www.Web2oWealth.com

Easy Steps To Bloggin Stardom

No Nonsense Guide For The Rest Of Us

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The No Nonsense Guide For The Of Us

Introduction:

Blogs are great, blogs are popular and blogs can be **very profitable**! Everyone is telling you this and just as many people trying to sell you some super guide that will teach you everything about bloggin. Just about every topic is covered for a price and sometimes for free but my guide is designed with one purpose in mind. I will cover exact steps you need to get a great looking and possibly profitable blog in shortest time possible. I will share:

- **How To Create Your Very Own Web 2.0 blog In 10 Easy Steps**
- **How To Create Content That Pulls Visitors**
- **How To Promote Your Blogs Properly And Enjoy Free Traffic**

I share information based on more then 7 years of technical experience. During this time I have created traditional websites, CMS based sites and for last couple years – blogs. You can visit my personal blog dedicated to turning WordPress into complete Web 2.0 platform for some more free information and join my community, I'll be more then happy to answer your questions.

http://www.HowToSpotEr.com

Alex Sysoef
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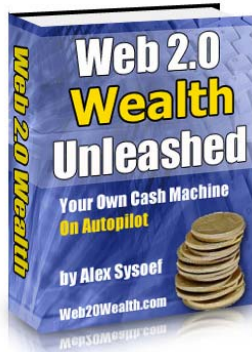
Web 2.0 Wealth System

No bloggin experience? No technical knowledge? No marketing experience?

I guarantee that you will get paid within a week or less using my system if you can follow simple, step-by-step video instructions and upload just ONE file!

Nothing easier was ever created!

Table Of Contents:

Build Your Own Sizzling WordPress Blog – Web 2.0 ready

Step 1: Install Wordpress Blog Software

Download and install latest version of **Wordpress** (Version 2.2.1 at the time of writing). Use installation **instructions available here** – no need to duplicate the efforts on my end, when original documentation is very well written.

Step 2: Download and Install Wordpress Theme That Is Web 2.0 Ready

Wordpress has perhaps some of the biggest number of themes available to its users but our goal here is to choose one that will become the backbone of our web 2.0 portal. I know there are lots of opinions when it comes to this topic but I will base it on my own experience as Webmaster and end user. So in choosing a theme I recommend to follow a few simple guidelines, whether you do or not is your choice. I will list parameters as required for Web 2.0 portal and optional.

1. **Widgets Ready – required.** This one is a must. Widgets add so many options to make your portal truly interactive that choosing a theme that don't support it is simply foolish, unless you can modify the theme and make it widgets ready yourself.
2. **Right Sidebar – optional.** I prefer right sidebar mainly due to SEO considerations. Search engine bots don't read page same way as we do and simply see text. What kind of text they see first is going to greatly impact how well your page will rank in search results. Right Sidebar themes tend to place actual content of your posts and pages BEFORE any navigation links, external links in widgets, etc and as such are a better choice.
3. **3 Columns – optional.** I personally prefer this type of layout as it allows you to provide as much interactivity and monetization options as possible without creating a clatter on your site.
4. **AdSense Ready – absolutely optional.** And the only reason I mention this option is due to so many bloggers relying on AdSense as source of income. If you do decide to go with this option – I have an article that covers my research in this area **right here**. You can also see review of **17 AdSense Ready Themes** for Wordpress here.

Later in this article I will discuss a plugin that easily replaces this functionality and gives you more options when choosing your theme.

You can find plenty of different themes at the official Wordpress **theme viewer site**. You can preview each one and see if it's pleasing your sense of what your site should look like. Use the search options based on my guidelines and your preferences.

Now we will install couple plugins to improve navigation of your blog and general user experience during visit to your site.

➢ **WP-PageNavi** – Adds more advanced page navigation to your blog.
➢ **WP-Print** – Displays a printable version of your page. **Get both of them here**.

Step 3: Get Your Wordpress Blog Optimized For Search Engines

Search engines are madly in love with blogs and I have had some of my articles rank in first 10 results for competitive keywords within couple days of posting. But as any technology – it needs help from you – a little prep work to help them better read your pages and place them appropriately high in search results. *You know you DESERVE It!* Good thing Wordpress has plenty of plugins to automate the tedious process.

➢ **Google XML Sitemaps** - This generator will create a sitemaps.org compliant sitemap of your WordPress blog, which is supported By Google, MSN Search and YAHOO. Make absolutely sure to enable Update Notifications after install and DO Not skip Yahoo notification. You can get the key within couple minutes and this will ensure a good positioning of your pages in Yahoo search results.

➢ **Optimal Title** - is a WordPress plugin that mirrors the function of wp_title() exactly, but moves the position of the 'separator' to after the title rather than before. This allows you to have your blog name tacked on to the end of the page title instead of having it appear first. Configure according to author's instructions. You can also use All-in-One SEO plugin, link to which available on the page you will get to.

➢ **Another Wordpress Meta Plugin** - Plugin for inserting the META tags 'keywords' and 'description' into your posts, pages and index page. Highly recommended plugin even though Search Engines don't pay as much attention to meta tags as they used to – it will still help you to display your pages in search result in better format.

➢ **Dagon Design Sitemap Generator** - This plugin creates a sitemap for your WordPress powered site. This is not just another XML sitemap plugin, but rather a true sitemap generator, which is highly customizable from its own options page in the WordPress admin panel. Some of its features include: support for multi-level categories and pages, category/page exclusion, multiple-page generation with navigation, permalink support, choose what to display, what order to list items in, show comment counts and/or post dates, and much more. Creates inner links for your site in one central location.

Step 4: Make Your WordPress Blog Ready For Social Networks Bookmarking

Web 2.0 is all about social networks, content shared by users and content submitted by users – you need to be sure to take advantage of it! I have enjoyed most of my traffic from social networks and started seeing as much as 200 plus unique visitors form day one of posting my article on social networks. Read my article "**Web 2.0 – Social Networks As Targeted Traffic Source**" to learn some details on using social networks to drive laser-targeted traffic to your blog.

➢ **Share This** - This plugin will allow your visitors to share your content via social bookmarking sites and/or e-mailing the post to a friend. Plugin supports the Share Icon project. You can see it in action on my blog. An awesome plugin that don't take much space on your blog and yet proved to be invaluable source of traffic for me.

➢ **Ultimate Tag Warrior** - Ultimate Tag Warrior is a multi-headed hydra of a plugin. It allows you to add tags either through the Write Post page in WordPress in a tag box, on posts using an AJAXy box, and in posts using special syntax from external editors (or internally, if you'd like). From the write post page, you can also get suggestions for tags using the Yahoo! Keyword suggestion service.

➢ **Tagalize It** - Create tagged text by enclosing the text to be tagged in one of the following. [TAG-Tec] [Tag-Ice] and [Tag-self] also alternate tags can be inserted into the [Tag-tec "new tag"] By Todd Sieland-Peterson. Works flawlessly with UTW and makes creating tags within your post a breeze.

➢ **WP-Email** - Allows people to recommend/send your WordPress blog's post/page to a friend. I personally like the option to add icon that people are so used to for sharing your posts. Install according to author's instructions.

Step 5: Make Subscription To Your Content And Comments Easy And Trackable

RSS is gaining popularity and more and more people using it. I personally prefer scan my subscriptions for blogs I like as opposed to visiting each site individually and more people are doing same thing. Your Wordpress default installation provides plenty of options but it is not very friendly when it comes to tracking success of your RSS feed.

If you are really serious about your blog – you owe it to yourself to get free account with **Feedburner**. It provides you with so many options for tracking, email subscription to your feed, multimedia, analysis and optimization that I highly recommend getting it. You can see it in action on my site and while you are at it – feel free to subscribe (a shameless plug but hey, it's my page)

➢ **Feedburner FeedSmith**– this plugin highly recommended (read required) if you will be using Feedburner to manage your subscriptions. Forwards all feed traffic to Feedburner while letting through some important User-Agents.

- ➢ **What Would Seth Godin Do** – an excellent plugin that will greatly increase number of your RSS subscribers. Highly customizable it does one thing very well – when your visitors arrive to your site they are presented with an option to subscribe to your feed, auto inserted into posts and pages. Number of visits required for this message to disappear easily set through options in admin panel to prevent annoying your frequent readers.

- ➢ **Subscribe To Comments** - Allows readers to receive notifications of new comments that are posted to an entry. It is very common option when you topic becomes viral (you lucky dog!)

Step 6: Improve Commenting System On Your Blog And Protect Yourself From Spam

In this section I will describe plugins as well as widgets you can use in your sidebar. Only widgets will be identified as such and while they are optional I highly recommend installing and integrating them.

- ➢ **Get Recent Comments** - Display the most recent comments or trackbacks with your own formatting in the sidebar. Visit Options/Recent Comments after activation of the plugin for configuration details.

- ➢ **Live Comment Preview** – a very nice plugin that provides a preview of comments as people type them. Quite frankly I can't believe so many blogs are not using it. Test it by leaving comment to this page!

- ➢ **Recent Comments Widget** - This plugin will add a list of the most frequent comments posted to your blog. They are gathered in descending order (newest at the top), but then group them together by post title, so that comments from the same post are listed together. The list items will be links to the comments, and will contain the name of the commenter. Derived from the "Top/Recent Commenters" plugin by Scott Reilly

- ➢ **Show Top Commentators** - Encourage more feedback and discussion from readers, by rewarding them every time they post a comment! Readers with the most comments are displayed on your Wordpress blog, with their names (linked to their website if they provided one).

- ➢ **Spam Karma 2** - Ultimate Spam Killer for WordPress. This is the best spam control plugin I have found for Wordpress and highly recommend it. I have enabled it with default options and haven't had a single spam comment go through yet.

- ➢ **Dagon Design Form Mailer** - This plugin has a wide range of features including: Support for multiple instances, an easy to use dynamic form generation system (any number of fields, in any order), multiple recipients, multiple file attachments, optional auto reply feature, an image verification system, numerous security features (including protection against email header injection), a message template system, multiple languages, and too many other things to list. This plugin was designed to be easy to use, while still being extremely flexible. If you

just want a simple contact form, you can set one up with just a few clicks. For those of you who need something a bit more advanced, you can completely customize the plugin to fit your needs - whether it is 5 fields or 500. I use it as contact form on my blog and no spam got through yet. I know there are other plugins and options but this one worked with latest version of WordPress right after install unlike couple other recommended and used by many people.

Step 7: Add Interactivity To Your Wordpress Blog And Improve Visitors Experience

Web 2.0 is all about interaction – how people can interact with your comment, create their own or influence what is read on your page. Creating this experience is easy with a load of plugins available and I will simply list here some that I personally use and found most beneficial to my site.

A Set of plugins I have found on GaMerZ blog. Their excellent quality, ease of integration and great documentation made it to the top of my list. **Visit this page** to download them and for install and integration instructions.

➢ **WP-Polls** - Adds an AJAX poll system to your WordPress blog. You can also easily add a poll into your WordPress's blog post/page. You can create unlimited number of polls and view their statistics in admin interface.
➢ **WP-Polls Widgets** – comes with polls plugin. Adds a Sidebar Widget To Display Poll From WP-Polls Plugin. You Need To Activate WP-Polls First.
➢ **WP-PostRatings** - Adds an AJAX rating system for your WordPress blog's post/page.
➢ WP-Post Views - Enables you to display how many times a post had been viewed. It will not count registered member views, but that can be changed easily.
➢ **WP-UserOnline** - Enable you to display how many users are online on your Wordpress blog with detailed statistics of where they are and who there are(Members/Guests/Search Bots).
➢ **WP-UserOnline Widget** – comes with UserOnline plugin. Adds a UserOnline Widget To Display Users Online From WP-UserOnline Plugin. Please Activate WP-UserOnline First.

More Plugins – link to each included:

➢ **Most Viewed Widget** - Adds a Wordpress Widget to display most viewed. This widget requires WP-PostViews plugin be installed. Great widget that displays posts most viewed on your site.

➢ **Previous Posts** - Returns a list of the previous 'n' posts.

➢ **MyBlogLog Widget** – adds a very nice community display to your site, Great source of targeted traffic and awesome community. Feel free to join my community while checking it out.

- ➤ **Viper's Video Quicktags** - Allows you to embed various video types, including those hosted at YouTube and Google Video as well as videos you host yourself, into WordPress. Most useful and easiest of the few I have personally tried. If you are simply interested in adding video without any plugins as I still do read my article "**2 Steps To Add Youtube Video to Wordpress**"

- ➤ **podPress** - The podPress plugin gives you everything you need in one easy plugin to use WordPress for Podcasting. If you ever thought about running podcast on your blog – this one is for you. Superb quality and highly customizable plugin. Although I had to disable stats to make large podcasts work on my site. You can see example of my podcast here.

- ➤ **WhoLinked Widget** - Shows the sites linking to you in real time.
Few more widgets not mentioned here comes installed by default when you install widgets plugin and some others. Feel free to play around with them and see if they will fit your site.

Step 8: Simplify Administration And Add Statistics

- ➤ **Popularity Contest** - This will enable ranking of your posts by popularity; using the behavior of your visitors to determine each post's popularity. You set a value (or use the default value) for every post view, comment, etc. and the popularity of your posts is calculated based on those values. Once you have activated the plugin, you can configure the Popularity Values and View Reports. You can also use the included Template Tags to display post popularity and lists of popular posts on your blog. Provides nice stats on back end and that is how I primarily use it.

- ➤ **Smart Update Pinger** - Replaces the built-in ping/notify functionality. Pings only when publishing new posts, not when editing. This one is a must to avoid being marked as ping spamer. There are many lists already available to do automated pings to notify rss networks of updates on your site. I personally use rather short list but it works well for me.

Here is my list:
http://ping.bloggers.jp/rpc/
http://ping.syndic8.com/xmlrpc.php
http://ping.weblogalot.com/rpc.php
http://pinger.blogflux.com/rpc
http://rpc.icerocket.com:10080/
http://rpc.pingomatic.com/
http://rpc.technorati.com/rpc/ping
http://rpc.weblogs.com/RPC2
http://topicexchange.com/RPC2
http://www.blogdigger.com/RPC2

Step 9: Monetize Your Wordpress Web 2.0 Portal

There are many options to earn with your blog and I will simply list what I use or what I have tested and found reliable but decided not to use.

➢ **aLinks** - A WordPress plugin that automatically links keywords in your blog post. This one is my absolutely favorite and you would like to learn details on using this plugin read my post "Sure-Fire Way To Monetize Your Web 2.0 Wordpress Blog And Be Proud Of It

➢ **AdSense-Deluxe WordPress Plugin** - AdSense-Deluxe is an easy-to-use plugin for WordPress 1.5+ (including WP 2.0) for quickly inserting Google or Yahoo! ads into your blog posts, and managing when and where those ads are displayed. It was developed for my own use after an exhaustive search for a similar tool turned up nothing adequate.

Multiple banners and text add codes for ad networks can be added via Widgets but I'll discuss it in next step …

Step 10: Customize Your Blog Via Text Widgets

While there are plenty widgets becoming available for Wordpress I have found myself in need of something simple or an option that simply wasn't available via regular widgets. This problem is easily solved as long as you have access to raw HTML of Java Script code that we can integrate into our custom widgets.

- To create custom widgets login into your **WP-Admin** and click on **Presentation –> Sidebar Widgets**. Scroll down to Text Widgets and set number to however many custom widgets you think you will need. You can create up to 9 of them. Click **"Save"** and now in Available Widgets you will see your newly created and not yet used Widgets.
- Simply drug and drop one of the text widgets onto your side bar to make it available for editing. To edit widget simply click on small icon that looks like a page inside that specific widget. See screenshot below how I created one of the Widgets – Giveaway Of The Day that includes HTML, CSS and Java Script in one place and works perfectly.
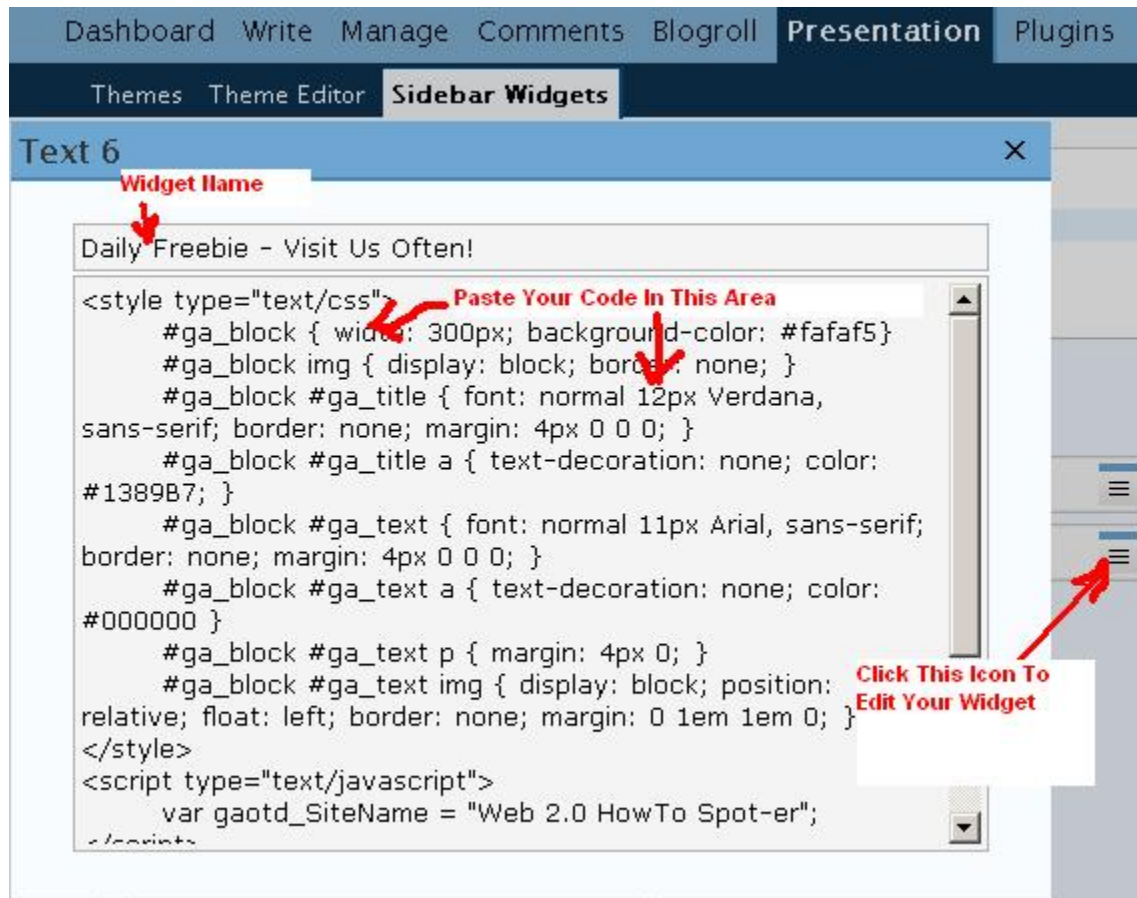
Some Tips To Maximize Your Blog Visibility

I have learned these tips the hard way and wanted to share with you, so you could avoid them.

➢ When enabling WWSGD plugin – set it to display at the bottom of post/page. I have learned that when it shows at the top – all you pages in google displayed with default message from this plugin instead of your content and prevent you from ranking well.
➢ Adding any plugins such as ratings, email, print post and others that you will have to add by editing your theme – put them all AFTER post and for same reason as my tip above.
➢ For permalinks use this custom code: */%category%/%postname%* it will also help you rank better in Search Engines and will prevent duplicate content penalty.
➢ Enabling popularity on your blog might look cool but unless you get thousands of visitors reading your blog – it will do nothing for visitors experience.
➢ If you will be adding any custom code for digg or any other rating networks – don't do it until you star getting high number of visits and votes. It will make your posts look unpopular.

At this point you have a fully functional, SE Optimized, Super Interactive, Cash Sacking Web 2.0 portal build on Wordpress and without spending a dime! Enjoy and let me know what you think. Your comments are greatly appreciated. And if do it yourself is not for you – take advantage of my **Web 2.0 Wealth System** that provides you all the option in few simple clicks!

Some Blog Basics

A blog is sometimes called web log or weblog. It is a type if online journal or diary, often including personal comments as well as web links and images. Many people keep a blog as a type of personal creative exercise, but you can easily use this popular online type of writing to market your business. Blogs are very popular right now and they can be a great and inexpensive way to contact more customers.

The great thing about blogs is that people read them for fun.   Customers may be becoming more jaded about advertising, but they will gladly read a blog that has some interesting things to say. Many top companies are using blogs to deliver a better and more personal message about their companies – and the strategy seems to be working.

Starting a Blog

Starting a blog is as simple as finding a space online to write – and the time to write. To begin a blog, first develop a theme idea or blog idea. You may want to look at other people's blogs to do so. In general, you will want to develop a central theme for your blog in the same way that columnists develop a theme for their articles. This helps ensure that your blog is not too "scattered."

Next, find some place to publish your blog. There are a number of sites – both paying and free – that give bloggers a chance to publish their material. You may also want to simply set up your blog on your web site, especially if you already have an active web site.

Writing Your Blog

Once you have a place to publish your blog, you will have to set aside some time each week to develop new content. When writing your blog:

➢ **Write simply and clearly.** Use small paragraphs and spell check before uploading. Your readers will trust what you have to say if you say it well.

➢ **Go easy on the advertising.** The idea of a blog is to give readers something fun and exciting to read and look at. You will have more readers if you comment on the world and are entertaining, rather than just hype your product. Consider writing about your day, the atmosphere your workplace has, and culture, rather than just your company.

➢ **Consider many types of content.** Blogs allow you to upload images, create links, and allow users to make comments. Your blog will have many more readers if you make your blog exciting with these pluses.

Promoting Your Blog

Just putting your blog online is not enough. After all, there are many millions of blogs on the web right now, so unless your blog is on a high-traffic site, you may not get readers unless you advertise. You can easily advertise your blog without spending a cent by mentioning your blog in your emails and web pages or newsletters. You can also enter in online competitions – if your blog wins a prize you are more likely to get a constant flow of traffic to your blog. You can also ask ezines and other content providers to review your blog, which will also draw readers.

Resource Box

You will want to search for a widely used blog host to publish your blog so that your readers can find you. Blogging.com is one of the largest blog publishers on the web, offering several packages and a whole blogging community

Free-hosted blogs:

https://www.blogger.com/start - Google's own free-hosted blogs
http://wordpress.com/ - hosted WordPress, in my opinion best option when it comes to free blogs

Blog hosted on your server:

While free blogs will do some basic job of getting your own space on the Internet they are not a good choice if you actually hoping to earn with your blog. This option is optimal but does require some basic technical knowledge from you:

- You will have to register your own domain name
- You will have to get yourself a space on a host where you new blog will be located
- You will have to install and configure your blog and all the plugins
- You will have to know how to effectively administer it.

If this option is for you – my 10 steps guide outlined in first chapter is well worth re-reading. If you are not very technical person and need something simpler and foolproof, take advantage of my offer below:
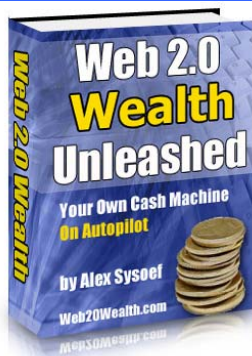
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I guarantee that you will get paid within a week or less using my system if you can follow simple, step-by-step video instructions and upload just ONE file!

Nothing easier was ever created!

Blog Marketing Ideas That Sell

Once you develop a blog, you will want to use the best blog marketing strategies you can to sell your company. However, marketing blogs are different from personal blogs and blog marketing or advertising is very different than other forms of marketing.

Make Your Blog a Customer Draw

In order to make your blog a powerful marketing tool, you need to get your customers and clients to see it. That means that you will need to advertise and provide content that gets attention:

➢ **Make your blog visually exciting.** Choose an attractive background colour and provide photos or images. Consider sound.   Develop your blog as you would a web site, with the same visual appeal. Some bloggers even add video and sound to their blogs. There is no need to spend many hours composing art works, but know that simple text on a white background may simply not draw as many readers as you like.

➢ **Make sure that your customers know that your blog exists.** Providing some targeted advertising on the Internet is not hard. Try some link exchange programs with web sites, blogs, and ezines that have similar content to your blog. In many cases, simply providing a link to another web site can convince that web master to provide a link to your blog.

Make Your Blog a Company Pusher – Without Being Pushy

Your blog needs to promote your company. However, if you are too heavy-handed, you will not be terribly exciting and may push customers away. That's why you should aim for only a small amount of content that actively pushes your company. Do suggest newsworthy items that will lure your readers in. For example, writing "today we launched a new division – now expecting mothers can take advantage of our fashions" is much better than sales copy such as "buy our hot new maternity fashions now."

Give Your Readers What They Want

Studies suggest that as many as a quarter of Internet users tune into blogs. That means that if you can give your blog readers what they want, you can be reasonably sure of having a decent audience. Among the content that you may want to include in your blog:

➢ **Tips and advice.** Many successful marketing blogs are much like successful consumer magazines – readers tune in to read content that is useful. A computer company can offer computer tips and advice, for example, while a writing service blog can include daily ways to boost writing skills.

➢ **Interest.** If your personal or business life is fascinating, then great. There are many successful marketing blogs that detail the exciting lives of company presidents who are also hobby racecar drivers or skydivers. This sort of material can ensure a steady audience.

➢ **Humanity**. One of the things that blog readers are most interested to see is the face behind the company. Many blog readers like a company run by people who have similar concerns. Building humanity into your blog by detailing your company's efforts to help the community, for example, is a great way to build credibility and customer loyalty.

Style. Many readers just love to see a gorgeous, well-written blog. Plenty of marketing blogs simply provide interesting content and nice graphics and do quite well in drawing readers and customers.

Get More Readers for Your Blog, Get More Customers

There are several ways to make your blog one of the "hot" blogs online. Traditionally, those companies that have the largest star-power have had the most popular blogs, since everyone loves to read about celebrity or success. However, a great many smaller companies and individuals are developing large followings on the web. You can, too, with this simple lesson.

Keep it Rich

Keyword-rich, that is. Blogs are a great way to generate keyword-rich content, especially if you update your blogs each day. In fact, for some smaller businesses, blogs make more sense than hard-to-create web pages. Blog software makes creating a blog almost automatic while the spiders on search engines seem to favour high-quality and often updated keyword-rich blogs.

Steps to take:

➢ **Keep keyword content high with plenty of keywords.** As you write your blog entries, do try to use not only keywords having to do with your topic, but also synonyms for your keywords. This will help your readers find you more easily on the Internet. For example, if you offer discount fashions, use a variety of keywords, including "discount fashions," "cheap designer wear," "discount clothing" and others.

➢ **Provide quality, often-updated content.** Content is The King and this simple fact will either make your blog a success or a complete failure. Always keep in mind that quality cannot be replaced.

➢ **Specialize.** The best way to make use of the search engine optimisation of blogs is to narrow your focus. Rather than developing a hodgepodge of ideas and themes, write with one theme in mind. It will help ensure that people looking for information on your topic will always find you through a search engine.

Join the Community

Make sure that you promote your blog by joining the blogging community. Creating a larger presence for your blog online will result in more blog readers and possibly, more customers:

➢ **Add the address for your blog to email signatures** and include mention in any ezine or email newsletter you have to let readers know about your blog.

➢ **Mention your blog on appropriate forums**. For example, if your company offers resume writing services, consider writing about your blog in job-hunt forums.

➢ **Allow for readers' commentary on your blog.** Many online blog publishing programs already allow this. If your readers can post their comments and read the comments of other

readers, they are more likely to return to your blog regularly, and so keep your company name in mind.

➢ **Make your blog searchable through your interests.** Many blog programs allow you to create a user profile, which allows readers to search for you and your blog by interest topic and locations, in many cases. Do not overlook this simple way to draw readers. Simply fill out your profile, taking care to use many "interests" to attract more readers and browsers.

Resource Box

Adding interactive plugins to your blog is essential. If you are using one of the free-hosted blogs make absolutely sure to spruce up your blog with polls, quizzes and voting options provided by host. If options provided are not enough I can recommend getting some from Bravenet since it will not cost you much and for the most past gives you an easy option to integrate these plugins into your blog. HTML knowledge is required to implement them:

http://www.bravenet.com/

[Web 2.0 Wealth System](#) comes already integrated with all the interactivity tools to turn your blog into sparkling and Viral blog that fully takes advantage of the newest Web 2.0 trend to drive highly targeted traffic to your blog.

Sparkling Blog Writing

Blog writing is not like others forms of marketing writing. If you want to use your blog to draw customers, you need to create a blog that is casual and interesting without being too sales-oriented or to aggressive in marketing. Interestingly, the company blogs that do not promote and aggressively push their product and company often generate great company marketing and advertising as readers enjoy reading the blogs more without obvious pushes to buy.

What Types of Writing to Use

To make your blog writing sparkle – and to make it spark sales – do include types of writing that readers will enjoy or find useful:

➢ **Information about the company.** Including contact information, FAQs about your company, company or product manuals and other information makes it easy for readers to find what they need about you – which encourages readers to refer to your blog each time they need to know about your company.

➢ **Job opportunities and company culture.** Listing job openings and information about philanthropic causes your company is involved in as well as information about the atmosphere of your company is useful for job hunters. It is also an easy way to get more readers interested in you company.

➢ **Comments about the company and personal comments from workers**. Personal comments are what really set blogs apart from other types of online writing. Personal comments from company leaders and employees let readers know what your company is really like. It can also improve sales, as customers are likely to develop brand loyalty if they see your company as a "face" or voice rather than just an impersonal logo.

➢ **Value-added content for readers.** Providing useful and handy information is one of the best ways to get readers to your site – and to get readers interested in your product. Offer screensavers with your company logo, contests, tips, and useful articles, and you are more likely to get a regular group of readers.

Adding Style to Your Blog Writing

➢ **Keep it short.** Like other types of online writing, blogging tends to rely on short paragraphs and small pages with links rather than big blocks of text. Also, using the active voice ("We have opened a new division" rather than "A new division has been opened") is also good for developing a nicer style.

➢ **Let your logo do the talking.** Rather than trying to promote the company constantly in your text, try making your text keyword-rich and value-added content rather than too "salesy." Instead, have your company logo clearly displayed on the page and mention the company as a workplace. Your readers will still know about your company, but without feeling as though they are reading an ad.

Stay enthusiastic. Write about what you care about and write with genuine passion. Writing dry copy just because you feel a blog is a useful marketing tool will not get you more readers or more customers.

Other People's Blogs

Companies are often surprised by the amount of time and effort it can take to produce one good blog. Blogging software makes the writing and publishing process easier, but responding to reader comments, finding time to write regularly, and creating links and multimedia components can take some time. For this reason, many companies place all their effort on creating their own blogs, sometimes to such an extent that they ignore other blogs in cyberspace. This is truly a mistake, since in many cases, other blogs can have as much impact on your marketing as your own online efforts!

What Are Other Bloggers Saying About Your Company?

One of the first steps you will want to take when marketing using other blogs is to find out what others bloggers and online writers are saying about your company and your blog. Other people's and companies' comments are read by readers and potential customers, too.

Many blogging software packages allow you to search for links to your blog or company website in other people's blogs. You can also run a goggle check on your blog name, company name, and URL addresses to see what others are saying about you. Regularly checking online to see what is being said can help you get a sense of how your efforts are working. Remember: blogging is a community effort, with links in other blogs and comments in other blogs affecting how readers see you. You need to keep track of how you are doing to understand how your online presence is affecting your business.

Responding to Other Blogs

Once you begin reading comments about your company and online presence, you may well wish to respond to the comments others have made. Before you do so, do take some first:

➢ **Read and reread the comments you wish to respond to and make sure that you understand them.** Make sure that you understand the tone as well as the words – you will look and feel silly if you respond angrily to a post that turns out to have been written in a teasing or tongue-in-cheek manner.

➢ **Calm down.** In cases where comments are negative, especially, it is easy with blog software to respond at once. It is better to calm down first and allow yourself the time to respond in a clam manner.

➢ **Stay clear and on topic.** When you respond to a posting or blog, make sure that you are clear and that you stay on topic in order to prevent an out of control name-calling exchange. Clearly state what you are referring to, what comments you have about it, and what actions (if any) you are going to take or want to see taken.

➢ **Decide how to respond.** You can respond to a person directly, through their blog commentary, or through your own blog. If you respond to a blogger or commentary directly, be aware that other readers who have seen comments about your company may not read your

comments. Plus, your email or response may eventually end up online, anyway, possibly edited or cut from context. Responding via someone else's blog gives you more control, but still has you remain on someone else's space. Commenting on your own blog gives you the most control and ensures that readers will come to your blog to read your comments. Of course, you can also choose to not respond at all.

Resources Box

Social networks and social bookmarking has become super powerful traffic source that drives highly targeted customers to your blog. Taking advantage of this trend is not only essential but required if you are planning to have a future for your blog.

Web 2.0 if not just a trend but a solid business model that should be integrated into your bloggin efforts almost to the same extent as creating your quality content. Options are simple – you can pay for your traffic or you can have it within minutes of creating a new post and do it for free. My **Web 2.0 Wealth System** is build around this very principle that allows me to get hundreds of quality readers almost instantly.

Is Your Blog Working As Well As It Should?

Just as with any other marketing strategy, once you create a blog to promote your business, you need to keep track of your results. Doing so will allow you to see how effectively blogging is working for you and also let you see what changes you need to make to create a better blog.

Step One: Keep Track of Your Blog Results

The first step in deciding how well your blog is working as a marketing tool is to evaluate your blog's effectiveness:

➢ **Keep track of wins.** Winning contests, reviews, and positive notices for your blog not only ensures that readers are looking at your online project, but it suggests that you are doing something right. Entering and winning design contests and "best of" blog contests can help ensure that your blog works better as a marketing tool.

➢ **Keep track of other blog mentions**. A blogroll refers to the practice of linking similar blog pages from one article. Just as you will want to link to other blogs from your blog, so others may choose to offer a link to your blog. This sort of linking ensures more hits and ensures that your blog will strand higher in rankings – much as a much-quoted web page will gain high rankings in google.

➢ **Keep track of all online mentions.** You should not just look at mentions of your blog in other blogs. Keep track of where your company name and blog name appears online – in forums, web pages, and in publications. What sort of publicity are you getting for your blog and your company? Has there been a difference response to your business since you began the blog?

➢ **Do some market research.** Ask your customers where they heard of you and why they chose you. Ask your customers and readers to rate your blog. The responses may be very telling.

➢ **Count hits.** Depending on your blog software, you may be able to count how many people view your blog. This can be an important way to measure how many people you are reaching.

➢ **Place your blog in context.** Consider your other marketing and advertising strategies. Compare the amount of time and money you spend on your marketing efforts - and the results you get from each effort.

Step Two: Make Your Results Better

Once you have considered how your blog is affecting your business, you should be able to see what needs to be done. If your blog is not getting enough hits, try advertising your blog more

through online groups, emails, and links. If the response to your blog is not great, then you may need to make some changes in content and style to lure in more readers. If you find that your blog is not getting the results you want, though, make sure that you have given the blog a chance. Do realize that it takes longer to build a solid loyal audience with a blog than with other forms of marketing. If you do build a regular audience, though, the promotional potential of your blog will be quite high.

Resource Box:

Your blog comes with RSS feed. Every time you create a new post you want to "announce it". You want to let multiple RSS aggregators know that they have new "food" and need to come and get it. All blogs come build with basic RSS announcement options but to make the most out of it you need to take it a step farther.

Pingoat is a free to use website that will announce for you to a multitude of different services, simply provide required information and ping. **http://pingoat.com/**

The blog you build using my **Web 2.0 Wealth System** has a "set and forget" option for RSS announcements. Once you configure it using simple steps – all your news will be automatically announced to all major services and have your content properly spidered. No further configuration is required on your part and your time can be put to a better use, such as creating quality content.

Keeping Your Blog Market-Fresh

It is not enough to just write a blog. If you are taking the time to create a good and powerful blog – and if you want your blog to be a good marketing tool, you need to be doing this - then you will want to make sure that you get something back for your investment. One good way to keep interest in your blog going – and to keep your blog a powerful marketing tool and not a time-consuming hassle – is to keep introducing fresh content.

Keep Your Blog Fresh

There are a few ways to keep your blog content interesting without a lot of hassle:

➢ **Get new readers by getting other bloggers to link to your blog.** Blogging creates community, so that if you link to others sites, they are also likely to link to yours. Feel free to contact other bloggers with similar interests and goals and see if they would be willing to offer a link.

➢ **Update and vary content regularly.** Schedule regular updates so that your blog does not get stale, but also introduce new content. If you have always offered fashion tips on your fashion designer blog, consider covering a fashion show. If you have always made personal comments, consider offering tips.

➢ **Offer new features and sections.** Offering new contests and new sections (such as a jobs section or a comments section) will make it clear that you are working to make your blog better. It will also make blogging more interesting for you, ensuring that you keep providing customers with great content.

➢ **Blend your blog with other marketing efforts.** Consider promoting your online contest through your blog, or link from your blog to your email, your web page, or your advertisements. Make your blog work with other marketing efforts and your blog will gain fresh contents with less hassle.

➢ **Change the look.** Changing the colours, layout and images of your blog from time to time helps keep reader interest and makes looking at your blog more interesting for you.

Make Your Blog Sizzle

Simply changing your blog content is not often enough. You also need to increase the interest on your blog by creating more interesting content:

➢ **Don't be (too) afraid to get controversial.** Although you will want to avoid offending customers by making too personal or off-colour comments, making some thought-provoking comments is a good way to generate discussion – and interest. Make a comment about someone else's comment or on the state of your industry. A healthy debate can help you.

➢ **Keep it personal – and personable**. Be wary of simply providing general and impersonal content on your blogs – that's what other online writing is for. Do include some of your personality and interest in your blog and put your friendliest face forward to attract customers and readers.

➢ **Consider what to do with older blog entries.** Most blog entries are simply archived for a while. However, consider other uses. If your web host allows it, consider making older blog posts part of a booklet to sell or consider providing your old blogs as content on the Internet. In each case, link back to your blog so that readers can find your newest comments.

Resource Box

Look and feel of your blog is just as important as your quality content. How easy it is to navigate your blog and find information that readers are interested in will either keep people reading or click away in first 10 seconds. They will never even READ what you have to say if their first impression disappoint them.

When reader first arrives to your blog – the look of your blog and layout will determine if they will stay or simply click away.

Content quality only comes after that and while important to keep people reading and come back it will never be seen if they click away.

Add interactivity to your blog such as SPAM free comments system, polls and popularity voting that allows your visitors to participate in determining quality of your content and contribute to it and you got a winner.

These very same principals come build in into each and every blog build using my **Web 2.0 Wealth System**. No longer do you have to worry about any technical details. If you can create content – I will give you the ultimate Web 2.0 Virally Interactive platform. I will show you how to get people to your blog for free, provide you with platform to keep them interested and all you need to do is create content. Do what you do best and leave the technical details for me.

Build the Benefits of Your Blog

Blogging has many benefits, among them more publicity for your business, more hits for your company web site, and a better public image. However, these benefits will not automatically come to every blogger. You must work in order to build these advantages in your blog.

Step One: Make your blog a better publicity machine.

If you want to make your blog a publicity-boosting machine, you will have to make sure that you work at making your blog a marketing tool rather than a personal expression:

➢ **Offer something for the media.** Offering free articles that web users can reprint elsewhere and offering media kits can help make it easier for the media and other online users to generate publicity.

➢ **Add pictures and ads to your blog that can promote your company**. Small banner ads or promotions can let readers know what you are offering without bogging down your blog with sales copy.

➢ **Do not be afraid to enthuse about your company**. You can easily talk about your business without sounding like an annoying salesperson. For example, note the challenges you faced to start a new project or service in your business – this will help sell the new division or service without sounding too pushy.

Step Two: Create more hits

Some experts claim that many new blogs are created each second of the day. The sheer number of blogs makes it unlikely that others will find you unless you encourage hits:

➢ **Link from your website to your blog for easy access.** Also, include your blog's address on your business cards and letterhead, along with your email address and your web site address.

➢ **Offer incentives for reading.** Whether it is a blog-readers-only contest with a great prize or a free ebook for blog readers, offering incentives is a great way to generate hits – and to please customers. Plus, you will get a sense from the responses how many readers you have.

➢ **Write and speak about your blog.** Whether you are writing an article or giving a speech, you can mention your company blog as a place to get more information about your business.

➢ **Offer a newsletter.** Many blog writers offer a newsletter to readers. This newsletter lets readers know when an update has been added – and ensures that the blog stays fresh in readers' minds. It can also be a good way to keep track of how many readers a blog has and can be a good way to add more value-added content.

➢ **Offer an RSS feed of your blog.** Most blog software today does this, and it allows your blog to be "syndicated" in other online areas and often to cell phones, increasing your exposure and creating more readers.

Web 2.0 – Social Networks As Targeted Traffic Source

Without targeted traffic your super interactive website filled with superb content is nothing. So how do you bring that insane amount of visitors interested to read information you share? There are many ways to get targeted-traffic, including commercial but this is not what we will talk about. Our goal is to get things done with as little expense as possible – free is preferable. Well guess what – social networks are perfect for that, as long as you don't abuse it and actually contribute to their community value by providing information people are interested in.

If you followed my previous directions and installed social bookmarking plugins you are providing an easy way for people to share your information once they read it but first we need to bring them in. And we will do it by sharing first and let the snowball roll from there. Power of the word of mouth is still unprecedented and assuming your content is as good as you think it is – that snowball will quickly turn into avalanche!

Super Tip: Avoid Spaming Networks and Provide Real Value!

Tip I have shared above will save you from a lot of problems. Social networks were designed to allow its users to share sites they like with each other and posting too often or posting content unrelated will quickly mark you as spamer and get you banned. So make absolutely sure you contribute not only your own posts but also other sites related to your niche. With all above being said let's move to services I found most useful and bringing most targeted visitors:

1. **OnlyWire** – a service that allows you to provide a login ID for 15 different social networks and by making one single post – add your bookmark to all 15 networks. Super time saver and quite worth the effort of initial sign-up for all services, so do take time to get it all setup and you will be greatly rewarded.
2. **StumbleUpon** – super targeted traffic driver if your post posted into correct category. Do make sure you know what tags you specify when bookmarking to this site.
3. **Reddit** – superb service that will allow you to post your articles and reward you for quality content.
4. **Digg** – a grand daddy of social bookmarking that will drive insanely targeted visitors when used correctly.
5. **ShoutWire** – similar in concept to digg this service will work its miracle for you, assuming your content is worth it.
6. **MyBlogLog**- one of the newer but highly recommended communities as it brings you greatly targeted traffic.

This is just a short list of services I use on regular bases and find most beneficial to my site. Within couple days of starting new blog I can easily get well over 200 unique targeted visitors to my site. Just have a look at the stats of the very blog you are reading - first post was made on 19th and first social bookmark on 21st:

Day	Number of visits	Pages	Hits	Bandwidth
01 Apr 2007	0	0	0	0
02 Apr 2007	0	0	0	0
17 Apr 2007	0	0	0	0
18 Apr 2007	0	0	0	0
19 Apr 2007	4	597	973	5.09 MB
20 Apr 2007	3	256	424	2.05 MB
21 Apr 2007	23	590	1014	6.72 MB
22 Apr 2007	7	1860	3499	13.86 MB
23 Apr 2007	43	3654	6375	21.45 MB
24 Apr 2007	43	1701	3061	9.59 MB
25 Apr 2007	148	3252	8507	27.99 MB
26 Apr 2007	212	4353	12121	44.91 MB
27 Apr 2007	0	0	0	0
28 Apr 2007	0	0	0	0
29 Apr 2007	0	0	0	0
30 Apr 2007	0	0	0	0

But this list is just a nice pace to start as there are a lot more services that I will review in other article, so stay tuned and perhaps **subscribe to my RSS feed** to ensure you don't miss it.

Still reading? You should be off and tagging your blog posts and submitting bookmarks, so stop wasting your time and get yourself some traffic, while contributing to community!

Giveaway This Report And Earn
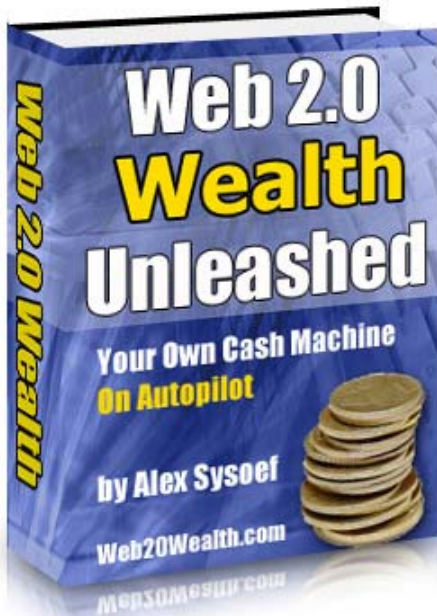
Earn money by simply giving away this report with your re-branded links. I have developed an honest system that enables people with no technical knowledge to create sizzling Web 2.0 blogs and earn within 7 days or less from the day of purchase if followed properly.

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Alex Sysoef
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