

Increase Online Visibility – Participate in Blogs

Increase Online Visibility: Use Blogs

What is a blog?

A blog, or weblog, is a website that allows for regularly posted content or articles.

Blogging is Inbound Marketing

Blogging helps with Online Visibility

Blogging helps with social news and networking sites

Blogging is permission-based

The conversation has already started... it's time that you're aware of it and develop a strategy for engaging in it and using it for marketing

Increase Online Visibility: Participate in the Conversation

STEP 1: Read

Search for other blogs in your industry using Technorati.com or BlogSearch.Google.com.

Read and subscribe to blogs via RSS (Really Simple Syndication) or email – RSS allows users to subscribe anonymously and consume content however they want.

STEP 2: Comment

Contribute to the conversation via a comment.

Increase the value of the article – share an example, add a point, add a useful link, disagree, ask a question.

Why?

Engage in the community

Get noticed by other bloggers and blog readers

Get links back to your blog site and/or your website

STEP 3: Write

Find the right blog software for you.

Blog functionality: Make sure to use your own business URL (blog.mycompany.com), not a sub-domain of someone else's URL (myblog.typepad.com) – most blog software allows you to do this. Also your blog software should allow for email and RSS subscriptions as well as integration with social media sites.

Analytics functionality: To truly measure the success of your blog, your software should allow you to report on email and RSS subscribers over time, measure visitors and leads generated, and track search engine keyword rank over time and compared to competitors.

Support and expertise: If you are new to blogging, you may want your software provider to provide technical support, education and marketing expertise on how to succeed with your blog.

Draw in readers with your blog article titles.

Funny: "GoDaddy's 16-Step Checkout: Bristling Marketing At Its Finest?"

Enticing: "12 Quick Tips To Search Google Like An Expert"

SEO: "Free Advertising on Google"

On frequency: General rule of thumb is to blog at least weekly to maintain steady readership and continue your SEO efforts.

Blog topic ideas:

List of 5 ideas, trends, or thoughts

Publish a list of links

Take a recent experience and share it

Answer questions you received recently

Comment on other blog articles

Turn a press release into a blog article

Promote your blog.

Email friends and family

Replace email newsletter with blog

Trade guest articles with similar blogger

Promote on social media sites: digg, reddit, StumbleUpon, Facebook, LinkedIn

STEP 4: Measure & Analyze

Track number of blog visitors and subscribers, SEO rankings, Technorati blog rank.

Measure real business results: number of visitors, leads, and customers generated by your blog – just like you would on your website.