your site.

9
BLOGGING TERMS

In Chapter 8, you were presented with some of the many tools and resources available to bloggers. However, to get the most out of the applications and tools, and to be able to find more on your own, you need to be able to understand what on earth some of these applications can do for you. A vlogging tool is meaningless unless you know what vlogging is! By familiarizing yourself with some of the more common blog terms, you will be able to move beyond this book and comfortably navigate the wider blogosphere.

As new terms spring up overnight as technology develops and trends take off, there is no list of blogging terms that could be considered to be comprehensive. This list merely aims to give you a quick A – Z guide that you can come back to again and again as you encounter new terms or concepts. When you see new terms, feel free to add to this list.

Some terms are funny, while others represent serious tools. Either way, as you begin your blog journey, you may find this list extremely useful.

A

- **Above the fold:** This describes all the text that you can see on a blog without scrolling down. You may already know this term from newspapers—they like to put their most important or recent big news above the fold.

- **Atom:** Earlier in this book, you learned about RSS (Really Simple Syndication). Atom is a similar technology and Atom feeds are competitors to RSS feeds.

- **Audioblog:** A blog where text is dropped in favor of audioposts. Readers are actually listeners, who visit the site to hear the latest from the blogger.

B

- **Blawg:** A blog with a legal theme. This can be a blog written by a lawyer or a lay person, but with the primary focus being a legal topic.

- **Bleg:** Both a noun and a verb. A bleg (n) is a blog that begs for something. While usually associated with charitable sites or sites supporting a particular cause, this term can also be applied to individual blog posts. 'His Friday post is always blegging for advertisters'.

- **Blog Day:** August 31st. Each year, on August 31st, to observe Blog Day bloggers around the world are to look for five new blogs to visit and recommend. It is designed to help bloggers become aware of other posters and foster global understanding.

- **Blog Hopping:** Also sometimes called 'blinking' this refers to the hobby of cruising through a single blog or number of blogs by clicking on the links and then continuing to click links. This can be a great way to find

random content, kill time, or simply play six degrees of separation with a blog site.

- **Blogstorm:** This is also sometimes called a Blog Swarm. When a particular controversy generates a lot of activity in the blogosphere, it causes a blog storm. A flurry of posts, video posts, podcasts and twitters make up a blog storm.

- **Bloggies:** A bit like the Emmy Awards in the blogosphere. The biggest awards are called BOBs, for Best of Blogs, and those are award by a German/Dutch group with an international panel of judges.

- **Blogiversary:** This is your anniversary of blogging, also known as your blog birthday.

- **Blogoholic:** Someone who is addicted to reading and writing blogs.

- **Blogophobia:** Irrational fear of blogs and blogging. With this ebook, you should have no lingering symptoms of blogophobia.

- **Blogorrhea:** An unusually high number of posts in a given time frame. Note that this term refers to the number of posts, not the content. If the post itself

appears like a sudden eruption of content, you will want to use "verbal diarrhea" or "verbal vomit".

- **Blogosphere:** The most common name for the online blogging community. Also sometimes referred to as **Blogistan** or the **Blogiverse**.

- **Blogroll:** This is usually seen on the right or left hand of a blog, and is made up of a rolling list of other blogs to visit. Usually blogs which are recommended by you as the blog author will be featured.

- **Blogsit:** To babysit and maintain a blog while the main poster or owner is on leave.

- **Blogstipation:** The name given to writers' block for bloggers. Eating fiber does not help, but it does give you something to do while you try to think of a post topic.

- **Blook:** This is the name given to a book created from a blog. While this may seem like a natural progression, very few bloggers are able to do this.

C

- **Captcha:** A captcha is a tool to cut down on spam and automated postings by making human users type in a word or name an image to prove they are a real, active user. The word captacha is the abbreviation for "Completely Automated Public Turing test to tell Computers and Humans Apart".

- **Celeblog:** A blog which is focused on a particular celebrity. This is different from a Celebriblog, which is a blog maintained by a celebrity. John Mayer is one of the more respected Celebribloggers, while a basic Celeblog is usually maintained by a fan or fan club.

- **Clog Blog:** Blogs that are written or maintained by bloggers in Holland.

- **Collaborative Blog:** A blog supported and maintained by multiple users/posters. Also known as a group blog. Many political, charitable, and environmentally focused blogs use the collaborative blogging format.

D

- **Dashboard:** This is the first thing you see when you log in to you blog account. The dashboard refers to all of the control panel items, blog tool, and functions for your blog account.

E

- **Expandable post summaries:** These work as teasers to encourage users to view a larger post by showing a small sum up of the total post with a link to the complete posting.

F

- **Flog:** A fake blog. This term is often used to describe fake blog ghostwritten by corporate media staff. Many celebrity blogs are also scorned as being nothing more than flogs.

- **FTP:** This acronym is important as you set up and move your blog around the web. FTP is short for file transfer protocol, and is the address you need to transfer files around in your web hosting program.

G

- **Group blog:** Blog maintained by a group of writers. The Wall Street Journal has several of these on their site.

H

- **Hat Tip:** The term given to the formal acknowledgement of your source of information. You can give a hat tip by mentioning the person by name or by providing their link information in your post. Frequently hat tipping is good blog etiquette.

- **Hitnosis:** This refers to the zombie-like state you may fall into when you spend the afternoon constantly refreshing your browser repeatedly to see if your visit counter or number of comments has increased.

J

- **Jump:** Refers to what newscasters call "After the break", this covers the continuation of a story or a longer blog post on the next page. Often longer posts will be broken up by jumps to keep the main content above the fold.

K

- **Kitty Blogger:** Someone who writes about cats on their blog. This gets its own special name due to the large number of blogs of this nature, many of which

may have started as offshoots of sites like www.icanhascheezburger.com. In a completely stereotypical move, there is no equivalent for dog bloggers.

L

- **Linkbaiting:** While there is nothing wrong with linkbaiting, you can become known for doing this. It's a kind of backhanded compliment/expression of jealousy from other bloggers. This refers to the blog practice of writing good content with the sole purpose of getting links from multiple social bookmarking sites or news agencies.

M

- **Metablog:** A blog about blogging. In some ways a philosophical approach, metablogging can also be used to take a state of the blog assessment.

- **Miliblog:** A term being used to describe blogs put together by current or retired soldiers. Does not differentiate between service branches. Comes from 'military' + 'blog' and is a relatively new term.

- **Moblog:** This term comes from a combination of mobile and blog. With the rise of iPhones and applications which let you text blog updates from your phone, moblogs, or blog maintained solely through mobile updates, have become more and more popular.

- **MSM:** The acronym commonly used to refer to old media like newspapers, tv, or radio. Stands for Mainstream Media.

N

- **Newbie:** Beginning bloggers. You, in other words.

O

- **Open Source:** Describes programs that are not closed or restricted but which prefer to leave their code open for users to modify and improve. Linux, WordPress, and many other online tools are all open source projects.

P

- **Page Rank:** Where you appear in Google search results. It is a measure of both the popularity and relative importance of your blog.

- **Photoblog:** A blog that is mostly photos. Usually has photos sorted chronologically. Many be integrated with a photosharing site like Flickr.

- **Plog:** A blog that is devoted to a specific project. Often used by students or by teams of collaborative workers who are based in different countries or time zones.

- **Podcasting:** This term grew out of the use of the iPod technology to record and share audio files. This has come to mean any kind of recorded audio or video posted onto your blog or website for sharing with the wider world. Some have used the podcast format to create mini-radio shows or weekly fireside chat type programming for their readers. Can be a noun or verb—Podcasts are created by podcasters who spend hours podcasting.

- **Problogger:** This is the name given to a professional blogger. Also a well-known website of resources for bloggers. www.problogger.com

R

- **Reciprocal Links:** This is also known as link swapping. Basically, if I put a link to your blog on my blog, you will put a link to my blog on your site. This is sometimes also known as link love, and it has the effect of creating a win-win for bloggers by improving their search engine rankings.

- **RSS:** Covered briefly in Chapter 7, this is short for Really Simple Syndication. There are a number of kinds of RSS feeds, but all describe a family of web feed formats used for Web syndication. Competitor to Atom.

S

- **Slashdot Effect:** The term that now refers to the sudden rush of traffic you will get if something from your blog is featured in a positive light on a social bookmarking site. You generally say this using whatever social bookmarking tool got you the traffic. For example, I got digged today or I was stumbled upon last week and it took the site down.

- **Splog:** This term refers to the dreaded spam blog. These are devoted to advertisements, referral links, and affiliate marketing posts. Rarely contain genuine

content. Felt to give a bad name to all legitimate bloggers.

T

- **Trackback:** The trackback system lets you as a blog manager see who has visited and read your posts and then gone on to write about it somewhere else. It lets a ping (tracking packet) travel between the blogs to communicate and provide the trackback update. Sometimes also called a pingback.

V

- **Vlog:** A vlog is a video blog. Vlogging has become more popular as the technology for including rich media in blogs has improved.

W

- **Warblog:** A blog that is completely devoted to writing about war. A warblog does not have to be written by a soldier or military veteran although many are written by soldiers, and also can cover any conflict, not just the Iraq situation.

- **Web Feed:** This is a subscription service that allows you to subscribe to a website that changes or adds content regularly. Can be set up as an RSS or Atom feed.

X

- **XML:** A type of software code that facilitates RSS and Atom feeds.

Y

- **YouTube:** An online video sharing service that many bloggers use to make video broadcasts. Allows for both the creating and sharing of video media content. You can embed the video file in your blog or merely link to YouTube.

Z

- **Zzzzzs:** What many late-night bloggers are missing. Also a popular comment after a boring posting.

Internet marketing resources

Private Label Resell Rights Products you can resell as your own http://www.sourcecodegoldmine.com & www.PLRights.com

"How to write and publish your own OUTRAGEOUSLY Profitable eBook in as little as 7 days - even if you can't write, can't type and failed high school English class!" Go to http://www.jeremyburns.com/a/7dayebook to get started

Merchant Account Authorize / e-OnlineData – www.e-onlinedata.com/accuratemarketing
This is our 1st choice recommendation for merchant accounts, this is a very easy place to get approved and in the many systems we have tested are the easiest to work with! **Super Low Rates!!**

Shopping Cart 1ShoppingCart.com – http://www.webmarketingmagic.com: Instant merchant accounts and real-time payment gateway services. This is a private label of the 1sc system and provides great service!

Now that you are on your way to becoming a Blogging Expert, don't stop there! The next step is the Holy Grail of Internet Marketing How To Guides... Read on for details!

"Learn how to make a life-changing income of $100,000 to $250,000 with your Internet business... even if you're a computer dummy!"

Review: "The Insider Secrets to Marketing Your Business on the Internet" by Corey Rudl"

I've just finished reading the brand-new version of Corey Rudl's top-selling Internet marketing system, "*The Insider Secrets To Marketing Your Business On The Internet*," and frankly, I'm overwhelmed by the huge amount of critical wealth-building information he's managed to pack into these **two hefty binders and 3 CDs!**

But I guess I shouldn't be surprised; after all, when the box containing these materials showed up at my door, it weighed in at **over 10 pounds!**

That's 10 pounds of the most comprehensive **marketing strategies, test results, case studies, tools, and ideas** for generating a life-changing income online (from $1,000s to over $1 million) you're ever likely to read!

I'm talking about information like...

- Step-by-step advice for starting your own Internet business **in as little as 48 hours!**
- How to build a top-selling web site... for less than $100!

- Where to find hot products to sell (in 20 minutes or LESS)!
- 100s of FREE and cheap online tools, resources, and software
- How to get 1,000s of qualified NEW visitors to your web site... for FREE!
- How to **get #1 rankings in the search engines** and get tons of FREE traffic from the "Big Guys" like Google!
- Secrets to writing sales copy that can **increase sales by up to 400% (or MORE)!** And much more!

If you're unsure who Corey is, you should know that he's been a recognized expert in online marketing for a decade now. Not only has he generated **$40,000,000 in online sales**, his sites also attract **450,000 visitor a week!**

What's *really* great about Corey is that he can show ANYONE how to have a **wildly profitable Internet business** (that takes just a few hours each day to run)...

... ***even if you're an absolute computer dummy!***

And if you *already* have an Internet business, he can help YOU, too. The advanced sections of his system show you how you can **increase your sales by 400%... 700%... even as much as 1,000%!**



I give Corey's system the highest rating possible! Its 1,300+ pages of step-by-step lessons contain the exact SAME tested and proven fast-growth strategies he has personally used to generate over $40 million in online sales -- *starting on a shoestring budget!*

And it's the SAME SYSTEM that literally **1,000s of his students have used** to drive "truckloads" of cash out of the Internet.

I strongly urge you to check out Corey's wealth-building system as soon as possible! Go to www.JeremyBurns.com/a/tips for a FREE preview.

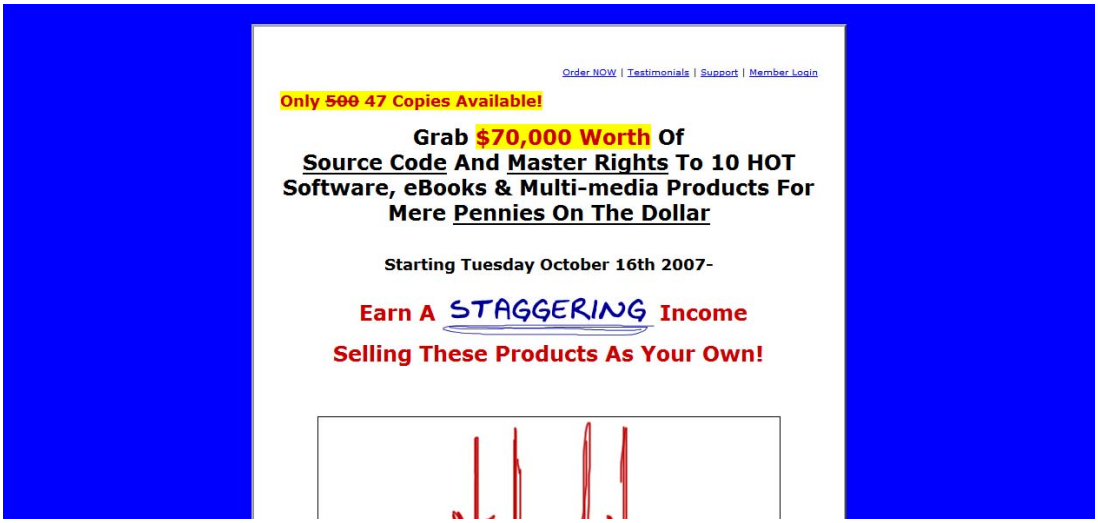


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