Title:

Internet Marketing: The Fine Line between Internet Marketing and Spam

Summary:

Spam is a BIG issue nowadays. The last thing any business wants is to be branded as 'spammers,' as it can ruin the company reputation and drive away existing and potential clients. This article examines the difference between effective email marketing and 'spam.'

Keywords:

email, spam, internet marketing, responsible email marketing, avoid spam, business email, message, target audience

Article Body:

Savvy busineTitle:

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Word Count:

548

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Article Body:

Savvy business owners who take advantage of Internet marketing realize there is a fine line between marketing and spam and orchestrate their marketing campaigns to gain the maximum amount of exposure without running the risk of being viewed as spam. The definition of spam is open to interpretation but most people agree on the fact that spam is equivalent to junk mail you receive at your residence. In general spam is unsolicited emails which are part of an advertising campaign. The term spam can also apply to message board postings which are posted solely for advertising purposes. This article will examine the differences between effective Internet marketing and spam.

First we will consider the use of message boards for the purpose of Internet marketing. Message boards are essentially online meetings places for Internet users who share a particular interest to exchange idea, ask or answer questions or just socialize. These message boards allow users to register and post messages. Most message boards have asset of guidelines which the users must follow when making posts. These guidelines may vary widely with some being very strict about acceptable content and others not being nearly as strict. It is important to follow these guidelines because failure to do so may result in the moderators deleting your account and other members not paying much attention to your posts.

Message boards are ideal for Internet marketing because they can provide a business owner with access to a specialized target audience. If you are in the business for finding jobs for employees who wish to telecommute, you might join a message board dedicated to working from home to find members who may be interested in your products. Here you may learn a great deal about the concerns of your target audience. You can also take the opportunity to post links to your website when appropriate and in accordance with the message board guidelines. This is considered to be smart Internet marketing. However, if you opt to respond to each and every post with a link to your website even when it is not relevant and do not offer comments of value to other members, they are likely to view your posts as spam. This can be damaging because these members may opt to avoid your website even if they have a need for your services.

E-newsletters and email advertising are one area of Internet marketing which is most likely to be viewed as spam if not done properly. Most Internet users to not appreciate unsolicited emails especially when these emails do not pertain to a subject that interests them. This is often the case when business owners buy email lists and send their advertisements to everyone on the list. This is not effective because you are not likely to reach a large population of your target audience. Additionally, recipients of the email may block your email address so future communications are automatically sent to a spam folder. Some recipients may even report you to their Internet service provider who may investigate the claim that you are a spammer. A better way to approach the concept of email marketing is to only send e-newsletters and advertisements to past customers who have specifically asked to receive such emails and potential customers who have requested additional information.

Title:

Internet Marketing - Advertising on Social Networking Sites

Word Count:

550

Summary:

When you are looking for different places where you can use your Internet marketing skills, then you may want to check out some social networking sites.

Keywords:

Internet Marketing, Internet Marketing Company, Internet marketing consultant, seo company, seo experts, website design

Article Body:

When you are looking for different places where you can use your Internet marketing skills, then you may want to check out some social networking sites. However, before you start using these kinds of sites, you may first want to know, what is a social networking site and how can it helps you? Well, a social networking site is a place where tons of people go to hang out online. This is a place where people will spend tons of time with friends just chatting the day away. Now that you know what social networking is, you should be able to see how this could help an online business. Think of it like this. If your business was not online, you would want to place your ads in areas that had a lot of people. Think of a social networking site as being like a mall. If you just place your ad in a gas station, then only a few people would see it. However, if you have an ad in the mall, then the people that are working there, the people that are shopping there, and the people that are hanging out there are all going to see your ad. This means that social networking sites are kind of like the "mall" on the Internet.

If people are going to be online at these sites all the time, then you might as well make the most out of it. The best way to do that is to advertise on these sites. However, there is a right way and a wrong way. Just like a lot of other online sites, people do not like you to go around advertising your business online at their sites. Take MySpace for example. They do not want you to start a profile that is called "Jack's Online Meat Shop" and try to get people to go to your site by spending a lot of time on MySpace and advertising your business. This would be the wrong way to go about advertising. However, if you have an ad that you want to place on MySpace, then all you need to do is talk to the people that run the site. Tell them that you would like to place some ads on their site, and you would like to know how much that would cost you. Then you can find out how many ads you can place on their site and how much it's going to cost you.

There are tons of place where you can advertise online, but if you are going to spend money to advertise, then you might as well do it in a place that is going to make you a lot of money. There is no reason to spend money putting ads all over the Internet if it's not going to help you. If your site does not get a lot of traffic, then people are not going to want to place ads on your site. So the next time you are thinking about different places you would like to advertise, remember that the more people that are hanging out at that site, the better. This means that you are going to have to spend your money on the sites you know are going to make you a ton of money.

Title:

Why Network Marketing Will Always Work

Article Body:

Before you decide on which business venture to get into, one of the factors that you consider is the stability of the foundations upon which a particular business system is built, right? Although entering into a business opportunity may always be accompanied by certain risks, you would definitely still opt to get involved in one that has a successfully proven track record.

Having its roots way back in the 1940's, the network marketing business today is looked up to as a multi-billion dollar industry.

Not so long ago, however, the network marketing business method was frowned upon and was included in the league of such financial scams as the pyramid scheme and other get-rich-quick schemes.

Nevertheless, throughout the years, network marketing has proven its worth as a stable and legitimate method of doing business. In fact, network marketing has developed into one of the major powerful pillars of the 21st century economy. Furthermore, business leaders around the world consider network marketing as the "business of the future."

Would you like to know why network marketing will ALWAYS work? Here are some reasons:

\*People will ALWAYS need extra income.

With the unpredictable fluctuation of inflation rates and currency rates in most economies in the world, people who have full time jobs all the more need to have a sideline to augment their income and make both ends meet. Even in more comfortable households where the family's basic needs are met with barely a sweat, it still wouldn't hurt to have supplemental income for the members to enjoy a little more luxury, right?

The truth is, extra money will ALWAYS be appreciated and be a great help --- be it for savings, for that long overdue vacation, or for emergency funds. No matter what your financial status, you will ALWAYS be thankful for that opportunity to earn a little more.

Would you also want to have extra income to spend on anything that your heart desires? Network marketing will ALWAYS be one of the simplest and least risky ways of getting that extra cash!

\*People will ALWAYS want flexible working hours.

Studies show that many people are only forced to go to work and endure their nine-to-five jobs. Since these people need to have a regular income, they put up with their strictly structured working world and dream that someday they could finally afford to enjoy financial freedom.

That said, these people would ALWAYS desire and appreciate the opportunity to have flexible working hours while enjoying a steady and reliable source of income.

Would you also want to work at your own pace and still enjoy the benefits of a stable livelihood? Network marketing will ALWAYS be there to offer you that wonderful opportunity.

\*People will ALWAYS appreciate having free time.

According to a survey conducted by "Money" magazine in the United States, 64% of men and 68% of women who participated in the poll revealed that they would choose free time over more money.

Indeed, in this fast-paced world, time is considered a precious commodity. We no longer need statistics to prove that. We ourselves can attest to the truth that we all want some extra time to enjoy our lives.

Wouldn't you also choose more free time over more money? The good news is, network marketing can ALWAYS give you both! You can work from home, practically with time in your hands, and still see those fat checks coming in.

Would you want to enjoy free time while you earn? Network marketing will ALWAYS be there to give you free time and more money!

\*People will ALWAYS be social beings.

As social beings, people will ALWAYS interact with other people --- sharing stories, exchanging views, agreeing, arguing. The point is, people will ALWAYS have a contact or connection with other people. And this is the very essence of network marketing --- building groups of people sharing similar ideas and goals.

Do you remember the time when you recommended a certain product or a particular service to your best friend? Didn't you know that you were, indirectly it might be, actually practicing the concept of network marketing? And if he, in turn, recommended that product or service to his family and friends, then you would have built a small network of participants! If only you were into a particular network marketing program at that time, you would have earned extra cash basically by opening your mouth!

Isn't it wonderful how network marketing would reward you just by being yourself --- by interacting with other people? Network marketing will ALWAYS be there to enable you to establish more friendships and earn at the same time!

\*People will ALWAYS purchase/use commodities.

From household goods and food items to health and beauty products, network marketing businesses will ALWAYS offer the widest array of commodities that you can ever imagine. Such everyday products can ALWAYS and easily be promoted to people from practically all walks of life.

Furthermore, when you join the world of network marketing, you will discover that people may ALWAYS be divided into two --- those whom you can invite to participate in the program you are in and those to whom you can offer the products that your business sells. Either way, you can and will ALWAYS win! Network marketing will ALWAYS see to it that you do so!

Supplemental income. Flexible working hours. Extra time in your hands. Socialization and interaction. Easy-to-offer commodities. With all that it has to offer, network marketing will indeed ALWAYS work. It will definitely go a long, long way, and will ALWAYS be here to stay!

Title:

Internet Marketing Trend: Segment Your List To Become A Trusted Resource... And Leave Your Competition In The Dust

Word Count:

558

Summary:

As 2007 gets closer, I've been reading and researching and looking back over my previous newsletters and blog posts in search of the big picture: what are the broad Internet marketing trends and how can we profit from them?

This year I've written about social networking, blogging, mobile media, direct-to- desktop technology, podcasting, online video... and I'm starting to put things into perspective.

What does the future of Internet marketing look like? Pretty much like...

Keywords:

Internet Marketing

Article Body:

As 2007 gets closer, I've been reading and researching and looking back over my previous newsletters and blog posts in search of the big picture: what are the broad Internet marketing trends and how can we profit from them?

This year I've written about social networking, blogging, mobile media, direct-to- desktop technology, podcasting, online video... and I'm starting to put things into perspective.

What does the future of Internet marketing look like? Pretty much like a teenager.

Just take a look at the nearest group of kids armed with their iPods and cell phones and laptops, and you'll see young people creating their own personal Web experience.

They're creating networks of trust made up of people, groups, and businesses that they WANT to hear from. They're eliminating what's irrelevant to them, and pulling in ONLY what they consider relevant. And they're using a whole array of tools to do this, and a full range of media.

That means that if we want to market to them, we have to become part of their trusted networks and use the same tools and media to reach them.

And that boils down to one thing: segment, segment, segment.

Increase your revenues by 781% by laser-targeting your customers' desires!

Segmenting your list to speak directly to your customers' buying habits, interests, and needs has been proven to improve email open rates by 165% and click-through rates by 147%. And conversion rates are up 355% over unpersonalized, untargeted emails.

The study, from Jupiter Research, showed that revenues for a campaign based on clickstream data (what people do on your site) improved by an amazing 781%!

These amazing results are a direct effect of the trust that comes from building a relationship with your customers.

Years of spam and telemarketing have made the public more defensive and less inclined to trust - or even read - messages from people they don't know.

The way to provide the most value is to give people what they want - and although that idea's hardly what you'd call a new Internet marketing trend, it's getting more and more important.

Until now, Web data has been big-picture only - just a collection of large numbers turned into statistics without any real analysis of individual tendencies.

But improved analytics and metrics are making it easier to collect much more specific data: where individual visitors are coming from, exactly which pages they view, and which links they click on.

That information, along with other data you collect from your sales history or analytics reports, gives you the tools to give your opt-ins what they want and keep you in their networks.

As people become even LESS patient with messages and content they don't want, precision targeting will be even more vital.

That Jupiter Research study said only a pitiful 11% of marketers use this kind of data to segment their list and target their most likely prospects!

For marketers, the Internet is moving away from being an anonymous sales portal to multiple personal networks of trusted associates and reputable businesses.

The successful marketers of tomorrow will deliver on the promise of the right message to the right audience at the right time by getting precise snapshots of visitor intent, as well as their motivations, preferences, and desires.

In the end, segmentation increases profits. And THAT'S an Internet marketing trend you need to follow! Visit http://www.marketingtips.com to learn more.

Title:

Taking Care to Website Hosting

Word Count:

861

Summary:

Now a day's website development is going easier. Looking on the new futures like xhtml and css layouts website design is most popular ongoing factors.

Keywords:

web, site, design, company, ecommerce, best, optimization, services, hosting, ranking, development, flash, business, service, internet, designer, main

Article Body:

Now a day's website development is going easier. Looking on the new futures like xhtml and css layouts website design is most popular ongoing factors. Now people know the value of a website and how its support their business marketing and promotion.

In 1990's search engine are not much popular after 2000 search engine like Google and Yahoo plays major part the website promotion. So now making a website is not important but how to promote your website and get good ranking in search engine is most important. Here I like to explain some major factors like web site design, web site development, web hosting, search engine optimization (online and offline), internet promotion and marketing etc.

Website Design - To develop a website in html design layout is now a common but search engines are more supporting to xhtml design and Cascading Style Sheets layout (css design). One of the biggest advantages to using xhtml css layout design is time consumers in website development. Styles sheets define how to display html elements in your website. All major browsers Netscape and Internet explorer support cascading style sheets and solve common problems in html/htm. You ca use lot of extra methods in a single html pages like external style, internal style sheet, inline styles, multiple style sheets.

Website Development - AJAX Asynchronous JavaScript has the power to make your site more compelling and more dynamic Ajax used for creating interactive web development applications. Most advantages of Ajax is real-time form data validation, auto completion, load on demand, sophisticated user interface controls and effects, refreshing data and server push, partial submit, obtain data using a server-side proxy, create single-page marshalled applications, low bandwidth usage and also support search engine.

Image optimization - Image search engine optimization is also now most popular most of the search engines provide vertical image search option. Now a day's photo sharing sites and social image sharing sites are most popular. Image optimization is web designer need best knowledge and take care of entire image shapes, image sizes, and tag text knowledge levels. For optimization src attribute specified width and height declaration, alt attribute and title attribute is must for an image.

Content optimization - Your website should start with your business content. Now website content is important for all the major search engines. Using duplicate content the search engines punish your website very badly. So your must take care about your web content seriously. In Search Engine Optimization the content is also most important, content spam lost your website ranking.

Meta content optimization -

Meta tags are a great way for webmasters to provide search engines with information about their sites. Meta tags can be used to provide information to all sorts of clients, and each system processes only the meta tags they understand and ignores the rest. Meta tags are added to the section of your HTML page.

Differentiate the descriptions for different pages. Using identical or similar descriptions on every page of a site isn't very helpful when individual pages appear in the web results.

Include clearly tagged facts in the description. The meta description doesn't just have to be in sentence format; it's also a great place to include structured data about the page.

Programmatically generate descriptions. For some sites, like news media sources, generating an accurate and unique description for each page is easy: since each article is hand-written, it takes minimal effort to also add a one-sentence description.

Use quality descriptions. Finally, make sure your descriptions are truly descriptive.

Major points remind to Design and optimization content:

Make a site with a clear hierarchy and text links. Every page should be reachable from at least one static text link.

Offer a site map to your users with links that point to the important parts of your site. If the site map is larger than 100 or so links, you may want to break the site map into separate pages.

Create a useful, information-rich site, and write pages that clearly and accurately describe your content.

Think about the words users would type to find your pages, and make sure that your site actually includes those words within it.

Try to use text instead of images to display important names, content, or links. The Google crawler doesn't recognize text contained in images.

Make sure that your TITLE tags and ALT attributes are descriptive and accurate.

Check for broken links and correct HTML.

If you decide to use dynamic pages (i.e., the URL contains a "?" character), be aware that not every search engine spider crawls dynamic

pages as well as static pages. It helps to keep the parameters short and the number of them few.

Keep the links on a given page to a reasonable number (fewer than 100).

Web hosting - Shared hosting is very popular and the most common type of hosting, having a unique domain IP not a dedicated web hosting will prevent you from being accused as a internet spammer. SERPs ranking in favour of dedicated C Class IP. Using dedicated IP address with a best hosting provider for your website going to be more beneficial in the long run for getting good rankings in search engines.

Title:

New Trends In Traffic Generation

Word Count:

1395

Summary:

Worried about the next Google slap? Do you only rely on Search Engine traffic? Don't know where to start when you need to drive traffic to your site? If yes, this article is for YOU! Whatever you do on the net, you will always deal with Traffic Generation...the holly grail.

To make it short, you have 2 main types of traffic :

1) Search Engine traffic

What is it? : organic traffic coming from search engines such as Google, Yahoo, MSN

Pros :

- This traffic is fre...

Keywords:

traffic, social networking, search engine marketing, SEO, adsense, schoeffel, traffic generation

Article Body:

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To make it short, you have 2 main types of traffic :

1) Search Engine traffic

What is it? : organic traffic coming from search engines such as Google, Yahoo, MSN

Pros :

- This traffic is free

- Traffic is highly targeted

- Volume of traffic can be very high

Cons :

- you don't control it

- you rely on robots to analyze your site and deliver some traffic

- you need to get indexed...without being de-indexed (once again, you rely on search engines policy and algorithms)

- short term

2) Referred Traffic (I know Search engine traffic is also a sort of referred traffic, but let's put SE traffic apart from this category)

What is it? Traffic coming from third party sites (other than search engines) and is a result of a "manual / human" action.

Examples : article directories, social bookmarking services, forums, partners, text link ads, banners, directories, rss...

Pro :

- you control it

- you have a lot of means to develop it (almost unlimited ; a lot are free)

- it's highly targeted

- You can pay to get better targeting and control over your referred traffic

- Long term

Cons :

- Time & resources consuming

- Repetitive tasks

Now, through my membership, my forum, my readings of other forums, I know that most webmasters mainly rely on search engines traffic, our first category.

The aim of the present article is to throw the light on a different angle of the Traffic Generation big box!

Summary : the right way to get into traffic generation is to forget about search engines.

Focusing on search engine traffic gives a too narrow vision of traffic generation. It does not reveal all the opportunities existing outside of the search engines (understand all the way to generate Referred Traffic).

In addition, as you've seen from the cons above, you accept to rely on something you never control, and this is a HUGE risk in your marketing strategy.

Warning : I do not say, you should not care about search engine traffic. I say that it should not be your priority, and the first door you try to open when dealing with traffic generation. It's a question of point of view.

Now, on the other hand, focusing on developing what we called Referred Traffic is a more positive, constructive and profitable attitude and marketing strategy.

Not only will you build traffic for the long term, but you will also "manually" control your traffic, either by submitting your content, your sites, your feeds, or by exchanging links, content, traffic with partners, being active on forums, blogs...

Doing it this way will give you a lot of power and effectiveness. Those sources of Referred Traffic only vanish...if you decide to let them vanish. Once again, you control everything.

Now, you have some positive side effects :

- By building Referred Traffic, you give a lot of food to search engines to index your site, understand them, and rank them well...

- ...thus developing naturally your Search Engine Traffic!

Try to develop Referred Traffic by submitting your sitemap to Google, and you will understand the difference between the 2 approaches :-)

Google and other search engines tend to change their algorithms quite often to produce more relevant content for users of their engines. Sometimes, your site is getting de-indexed in a day just because of this.

Are you lost, is your site dead? It could if you only relied on Search Engine traffic. It has no impact if you focused on building Referred Traffic.

In one case, you feel bad and like if you had wasted your time. In the other case, you don't even notice it (on the long run ; of course, you can see a fall in traffic coming from a given search engine)

But even then, your site has a lot of chances of being re-indexed when you've build Referred Traffic, simply because the search engines food is still there! And this is a HUGE difference and one of the most valuable asset you can develop.

If you're still with me, you should now understand my point : when dealing with bots, you need to act as a human...which means you should not try to talk to them :-) Give them some "bot food" that you build naturally by developing a Referred Traffic Generation Strategy.

Here are 10 easy "pieces" to do what we described above :

Once you have a site...

1) Find some related blogs, read them, identify trends, and post comments (no stupid comments, no spam of course) with a link back to your site where you're also discussing the topic

2) Do the same with related forums. Use search engines (!) to find relevant forums. Register and start being active on these forums. Use your signature to put a link back to your site

3) Create a blog (if you don't have one) and post on a regular basis on it. Use a service like feedburner to syndicate your content with other webmasters.

4) Submit your feeds, blogs, and site to niche directories

5) Find "authority" sites in your niche, analyze them and contact the webmasters to :

a) propose a link exchange (you should first put a link to their site),

b) if you're selling a report or an ebook, propose them to become an affiliate (give them a fre.e copy of your ebook first), and make it easy for them to manage their promotion

c) if they have a newsletter, read it, understand it, and then ask the webmaster if you can have a sponsored ad into it, or even better a solo ad where you could advertise your site, newsletter, ebook...

d) propose content exchange with link back to each other's website

e) build a relation with them

6) The most effective : write articles and submit them to article directories (some with big traffic, and some niche related ones)

7) Social bookmarking and social networking :

a) build a Squidoo lens (see Squidoo Profits for more details: http://www.squidoo-profits.com). You can find many sites like Squidoo and build pages about your niche on these ones too. You can link them to your main niche sites, you can link back to your blogs, or even to your other "squidoo" like pages, thus creating a "niche social net" all relevant to your niche.

b) build a myspace account and create a profile around your niche, then build your "list" of friends around this profile

c) submit your site to social bookmarking services (digg, technorati, del.icio.us ...)

d) You can also comment on the most popular entries with a link back to your site, blog, or squidoo lens.

8) Use videos and sites like youtube.com (and similar) to drive traffic to your niche site. Produce a short video (2-3 minutes) around your site, your niche and you. Link to your Videos from your "niche social net" (see 7) ) Also, ask webmasters to put a link to this video (once you have build a relation with them) - Or they can upload it to their server and brand it with their affiliate ID, if you have an affiliate program

9) Make it viral : your best source of (new) traffic...is your (current) traffic!

Use some "Tell a friend" features on your site to have them promote your site. You can provide incentives (such as a free report, a coupon for your ebook...)

10) Paid Traffic : yes...all the above techniques do not cost a penny...(unless you pay for advertising on a partner's site)

You can pay to get targeted traffic : you can advertise through text link ads, banners, that will appear on high traffic sites.

You should seriously consider paid traffic. Do not see it as a cost, but rather as an initial investment to boost your site. Also, if your site is correctly monetized, then paid traffic is the easiest way to get some quick metrics about this, and to make it profitable quickly.

As you see we could easily expand this list. But, those are, in my opinion, the most important sources of Referred Traffic.

Now, compare the above list with Search Engine traffic, and you will see why your approach should focus on generating Referred Traffic and not Search Engine Traffic. This type of traffic will come naturally anyway...

Title:

How To Monetize Your Authority Site Using Contextual Ads And Affiliate Programs

Word Count:

571

Summary:

Authority sites employ the geniuses of the best of webmasters to Monetize websites. With increased competition getting the king's share of web traffic on Internet space it is imperative that you know the right ways to monetize your authority sites. Popular websites seek innovative and user friendly approach towards generating fast flow of website traffic. Latest softwares and Internet marketing tools help to monetize authority sites. In e-biz, every detail of the authority we...

Keywords:

authority site building, authority site, authority sites, creating authority sites, web development services, website development services

Article Body:

Authority sites employ the geniuses of the best of webmasters to Monetize websites. With increased competition getting the king's share of web traffic on Internet space it is imperative that you know the right ways to monetize your authority sites. Popular websites seek innovative and user friendly approach towards generating fast flow of website traffic. Latest softwares and Internet marketing tools help to monetize authority sites. In e-biz, every detail of the authority website counts. The content infrastructure, web design and copywriting of the text add to the value of authority sites.

Monetizing Authority Sites Using Affiliate Programs

Authority sites get quick popularity with massive traffic generation from the affiliate programs. The affiliate programs run numerous social networking and B2B or B2C operations, promoting the steady flow of traffic from one website to the next. Some of the highest commissions paid by affiliate programs range within 20% to 60% of the total traffic. The most rewarding affiliate programs are the ones with life commission packages. These are ones with longest running membership and have built in database. Every time a new product is launched the data can be used for promotion.

Some of the most sorted techniques to Monetize authority site are by establishing links. A 2-tier affiliate network with multi-income facility would be extremely popular among the visitors. The authority sites would collect multi commission based on the flow of traffic. The first income is from sales via visitors and latter during the reference via visitors. The website would earn commission from both the sales and further sales generated through references. The referral links add the number of visitors along with the income from the multiple commissions.

Moreover, e-newsletters, link baits, and link exchange programmes published on affiliate website help to increase income. Choose an effective affiliate program with theme that matches to the products and services on the authority site. A percentage of the revenue would be based on the traffic generated from the affiliate site. Use an e-mail auto-responder that acts as round the clock newsletter for authority site and post a link on the affiliate sites.

Monetizing Authority Sites Using Contextual Ads

Contextual Ads on authority sites are user friendly as well as owner friendly. It turns out to one of most practical tools of advertising online. Search for the theme based websites related to the services and products displayed on the authority site.

Maximize the concentration of keywords for easy listing during scanning by the search engines. Some of ways to Monetize authority sites by contextual ads is to pay attention to key areas. Page match, automated topic suggestion, topic based bidding for ads, site targeting should be focus areas while building contextual ads for authority site.

Mentioning the link topic on the links and not the link ads would drive in more visitors interested to the product. Contextual ads are frequently displayed real-time, these targeted at highly specialized consumers on the Feeds.

The latest buzz in contextual advertising is a sure shot technique to Monetize authority site. These techniques involve categorization along with keyword bids. They refer to one another for generating a larger response. Effective URLs accompanied with real time indexing establishes new real time range. Cost - Per - Click has a different meaning for Monetizing authority sites.

Have an in-built auto bid system for evaluating CPC by the visitors. Overall, the optimization of contextual ads is the root to success for Monetizing authority sites.

Title:

Facebook Marketing: As a Marketing Tool

Article Body:

Today, Facebook is one of the hottest social networking websites available in the internet. Here, you will be able to keep in touch with your friends as well as your relatives and even meet new friends and build new relationships. With all the tools and applications that Facebook has to offer, you will see that it is a lot of fun and it will definitely provide a great way for you to interact with other people with accounts on Facebook.

However, you have to consider the fact that Facebook is not only a website that you can use to connect with your friends. It is also a tool that you can use to market the products and services you offer. If you have an online business or you are an internet marketer, you will see that Facebook is the perfect place to market in the internet.

With over 62 million subscribers from all over the world, you will see that this website is truly the internet marketer's dream. So, here are some tips that you can use in order to use Facebook at its full potential and let it help you make a lot of money.

The first thing that you need to remember is that once you have a Facebook account, you might want to fill out your profile. Don't just include your name, age and other basic things, but you need to really fill your profile page. You need to remember that the best profile is often a profile that is fully completed.

Once you establish your network, just don't stay in that circle. Try to interact with other people within your industry. This is a great way to build new relationships and is also a great way to market your products or services as well as your business website. To do this, you might want to join groups related to your profession. This way, you will be able to meet people that are also interested in what you have to offer.

You have to remember that Facebook is all about connecting and interacting with other members. So, you shouldn't be shy. Try interacting with other members. Once you establish a relationship, then you will be able to expand your network and improve your marketing strategy.

In internet marketing, getting targeted traffic is the key to success. If you have a Facebook profile page, you might want to make a unique profile page in order to catch other people's attention. Try adding some applications, such as games and add some videos as well as syndicate your blog website using RSS. By doing these things, you will be able to provide people with lots of fun things to do in your profile page.

These are some of the things that you need to do in order to successfully market in Facebook. Always remember that getting people to view your profile page is the key to success in Facebook marketing. Through these tips, you can be sure that you will get a lot of viewers in your profile page and increase the chances of getting them in your business website or get them to buy your products or services.

Remember these tips, and you will see that you will be able to become successful in marketing in Facebook. Always remember that you need to work hard in order for you to become successful in Facebook.

Title:

Facebook Marketing: Creating the Perfect Ads for Your Business

Article Body:

In the world of internet marketing, pay per click ads is by far the most used types of advertising among internet marketers. It encourages people to advertise for you and it's also one of the best types of ads available that produces a lot of targeted traffic.

Today, Facebook now offers Facebook Ads. This particular feature offered by this very popular social networking website is a pay per click advertisement made available for Facebook users. When you are going to use this feature offered by Facebook Ads, you might want to know how to create an appealing one in order to get someone to click on it.

The idea of a great Facebook Ads advertisement is that you need to create something catchy and flashy that it will be able to grab people's attention. You have to remember that no one wants to click on advertising in the internet unless it truly catches their attention.

Also, you need to remember that when people log on at Facebook, they will just be interested in checking out what's new or what's happening with their network of friends. They will be interested in socializing with other people. Besides, that's what Facebook is designed for.

Now, when it comes to creating an advertisement in Facebook Ads, your job is to take away people's fixed intention when they visit Facebook and make them spend a little time to take a look at your advertisement and click on it.

Creating a good pay per click advertising on Facebook Ads is easy. You just need a bit of creativity. For example: If you are trying to sell your iPhone or any kind of electronic devices that people would definitely love to have, you might want to try advertising "Want an iPhone at a cheap price?".

For this kind of example, you might want to consider specifying your target customers to be people in college or people between the ages of 18 to 25. You have to remember that kids today are crazy about cheap and cool electronic gadgets.

You can also upload a photo of the iPhone. This will add to the effect and will surely attract more potential buyers. You have to remember that you more likely will be able to catch people's attention on a visual advertising rather on text advertising.

Your selling point should also be strong. Don't just tell people to check out what you have to offer, you need to give them a reason why they should check out what you have to offer. You need to get in to your target customer's mind and find out what they need and what they really want. Try putting yourself in their shoes and you will be able to find out how you can attract their attention.

These are just some of the tips that you should know about Facebook Ads marketing. By keeping these tips in mind and by applying it in your Facebook Ads advertisement, you can be sure that you will be able to successfully sell what you have to offer.

Through ads like these, people will surely want to buy stuff from you. So, the next time you plan on marketing on Facebook Ads, you might want to keep these tips in mind. For sure, you will see that it will be able to help you out a lot.

Title:

Network Marketing Success Secrets Made Simple

Article Body:

To achieve success in network marketing, it is helpful to know the characteristics of successful people. By attempting to emulate these characteristics and by being in touch with your own dreams and goals, you will realize an increased level of success and personal fulfillment.

Success in network marketingis something for which every network marketer strives but which most never reach.

But what is success and how does one attain it?

To understand this, let us examine the word and look at the characteristics of successful people.Perhaps such an examination will enlighten us.

What is success?

Webster defines success as "a favorable outcome or result."

Characteristics of successful people:

Successful people have a purpose upon which they can build their dreams and goals. It is their "why." They have a deep belief in and conviction about their dreams.They are passionate.They don't allow their doubts to destroy their dreams.

Successful people set goals. Goals are dreams with dates attached. Successful people are focused.They prioritize, and they separate the important from the urgent.They are able to distinguish their wants from their needs.

Successful people are persistent.They attempt, and they keep working until they succeed.It is not whether they make mistakes or even temporarily fail that makes a difference, but rather, it is how they respond to setbacks.

Successful people are solution oriented.They spend most of their time thinking creatively of solutions rather than dwelling on the difficulties of problems.

Successful people are curious and driven to continue learning.Ultimate success comes to those who train continually.School is never out for them because they are committed to learning and growing.

Successful people are balanced in all areas of their lives: spiritual, physical, mental, and social.

Successful people are committed to excellence.They think of ways to improve and are personally compelled to do their best each day.

Successful people count their blessings and are involved in service to others.

Successful people are positive.They know what they want and with singleness of mind can positively and purposefully pursue their goals.

Are you the kind of person described above?Do you know you can change your life for the better in an instant? You can make an immediate decision to become more aware of how you are living your life.You have a God-given power to choose a life of self-improvement.

Success in network marketing is a journey; it is not a short stroll.Think of success not as a mountain to climb, but as a high plateau upon which to walk--it is how you stand and talk, laugh and listen, along the way.Integrity is the essence of your being.You should continually challenge yourself with excellence and productivity and, daily, pledge to improve yourself and others. What's passing in front of you is life's moving parade.

How driven are you with your purpose and goals?Are you obsessed with your deepest desires?Are you motivated enough to persistently search for success?If so, you have a huge "why."

Start today.Take one step at a time.Knowing your reason for wanting success, developing your "why," or purpose, is the first step.Your "why" will inspire you to remain focused and will move you into action. Without a "why," there is no hope.

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Title:

Networking - Relax!

Article Body:

Networking - relax! - Gill Fernley and Justin Baker, Six Degrees Network

Anyone who has been to a networking event has met business card thruster guy. Won't leave you alone, thrust their card in your face, every attempt at conversation gets quickly turned into a sales pitch. These people aren't networking, they're selling. Badly.

Let me share with you some of my thoughts on what puts the 'work' in networking. Networking is a form of marketing, and any form of marketing is most effective when you don't come straight out and say "buy this!" The best marketing techniques work on building relationships - courting trust, showing your intentions to be honourable in what you are offering. And there are certain market characteristics too:

People buy people.

People work with (and refer) people they like.

People don't like being sold to.

That's why the best networkers aren't the great sales gurus, they're the archetypal 'people person'. They are interested in other people and what they do. They want to help as well as be helped, not just because it will see them get business in the future, but because they like helping others. And most importantly, they don't talk - they listen.

Many networking events involve a 'round robin' of everyone there, which certainly has its uses - you get to tell everyone who you are and what you do, and if there is someone there who is looking for the service you provide, they will very likely come up to you for a chat. But that's not networking, that's hit and miss, and it's very important to understand the difference.

What I call hit and miss is what I just described above. You tell as many people in one go what you do in the hope that one of them is looking for it - the social equivalent of a mailshot, and just about as effective.

When you network, it involves who you get to know, and who they know, and who they know. This is called Six Degrees of Separation, the theory of psychologist Stanley Milgram. Milgram theorised that there was a chain of six people or less connecting us to everyone else on the planet, and this is also where Six Degrees Network gets its name from. This, to us, is exactly what networking is about: working that chain, getting your details through to the person at the other end, by getting to know people who can pass that information on. Word-of-mouth marketing relies on this being a small world, and networking makes it even smaller. This is also why the IT consultant, for example, shouldn't ignore the mechanic or the florist - firstly it's rude, and secondly who knows who they know?

So how do you get your name down that chain? It's unfortunate but true, that meeting a truly nice person is a rare occurrence these days. People remember meeting them when they do, and they feel an obligation to do something nice for them in return. Business card thruster guy will be bunched in with all the rest that person has ever met, but you, the sincere, friendly person who they chewed the fat with for half an hour about their business, their family and life in general, will be remembered. And if someone ever mentions your type of service to them in the future, you get the all-important "You know, I met a really nice guy/girl who does that called..." Just in case business card thruster guy is reading this and wonders what my point is here, this is called a referral. Its ok, I know you haven't seen one before. Don't be scared.

Title:

Using Autoblogging Software To Build Your Online Income

Word Count:

578

Summary:

While the term "autoblogging" might apply to the thousands of car enthusiasts who are devoting their blogs to their passion, it is more correctly used to describe the latest mini-phenomenon in the larger phenomenon of blogging.

Autoblogging is the blogging equivalent of the robot-run assembly line. Autoblogging eliminates the need to write or cut and paste your own blog posts by using certain autoblogging software tools to build your blogs automatically.

One of the bigg...

Keywords:

how to start blogging, seo blogging software, paid blogs, create a blog, paid to post, free blog scripts

Article Body:

While the term "autoblogging" might apply to the thousands of car enthusiasts who are devoting their blogs to their passion, it is more correctly used to describe the latest mini-phenomenon in the larger phenomenon of blogging.

Autoblogging is the blogging equivalent of the robot-run assembly line. Autoblogging eliminates the need to write or cut and paste your own blog posts by using certain autoblogging software tools to build your blogs automatically.

One of the biggest advantages of using autoblogging software is that it will let you go from maintaining a single blog to creating a host of them. In doing so you can become a blog force in several different online markets, and maximize your chances of making money.

But you'll have to develop the proper attitude and choose the proper autoblogging software tools.

\* Different Expectations

The simple fact is that as quantity increases, quality may suffer, and the use of autoblogging software to expand your Internet presences may not produce the same personality and audience devotion in the logs you manage yourself, so don't be disappointed if it doesn't happen. There are other perks to autoblogging.

But having a dozen readable blogs built with autoblogging software, even if each of them generates just two or three thousand hits every month, still translates to a tidy sum of traffic.

And while you may miss the accolades from an audience who stopped by just to read your words of wisdom, turning your automated blogging software traffic into a revenue stream will help ease the sense of loss.

\* The Critical Autoblogging Software Tools

The best platform for autobloggers is, without question, WordPress. WordPress is open source, so you can change it to suit your fancy, and use it on your domains. Because it's open source, WordPress is loaded with hundreds of free plug ins and themes.

Autoblogging would not be possible without a piece of autoblogging software called the RSS aggregator. Almost all other autoblogging applications, like posting data feeds or articles to your automated blogs, depend on your having an RSS aggregator.

WP o Matic is a WordPess plugin that lets you use the RSS feeds to create your blog posts automatically by typing in the feed's url and choosing in which of your blog's categories you want the posts to appear.

If you want the word on your new blogs to get out, you'll need a way of submitting your latest postings from each of them to http://del.icio.us and the other social bookmarking sites.

These sites are where Internet users store links to sites they think are useful, and the links car be viewed according to their topics or tags. One of the key autoblogging software tools is a social networking script which will get your latest blog entries out to the bookmarking sites.

Finally, an autoblogging software tool often overlooked by many bloggers is a language translations script. If you really want to become an Internet marketing presence, your blogs should be available to everyone on the Internet, regardless of their language.

\* Start Small and Let the Autoblogging Software Do Its Work

Once you have mastered the art of using the autoblogging software tools with one blog, and have seen your traffic grow to the point where that blog could actually generate a regular, if modest, income, you've accomplished what you set out to do. Now you're ready to set up your own blogging empire!

Title:

Advertising Your Blog on Other Websites for Free: How

Article Body:

You Can Take Advantage of a No-Cost Strategy

There are several ways you can advertise your blog on

other websites without paying a single cent. The trick

is to find these channels and determine which ones

will work for you. Here are just a few techniques you

can use:

Advertise on other blogs. You could build a reciprocal

relationship with other bloggers, particularly those

whose content are related (but not necessarily

similar) to yours. If your blog is about gadget and

industry news, for example, you could advertise it for

free on another blog that offers gadget reviews.

By becoming partners with a non-competitor, you take

advantage of his market for the right type of exposure

without alienating anyone. It's fair, it works and

it's for free.

Use social media. Social media revolutionized many

aspects of the Internet, particularly because it

presents a new way of communicating and sharing

information. It broke many barriers, allowing people

from across the globe to build and join networks, both

for personal and business purposes.

Social media are sites that can be used to advertise

your blogs for free. Nearly all types of businesses

that exist on the Internet use social media for

promotional activities. The demographics here are

clearly defined, people can communicate in a more

personal manner and since social media is an accepted

platform for marketing, people who read your ads

regarding your blog are more likely to be receptive to

it. Best of all, advertising your blog on these

websites is free.

Use a network. To build buzz and gain momentum in the

blog universe, you need support from likeminded

individuals. Bloggers don't really advertise

themselves actively against other bloggers. Instead,

they compete with one another by ensuring they have

better content and easier to use sites.

Although simply maintaining a good blog will help

attract other blogs wishing to link up with you, you

might also want to actively pursue associations with

other popular blogs. Many of the best bloggers around

are generous enough to give you a bit of support and

will gladly mention your blog in one of their posts.

Best of all, a network helps you increase your reach

for the same amount of effort.

Use article databases. Article databases are

repositories of write-ups that bloggers and site

owners use. If you choose this route, know that this

is a rather indirect way of promoting your blog. It is

quite effective nonetheless, particularly if you want

to build buzz regarding your ability to provide useful

information.

Try to search out a specific topic online and chances

are, you will find an article written by blogger in an

article database. Read this article. At the end, you

will notice that the blogger had included his/her

name, a short description of himself, what he does,

the name of his company and a link back to his site.

Sometimes, a blogger might even include a few links to

some of his write-ups within the text of the article.

This is to entice the reader to click on the link and

find related information on the writer's blog. Using

links in this manner allows you to advertise your blog

for free on a separate website.

There's no cost involved here, particularly if you

wrote the article and performed the submission

yourself. If you prefer to spend a little bit, you

could also use copywriting and submission services for

a reasonable cost. While this isn't free advertising

for your blog, you still get to expand your presence

using another website.

Title:

13 Steps to Successful Blogging

Article Body:

Blogs can be a very marketable and very profitable tool if used correctly. Profiting from blogs is just a matter of grabbing the attention of an audience and not doing any actual salesmen selling. In this article you will learn the 13 most essential steps to successful blogging.

1) Where to start?

You should begin your blog with a free blog hosting service such as Journal Home. I don't say that because I'm the owner, but a free blog host is very rewarding for a new blog. Starting with a free blog hosting service allows you to begin blogging instantly without having any advance knowledge of scripts, hosting, or programming. It allows you to build an audience and buzz for your blog. It allows you to focus on your content and not the internal maintenance of the blog. The best benefit of starting with a free service, is in the case your blog doesn't become successful you do not lose any money or are you left holding the bill. The great thing about a blog is that they are organized in chronological order, your latest entry is displayed first. When your blog traffic grows greatly and you are ready to upgrade to your own domain then you can simply make your last blog entry the announcement of your "move". Simply add a last entry stating that your blog has "moved" and type the new blog URL address. Which directs visitors to your new blog site, keeping your following, without a major inconvenience to anyone. Upgrade as you need to...but only when you need to!

2) Niche

A niche is a targeted product, service, or topic. You should first decide on a product, service, or topic which interest you. Choose an area which you can enthusiastically write about on a daily basis. You can use keyword research services like Google Zeitgeist or Yahoo! Buzz Index to find popular searched topics. It does NOT matter if your topic is popular as long as there is a audience for your topic and the topic is precisely focused then your blog should be successful. Anything can be considered a niche as long as it has a target audience no matter how large or how small the audience is. A blog about your cat can be a niche or a blog about the species of the cat family can be a larger niche market, if there are people who are interested in hearing about your cat or the species of the cat family, then you have a niche...you can even choose to build your audience for a market which an audience does not exist, but first you must build your blog.

3) Update Daily (nothing less)

This step is a must and not a suggestion. Updating your blog daily not only keeps your blog more interesting to readers, but it also gives your blog fresh content on a day to day making it more appealing to search engines. Not updating your blog on an occasional holiday or one day here and there is understandable to most, but missing days at a time or weeks is unacceptable and will most likely result in your blog being unsuccessful. To keep your blog traffic and retain your visitors interest it is a must to update your blog daily with multiple entries. Though, I am seeing a growing trend of successful blogs that are not being updated daily, but they are successful and have a stable audience who continue to visit their blog daily. Regardless, these blogs are still updated weekly with multiple entries. Until you have a steady audience you should try to update your blog everyday with at least 3 or more daily entries. The best way to accomplish this is to set aside 1-2 hours a day for tending to your blog and adding new entries. It may even be wise to schedule a set time which you dedicate to your blog each day. Give yourself work hours and treat your blog as a job, what happens if you don't come to work for days or weeks...you lose money or worse you get fired! Same applies here...if you don't update your blog for days or weeks you'll lose visitors.

4) Traffic

It's no secret. You must have traffic to profit from blogs. There are numerous ways to build traffic. Paid advertising, free advertising, viral marketing, search engine marketing, RSS/XML feeds, and word-of-mouth. You should always use your blog URL address in the signature of your email, forum discussions, message boards, or any other communication media. You should submit your blog URL address to search engines and blog directories. You should submit your RSS/XML URL feed to blog ping services like Technorati, Ping-O-Matic, and Blogdigger. You should confidently share your blog with family, friends, co-workers, associates, and business professionals when it relates. Many blogs can be considered as a collection of articles, for this purpose you should submit your blog entries (those that are valuable and lengthy articles) to content syndicators like GoArticles.com or ArticleCity.com. Once submitted your articles can be picked up and published by others. The trick is to make sure you include your Blog URL address in the "About the Author" passage. What this does is create link popularity and backlinks for your blog, when someone picks up your article from the syndication then publish the article on their website the "About the Author" passage is included with each publication and the link you included is followed, crawled, and indexed by search engines. Imagine if your article is popular enough or controversial enough to produce 10,000 publications across the web. The search engines is bound to find your blog in no time with that many publications and credit you a authority on the topic, in return increasing your rank on search engines. The small effort of writing a well written article is rewarding. You should try to write at least 1 full length article every week for syndication and submit your article to at least 10 article syndicators.

5) Track Your Blog

How do you know if your blog has traffic? Just because no one is leaving comments doesn't mean your blog isn't growing. Many visitors do not leave comments but they are returning visitors. I know it sounds crazy but with blogs people are more interested in what "you" have to say! Many visitors do not comment their 1st, 2nd, or 3rd time. Some do not comment at all, but are active daily visitors.

Tracking your blog does not have to be overly sophisticated usually a simple free page counter like StatCounter.com or Active Meter will do the trick. Install (copy/paste) the code into the html of your blog template and start tracking your visitors. Its better to use a service which gives you advanced traffic analysis, such as keyword tracking information, referral information, and search engine information. Visitors, returning visitors, and unique visitors should be standard for any page counter service you choose.

6) Listen to Your Audience

When using the proper page counter you should begin to see how others are finding your blog and if through search engines then which keywords are being used to find your blog. If constantly your blog is being found by 1 or more keywords then focus your blog around those keywords to make it even more powerful. When writing entry titles and entries use the keywords as often as possible while keeping the blog legible and interesting.

7) Multiple blogs

Use multiple blogging accounts (free) to attract more people. This means you should have a blog with JournalHome.com and others. The more blog accounts the better (be sure to read and adhere to the Terms of Service for each site). You can copy/paste from 1 blog to all others. Having different blog accounts is like having a publication in different newspapers. This enables you to attract more visitors and this also increases the chance that 1 of your blogs will be in the search engine results for your focused keywords.

8) Short & Concise

Aside from the lengthy article a week for syndication and publication your blog entries should be short & concise (if you can help it). Sometimes there are exceptions to the rule and you have no choice but to blog lengthy entries, but try to avoid this as much as possible. You do not want your blog entries to become hours of reading. Visitors like to easily find information and skim through your entries. It is good to be detailed and provide useful information, but do not include useless information or run away sentences that veer away from your topic. Stay keyword-focused.

9) Digital Art

Try to include non-advertising graphics, pictures, photos, and art in your blog entries. Not too much. Once a week is fine. Graphics can sometimes bring your blog to life. Of course, the content of the blog is the most important aspect and you do not want to overshadow your content with graphics, but displaying graphics can add a bit of spice to the blog. Be choosy about your graphics and make sure they fit your entry topic. You should add content with the graphic, at least a caption. Original graphics, photos, pictures, and art is recommended.

10) Keep it Personal

A blog is most successful when it is kept personal. Try to include personal experiences which relates to the topic of your blog entry. Stay away from the business style of writing. Write with a more personal style and use first-person narratives. Do not write any of your entries as sales letters, instead share product reviews and personal endeavors.

11) Interact With Your Visitors

You now have the traffic you deserve. You should begin interacting with your visitors. Create a regular theme such as: "Monday Money Tip" or "Picture of the Week" which entices your readers to look forward to each week.

Give your readers advance notice about a product, service, or topic which you are going to review and then talk about later. If the President was scheduled to give a speech then in your blog you should state that you "will discuss the speech and give your opinion after the speech airs. Comments will be appreciated".

Try your best to find exclusive information that not many have. Do not disclose any confidential or secret information which is deemed illegal or can potentially get you into trouble, but try to get the scoop before everyone else does. Such as: If your blog was about Paris Hilton (the socialite) and you had a blog entry about "Paris Hilton Getting Married" then it would be interesting to your readers if you had a actual picture of Paris Hilton engagement ring. Give your best effort to dig and search the internet for exclusive information and you will possibly come up with something useful. Your readers will appreciate this and they show their appreciation through word-of-mouth referrals. Imagine how many readers will tell their friends, family, and others about information they only can find at your blog.

12) Make Money

Once your blog has gained some real momentum and your blog traffic is increasing then it is time to start thinking about turning your traffic into profit. You should use contextual advertising, like Google Adsense or Chitika. Contextual advertising is usually text links which use the content of your blog to publish targeted ads on your blog. The payout is usually based on a pay-per-click model, meaning for ever click an ad receives you are paid a small percentage of the profits. In addition to contextual advertising it is good to also use graphical advertising such as: BlogAds.com, Amazon.com, MammaMedia, or General Sponsored Advertising.

13) You're a Professional

You're a professional now! What are you still doing with that free blog hosting service? It is time to upgrade to a domain hosted solution. You need to get a web host and choose a domain name for your blog then check its availability. Select the blogging software you wish to use, such as: Squarespace.com, WordPress.org, MovableType.org, TypePad, etc. When you have your new blog domain setup and ready for traffic then it is time for you to announce your move on all your previous blog accounts. Your last entry to the blog should be a "move" announcement. The title should be "Moved" and the blog entry should state something like "I have a new home for my blog, please bookmark and follow the link: http://www.YourNewBlogDomainName.com". This way all returning visitors and new readers should not have any problem finding your new blog domain. Plus, search engines can easily index and crawl your new blog, since your old blog should already be popular with the search engines.

At the level of a professional blogger you may want to team up with 1 or more other bloggers. This will create a more interesting and more powerful blog. The old saying "two heads is better than one", more authors mean more advertising and exposure because each author will have a vested interest in the blog. The idea of a team blog is to make it profitable and rewarding for all authors, while continuing to target the blog topic and keeping the blog interesting for visitors.

Following these blogging techniques should make your blogging experience much more rewarding. There is no guarantee that your blog will become popular or a household name, but the effort should at least put you one step closer. Making money online is not an overnight experience like many may think, but making money online is definitely a foreseeable possibility. As well, growing popularity on the web is not an overnight experience, but through time, dedication, and persistence you will be rewarded with all the royalties of blogging.

To learn more about successful blogging subscribe to the Journal Home Newsletter

Title:

Blogging Tips And Tools

Word Count:

617

Summary:

As a business owner, You'll not want to miss out on the additional revenue you can generate by using blogs to add revenue streams to your business . Displaying Adsense ads, affiliate banners and links, and developing another source of traffic to your core business are just a few of the benefits associated with blogging. Once you have a large consistant flow of readers, selling advertising space might become a viable option. This will of course depend on your marketing skills ...

Keywords:

create blog, blog create own photo, create a free blog, create your own blog, create a blog com

Article Body:

As a business owner, You'll not want to miss out on the additional revenue you can generate by using blogs to add revenue streams to your business . Displaying Adsense ads, affiliate banners and links, and developing another source of traffic to your core business are just a few of the benefits associated with blogging. Once you have a large consistant flow of readers, selling advertising space might become a viable option. This will of course depend on your marketing skills and your ability to provide quality and useful content.

Setting up a new blog with Wordpress is pretty simple and I'm going to assume you've already registered a new domain related to your blog. As well as having a web host that uses cPanel. Using Fantastico to upload and install your new blog is really a no brainer. It will do just about everything for you and gives pretty clear cut instructions to customize the look and feel of your new blog using available Themes and Plug-Ins. I want to add that Wordpress Blogs are free and you can set-up as many as you choose. Each should have its own domain or sub domain.

Some things to consider before you begin the blog set up process.

1. What will you name your blog?

2. What will its purpose be?

3. When and how often will I update my blog?

4. How will you use it to enhance your core business?

5. Will it be seperate from your business or will it be its own business?

6. How will you announce your new blog to the world?

Many affiliate marketers use blogs as their only method of promotion rather than using conventional websites because of the ease and simplicity to update and add content without having to get into text editors and ftp programs. Their blogs are' their business.

Once your blog is set up and you've decided on a name, what your target niche will be, and will it be a stand alone project or an addition to your core business you'll want to get the word out.

Social Bookmarking sites are an effective strategy for bloggers. You can reach a wide variety of bloggers and attract an avid readership to your new blog. I've put a small list below as well as an ebook that lists many other SocialBookmarking sites.

1. http://tagtooga.com

2. http://del.icio.us

3. http://furl.net

4. http://simpy.com

5. blogmarks.net

6. http://shadows.com

7. http://spurl.net

8. http://netvouz.net

9. http://lightninghotprofits.com/SocialBookmarkRolodex.pdf

10. http://lightninghotprofits.com/176BlogTraffic.pdf (This contains 176 Blog Directories you can submit your blog to.)

The sites above will hasten your attracting Googles spyders to your new blog and will get you indexed faster than normal. I don't need to say how important that will be in getting targeted traffic to your blog. But I guess I just did.

You will of course want to submit your blog to the Top 10 Search engines. Doing this every 30 days or so will certainly be beneficial to a solid marketing plan.

Don't forget to consider placing some sort of contextual advertising on your main blog page. Whether it be in the form of adsense, yahoo, 7search, etc. These can bring you much needed revenue in the begining growing over time.

Whatever you decide to do with your blog I hope I've supplied you with some food for thought as well as some tools for you to get started. The Social Bookmark sites, blog directories and the Top 10 Search engine submissions will almost guarantee attracting readers to your blog and if you supply them with relevant and unique content, word of mouth can most assuredly spread like wildfire.

Good Luck with your new blog!

and Happy Blogging!ss owners who take advantage of Internet marketing realize there is a fine line between marketing and spam and orchestrate their marketing campaigns to gain the maximum amount of exposure without running the risk of being viewed as spam. The definition of spam is open to interpretation but most people agree on the fact that spam is equivalent to junk mail you receive at your residence. In general spam is unsolicited emails which are part of an advertising campaign. The term spam can also apply to message board postings which are posted solely for advertising purposes. This article will examine the differences between effective Internet marketing and spam.

First we will consider the use of message boards for the purpose of Internet marketing. Message boards are essentially online meetings places for Internet users who share a particular interest to exchange idea, ask or answer questions or just socialize. These message boards allow users to register and post messages. Most message boards have asset of guidelines which the users must follow when making posts. These guidelines may vary widely with some being very strict about acceptable content and others not being nearly as strict. It is important to follow these guidelines because failure to do so may result in the moderators deleting your account and other members not paying much attention to your posts.

Message boards are ideal for Internet marketing because they can provide a business owner with access to a specialized target audience. If you are in the business for finding jobs for employees who wish to telecommute, you might join a message board dedicated to working from home to find members who may be interested in your products. Here you may learn a great deal about the concerns of your target audience. You can also take the opportunity to post links to your website when appropriate and in accordance with the message board guidelines. This is considered to be smart Internet marketing. However, if you opt to respond to each and every post with a link to your website even when it is not relevant and do not offer comments of value to other members, they are likely to view your posts as spam. This can be damaging because these members may opt to avoid your website even if they have a need for your services.

E-newsletters and email advertising are one area of Internet marketing which is most likely to be viewed as spam if not done properly. Most Internet users to not appreciate unsolicited emails especially when these emails do not pertain to a subject that interests them. This is often the case when business owners buy email lists and send their advertisements to everyone on the list. This is not effective because you are not likely to reach a large population of your target audience. Additionally, recipients of the email may block your email address so future communications are automatically sent to a spam folder. Some recipients may even report you to their Internet service provider who may investigate the claim that you are a spammer. A better way to approach the concept of email marketing is to only send e-newsletters and advertisements to past customers who have specifically asked to receive such emails and potential customers who have requested additional information.

Title:

Internet Marketing - Advertising on Social Networking Sites

Word Count:

550

Summary:

When you are looking for different places where you can use your Internet marketing skills, then you may want to check out some social networking sites.

Keywords:

Internet Marketing, Internet Marketing Company, Internet marketing consultant, seo company, seo experts, website design

Article Body:

When you are looking for different places where you can use your Internet marketing skills, then you may want to check out some social networking sites. However, before you start using these kinds of sites, you may first want to know, what is a social networking site and how can it helps you? Well, a social networking site is a place where tons of people go to hang out online. This is a place where people will spend tons of time with friends just chatting the day away. Now that you know what social networking is, you should be able to see how this could help an online business. Think of it like this. If your business was not online, you would want to place your ads in areas that had a lot of people. Think of a social networking site as being like a mall. If you just place your ad in a gas station, then only a few people would see it. However, if you have an ad in the mall, then the people that are working there, the people that are shopping there, and the people that are hanging out there are all going to see your ad. This means that social networking sites are kind of like the "mall" on the Internet.

If people are going to be online at these sites all the time, then you might as well make the most out of it. The best way to do that is to advertise on these sites. However, there is a right way and a wrong way. Just like a lot of other online sites, people do not like you to go around advertising your business online at their sites. Take MySpace for example. They do not want you to start a profile that is called "Jack's Online Meat Shop" and try to get people to go to your site by spending a lot of time on MySpace and advertising your business. This would be the wrong way to go about advertising. However, if you have an ad that you want to place on MySpace, then all you need to do is talk to the people that run the site. Tell them that you would like to place some ads on their site, and you would like to know how much that would cost you. Then you can find out how many ads you can place on their site and how much it's going to cost you.

There are tons of place where you can advertise online, but if you are going to spend money to advertise, then you might as well do it in a place that is going to make you a lot of money. There is no reason to spend money putting ads all over the Internet if it's not going to help you. If your site does not get a lot of traffic, then people are not going to want to place ads on your site. So the next time you are thinking about different places you would like to advertise, remember that the more people that are hanging out at that site, the better. This means that you are going to have to spend your money on the sites you know are going to make you a ton of money.

Title:

Why Network Marketing Will Always Work

Article Body:

Before you decide on which business venture to get into, one of the factors that you consider is the stability of the foundations upon which a particular business system is built, right? Although entering into a business opportunity may always be accompanied by certain risks, you would definitely still opt to get involved in one that has a successfully proven track record.

Having its roots way back in the 1940's, the network marketing business today is looked up to as a multi-billion dollar industry.

Not so long ago, however, the network marketing business method was frowned upon and was included in the league of such financial scams as the pyramid scheme and other get-rich-quick schemes.

Nevertheless, throughout the years, network marketing has proven its worth as a stable and legitimate method of doing business. In fact, network marketing has developed into one of the major powerful pillars of the 21st century economy. Furthermore, business leaders around the world consider network marketing as the "business of the future."

Would you like to know why network marketing will ALWAYS work? Here are some reasons:

\*People will ALWAYS need extra income.

With the unpredictable fluctuation of inflation rates and currency rates in most economies in the world, people who have full time jobs all the more need to have a sideline to augment their income and make both ends meet. Even in more comfortable households where the family's basic needs are met with barely a sweat, it still wouldn't hurt to have supplemental income for the members to enjoy a little more luxury, right?

The truth is, extra money will ALWAYS be appreciated and be a great help --- be it for savings, for that long overdue vacation, or for emergency funds. No matter what your financial status, you will ALWAYS be thankful for that opportunity to earn a little more.

Would you also want to have extra income to spend on anything that your heart desires? Network marketing will ALWAYS be one of the simplest and least risky ways of getting that extra cash!

\*People will ALWAYS want flexible working hours.

Studies show that many people are only forced to go to work and endure their nine-to-five jobs. Since these people need to have a regular income, they put up with their strictly structured working world and dream that someday they could finally afford to enjoy financial freedom.

That said, these people would ALWAYS desire and appreciate the opportunity to have flexible working hours while enjoying a steady and reliable source of income.

Would you also want to work at your own pace and still enjoy the benefits of a stable livelihood? Network marketing will ALWAYS be there to offer you that wonderful opportunity.

\*People will ALWAYS appreciate having free time.

According to a survey conducted by "Money" magazine in the United States, 64% of men and 68% of women who participated in the poll revealed that they would choose free time over more money.

Indeed, in this fast-paced world, time is considered a precious commodity. We no longer need statistics to prove that. We ourselves can attest to the truth that we all want some extra time to enjoy our lives.

Wouldn't you also choose more free time over more money? The good news is, network marketing can ALWAYS give you both! You can work from home, practically with time in your hands, and still see those fat checks coming in.

Would you want to enjoy free time while you earn? Network marketing will ALWAYS be there to give you free time and more money!

\*People will ALWAYS be social beings.

As social beings, people will ALWAYS interact with other people --- sharing stories, exchanging views, agreeing, arguing. The point is, people will ALWAYS have a contact or connection with other people. And this is the very essence of network marketing --- building groups of people sharing similar ideas and goals.

Do you remember the time when you recommended a certain product or a particular service to your best friend? Didn't you know that you were, indirectly it might be, actually practicing the concept of network marketing? And if he, in turn, recommended that product or service to his family and friends, then you would have built a small network of participants! If only you were into a particular network marketing program at that time, you would have earned extra cash basically by opening your mouth!

Isn't it wonderful how network marketing would reward you just by being yourself --- by interacting with other people? Network marketing will ALWAYS be there to enable you to establish more friendships and earn at the same time!

\*People will ALWAYS purchase/use commodities.

From household goods and food items to health and beauty products, network marketing businesses will ALWAYS offer the widest array of commodities that you can ever imagine. Such everyday products can ALWAYS and easily be promoted to people from practically all walks of life.

Furthermore, when you join the world of network marketing, you will discover that people may ALWAYS be divided into two --- those whom you can invite to participate in the program you are in and those to whom you can offer the products that your business sells. Either way, you can and will ALWAYS win! Network marketing will ALWAYS see to it that you do so!

Supplemental income. Flexible working hours. Extra time in your hands. Socialization and interaction. Easy-to-offer commodities. With all that it has to offer, network marketing will indeed ALWAYS work. It will definitely go a long, long way, and will ALWAYS be here to stay!

Title:

Internet Marketing Trend: Segment Your List To Become A Trusted Resource... And Leave Your Competition In The Dust

Word Count:

558

Summary:

As 2007 gets closer, I've been reading and researching and looking back over my previous newsletters and blog posts in search of the big picture: what are the broad Internet marketing trends and how can we profit from them?

This year I've written about social networking, blogging, mobile media, direct-to- desktop technology, podcasting, online video... and I'm starting to put things into perspective.

What does the future of Internet marketing look like? Pretty much like...

Keywords:

Internet Marketing

Article Body:

As 2007 gets closer, I've been reading and researching and looking back over my previous newsletters and blog posts in search of the big picture: what are the broad Internet marketing trends and how can we profit from them?

This year I've written about social networking, blogging, mobile media, direct-to- desktop technology, podcasting, online video... and I'm starting to put things into perspective.

What does the future of Internet marketing look like? Pretty much like a teenager.

Just take a look at the nearest group of kids armed with their iPods and cell phones and laptops, and you'll see young people creating their own personal Web experience.

They're creating networks of trust made up of people, groups, and businesses that they WANT to hear from. They're eliminating what's irrelevant to them, and pulling in ONLY what they consider relevant. And they're using a whole array of tools to do this, and a full range of media.

That means that if we want to market to them, we have to become part of their trusted networks and use the same tools and media to reach them.

And that boils down to one thing: segment, segment, segment.

Increase your revenues by 781% by laser-targeting your customers' desires!

Segmenting your list to speak directly to your customers' buying habits, interests, and needs has been proven to improve email open rates by 165% and click-through rates by 147%. And conversion rates are up 355% over unpersonalized, untargeted emails.

The study, from Jupiter Research, showed that revenues for a campaign based on clickstream data (what people do on your site) improved by an amazing 781%!

These amazing results are a direct effect of the trust that comes from building a relationship with your customers.

Years of spam and telemarketing have made the public more defensive and less inclined to trust - or even read - messages from people they don't know.

The way to provide the most value is to give people what they want - and although that idea's hardly what you'd call a new Internet marketing trend, it's getting more and more important.

Until now, Web data has been big-picture only - just a collection of large numbers turned into statistics without any real analysis of individual tendencies.

But improved analytics and metrics are making it easier to collect much more specific data: where individual visitors are coming from, exactly which pages they view, and which links they click on.

That information, along with other data you collect from your sales history or analytics reports, gives you the tools to give your opt-ins what they want and keep you in their networks.

As people become even LESS patient with messages and content they don't want, precision targeting will be even more vital.

That Jupiter Research study said only a pitiful 11% of marketers use this kind of data to segment their list and target their most likely prospects!

For marketers, the Internet is moving away from being an anonymous sales portal to multiple personal networks of trusted associates and reputable businesses.

The successful marketers of tomorrow will deliver on the promise of the right message to the right audience at the right time by getting precise snapshots of visitor intent, as well as their motivations, preferences, and desires.

In the end, segmentation increases profits. And THAT'S an Internet marketing trend you need to follow! Visit http://www.marketingtips.com to learn more.

Title:

Taking Care to Website Hosting

Word Count:

861

Summary:

Now a day's website development is going easier. Looking on the new futures like xhtml and css layouts website design is most popular ongoing factors.

Keywords:

web, site, design, company, ecommerce, best, optimization, services, hosting, ranking, development, flash, business, service, internet, designer, main

Article Body:

Now a day's website development is going easier. Looking on the new futures like xhtml and css layouts website design is most popular ongoing factors. Now people know the value of a website and how its support their business marketing and promotion.

In 1990's search engine are not much popular after 2000 search engine like Google and Yahoo plays major part the website promotion. So now making a website is not important but how to promote your website and get good ranking in search engine is most important. Here I like to explain some major factors like web site design, web site development, web hosting, search engine optimization (online and offline), internet promotion and marketing etc.

Website Design - To develop a website in html design layout is now a common but search engines are more supporting to xhtml design and Cascading Style Sheets layout (css design). One of the biggest advantages to using xhtml css layout design is time consumers in website development. Styles sheets define how to display html elements in your website. All major browsers Netscape and Internet explorer support cascading style sheets and solve common problems in html/htm. You ca use lot of extra methods in a single html pages like external style, internal style sheet, inline styles, multiple style sheets.

Website Development - AJAX Asynchronous JavaScript has the power to make your site more compelling and more dynamic Ajax used for creating interactive web development applications. Most advantages of Ajax is real-time form data validation, auto completion, load on demand, sophisticated user interface controls and effects, refreshing data and server push, partial submit, obtain data using a server-side proxy, create single-page marshalled applications, low bandwidth usage and also support search engine.

Image optimization - Image search engine optimization is also now most popular most of the search engines provide vertical image search option. Now a day's photo sharing sites and social image sharing sites are most popular. Image optimization is web designer need best knowledge and take care of entire image shapes, image sizes, and tag text knowledge levels. For optimization src attribute specified width and height declaration, alt attribute and title attribute is must for an image.

Content optimization - Your website should start with your business content. Now website content is important for all the major search engines. Using duplicate content the search engines punish your website very badly. So your must take care about your web content seriously. In Search Engine Optimization the content is also most important, content spam lost your website ranking.

Meta content optimization -

Meta tags are a great way for webmasters to provide search engines with information about their sites. Meta tags can be used to provide information to all sorts of clients, and each system processes only the meta tags they understand and ignores the rest. Meta tags are added to the section of your HTML page.

Differentiate the descriptions for different pages. Using identical or similar descriptions on every page of a site isn't very helpful when individual pages appear in the web results.

Include clearly tagged facts in the description. The meta description doesn't just have to be in sentence format; it's also a great place to include structured data about the page.

Programmatically generate descriptions. For some sites, like news media sources, generating an accurate and unique description for each page is easy: since each article is hand-written, it takes minimal effort to also add a one-sentence description.

Use quality descriptions. Finally, make sure your descriptions are truly descriptive.

Major points remind to Design and optimization content:

Make a site with a clear hierarchy and text links. Every page should be reachable from at least one static text link.

Offer a site map to your users with links that point to the important parts of your site. If the site map is larger than 100 or so links, you may want to break the site map into separate pages.

Create a useful, information-rich site, and write pages that clearly and accurately describe your content.

Think about the words users would type to find your pages, and make sure that your site actually includes those words within it.

Try to use text instead of images to display important names, content, or links. The Google crawler doesn't recognize text contained in images.

Make sure that your TITLE tags and ALT attributes are descriptive and accurate.

Check for broken links and correct HTML.

If you decide to use dynamic pages (i.e., the URL contains a "?" character), be aware that not every search engine spider crawls dynamic

pages as well as static pages. It helps to keep the parameters short and the number of them few.

Keep the links on a given page to a reasonable number (fewer than 100).

Web hosting - Shared hosting is very popular and the most common type of hosting, having a unique domain IP not a dedicated web hosting will prevent you from being accused as a internet spammer. SERPs ranking in favour of dedicated C Class IP. Using dedicated IP address with a best hosting provider for your website going to be more beneficial in the long run for getting good rankings in search engines.

Title:

New Trends In Traffic Generation

Word Count:

1395

Summary:

Worried about the next Google slap? Do you only rely on Search Engine traffic? Don't know where to start when you need to drive traffic to your site? If yes, this article is for YOU! Whatever you do on the net, you will always deal with Traffic Generation...the holly grail.

To make it short, you have 2 main types of traffic :

1) Search Engine traffic

What is it? : organic traffic coming from search engines such as Google, Yahoo, MSN

Pros :

- This traffic is fre...

Keywords:

traffic, social networking, search engine marketing, SEO, adsense, schoeffel, traffic generation

Article Body:

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To make it short, you have 2 main types of traffic :

1) Search Engine traffic

What is it? : organic traffic coming from search engines such as Google, Yahoo, MSN

Pros :

- This traffic is free

- Traffic is highly targeted

- Volume of traffic can be very high

Cons :

- you don't control it

- you rely on robots to analyze your site and deliver some traffic

- you need to get indexed...without being de-indexed (once again, you rely on search engines policy and algorithms)

- short term

2) Referred Traffic (I know Search engine traffic is also a sort of referred traffic, but let's put SE traffic apart from this category)

What is it? Traffic coming from third party sites (other than search engines) and is a result of a "manual / human" action.

Examples : article directories, social bookmarking services, forums, partners, text link ads, banners, directories, rss...

Pro :

- you control it

- you have a lot of means to develop it (almost unlimited ; a lot are free)

- it's highly targeted

- You can pay to get better targeting and control over your referred traffic

- Long term

Cons :

- Time & resources consuming

- Repetitive tasks

Now, through my membership, my forum, my readings of other forums, I know that most webmasters mainly rely on search engines traffic, our first category.

The aim of the present article is to throw the light on a different angle of the Traffic Generation big box!

Summary : the right way to get into traffic generation is to forget about search engines.

Focusing on search engine traffic gives a too narrow vision of traffic generation. It does not reveal all the opportunities existing outside of the search engines (understand all the way to generate Referred Traffic).

In addition, as you've seen from the cons above, you accept to rely on something you never control, and this is a HUGE risk in your marketing strategy.

Warning : I do not say, you should not care about search engine traffic. I say that it should not be your priority, and the first door you try to open when dealing with traffic generation. It's a question of point of view.

Now, on the other hand, focusing on developing what we called Referred Traffic is a more positive, constructive and profitable attitude and marketing strategy.

Not only will you build traffic for the long term, but you will also "manually" control your traffic, either by submitting your content, your sites, your feeds, or by exchanging links, content, traffic with partners, being active on forums, blogs...

Doing it this way will give you a lot of power and effectiveness. Those sources of Referred Traffic only vanish...if you decide to let them vanish. Once again, you control everything.

Now, you have some positive side effects :

- By building Referred Traffic, you give a lot of food to search engines to index your site, understand them, and rank them well...

- ...thus developing naturally your Search Engine Traffic!

Try to develop Referred Traffic by submitting your sitemap to Google, and you will understand the difference between the 2 approaches :-)

Google and other search engines tend to change their algorithms quite often to produce more relevant content for users of their engines. Sometimes, your site is getting de-indexed in a day just because of this.

Are you lost, is your site dead? It could if you only relied on Search Engine traffic. It has no impact if you focused on building Referred Traffic.

In one case, you feel bad and like if you had wasted your time. In the other case, you don't even notice it (on the long run ; of course, you can see a fall in traffic coming from a given search engine)

But even then, your site has a lot of chances of being re-indexed when you've build Referred Traffic, simply because the search engines food is still there! And this is a HUGE difference and one of the most valuable asset you can develop.

If you're still with me, you should now understand my point : when dealing with bots, you need to act as a human...which means you should not try to talk to them :-) Give them some "bot food" that you build naturally by developing a Referred Traffic Generation Strategy.

Here are 10 easy "pieces" to do what we described above :

Once you have a site...

1) Find some related blogs, read them, identify trends, and post comments (no stupid comments, no spam of course) with a link back to your site where you're also discussing the topic

2) Do the same with related forums. Use search engines (!) to find relevant forums. Register and start being active on these forums. Use your signature to put a link back to your site

3) Create a blog (if you don't have one) and post on a regular basis on it. Use a service like feedburner to syndicate your content with other webmasters.

4) Submit your feeds, blogs, and site to niche directories

5) Find "authority" sites in your niche, analyze them and contact the webmasters to :

a) propose a link exchange (you should first put a link to their site),

b) if you're selling a report or an ebook, propose them to become an affiliate (give them a fre.e copy of your ebook first), and make it easy for them to manage their promotion

c) if they have a newsletter, read it, understand it, and then ask the webmaster if you can have a sponsored ad into it, or even better a solo ad where you could advertise your site, newsletter, ebook...

d) propose content exchange with link back to each other's website

e) build a relation with them

6) The most effective : write articles and submit them to article directories (some with big traffic, and some niche related ones)

7) Social bookmarking and social networking :

a) build a Squidoo lens (see Squidoo Profits for more details: http://www.squidoo-profits.com). You can find many sites like Squidoo and build pages about your niche on these ones too. You can link them to your main niche sites, you can link back to your blogs, or even to your other "squidoo" like pages, thus creating a "niche social net" all relevant to your niche.

b) build a myspace account and create a profile around your niche, then build your "list" of friends around this profile

c) submit your site to social bookmarking services (digg, technorati, del.icio.us ...)

d) You can also comment on the most popular entries with a link back to your site, blog, or squidoo lens.

8) Use videos and sites like youtube.com (and similar) to drive traffic to your niche site. Produce a short video (2-3 minutes) around your site, your niche and you. Link to your Videos from your "niche social net" (see 7) ) Also, ask webmasters to put a link to this video (once you have build a relation with them) - Or they can upload it to their server and brand it with their affiliate ID, if you have an affiliate program

9) Make it viral : your best source of (new) traffic...is your (current) traffic!

Use some "Tell a friend" features on your site to have them promote your site. You can provide incentives (such as a free report, a coupon for your ebook...)

10) Paid Traffic : yes...all the above techniques do not cost a penny...(unless you pay for advertising on a partner's site)

You can pay to get targeted traffic : you can advertise through text link ads, banners, that will appear on high traffic sites.

You should seriously consider paid traffic. Do not see it as a cost, but rather as an initial investment to boost your site. Also, if your site is correctly monetized, then paid traffic is the easiest way to get some quick metrics about this, and to make it profitable quickly.

As you see we could easily expand this list. But, those are, in my opinion, the most important sources of Referred Traffic.

Now, compare the above list with Search Engine traffic, and you will see why your approach should focus on generating Referred Traffic and not Search Engine Traffic. This type of traffic will come naturally anyway...

Title:

How To Monetize Your Authority Site Using Contextual Ads And Affiliate Programs

Word Count:

571

Summary:

Authority sites employ the geniuses of the best of webmasters to Monetize websites. With increased competition getting the king's share of web traffic on Internet space it is imperative that you know the right ways to monetize your authority sites. Popular websites seek innovative and user friendly approach towards generating fast flow of website traffic. Latest softwares and Internet marketing tools help to monetize authority sites. In e-biz, every detail of the authority we...

Keywords:

authority site building, authority site, authority sites, creating authority sites, web development services, website development services

Article Body:

Authority sites employ the geniuses of the best of webmasters to Monetize websites. With increased competition getting the king's share of web traffic on Internet space it is imperative that you know the right ways to monetize your authority sites. Popular websites seek innovative and user friendly approach towards generating fast flow of website traffic. Latest softwares and Internet marketing tools help to monetize authority sites. In e-biz, every detail of the authority website counts. The content infrastructure, web design and copywriting of the text add to the value of authority sites.

Monetizing Authority Sites Using Affiliate Programs

Authority sites get quick popularity with massive traffic generation from the affiliate programs. The affiliate programs run numerous social networking and B2B or B2C operations, promoting the steady flow of traffic from one website to the next. Some of the highest commissions paid by affiliate programs range within 20% to 60% of the total traffic. The most rewarding affiliate programs are the ones with life commission packages. These are ones with longest running membership and have built in database. Every time a new product is launched the data can be used for promotion.

Some of the most sorted techniques to Monetize authority site are by establishing links. A 2-tier affiliate network with multi-income facility would be extremely popular among the visitors. The authority sites would collect multi commission based on the flow of traffic. The first income is from sales via visitors and latter during the reference via visitors. The website would earn commission from both the sales and further sales generated through references. The referral links add the number of visitors along with the income from the multiple commissions.

Moreover, e-newsletters, link baits, and link exchange programmes published on affiliate website help to increase income. Choose an effective affiliate program with theme that matches to the products and services on the authority site. A percentage of the revenue would be based on the traffic generated from the affiliate site. Use an e-mail auto-responder that acts as round the clock newsletter for authority site and post a link on the affiliate sites.

Monetizing Authority Sites Using Contextual Ads

Contextual Ads on authority sites are user friendly as well as owner friendly. It turns out to one of most practical tools of advertising online. Search for the theme based websites related to the services and products displayed on the authority site.

Maximize the concentration of keywords for easy listing during scanning by the search engines. Some of ways to Monetize authority sites by contextual ads is to pay attention to key areas. Page match, automated topic suggestion, topic based bidding for ads, site targeting should be focus areas while building contextual ads for authority site.

Mentioning the link topic on the links and not the link ads would drive in more visitors interested to the product. Contextual ads are frequently displayed real-time, these targeted at highly specialized consumers on the Feeds.

The latest buzz in contextual advertising is a sure shot technique to Monetize authority site. These techniques involve categorization along with keyword bids. They refer to one another for generating a larger response. Effective URLs accompanied with real time indexing establishes new real time range. Cost - Per - Click has a different meaning for Monetizing authority sites.

Have an in-built auto bid system for evaluating CPC by the visitors. Overall, the optimization of contextual ads is the root to success for Monetizing authority sites.

Title:

Facebook Marketing: As a Marketing Tool

Article Body:

Today, Facebook is one of the hottest social networking websites available in the internet. Here, you will be able to keep in touch with your friends as well as your relatives and even meet new friends and build new relationships. With all the tools and applications that Facebook has to offer, you will see that it is a lot of fun and it will definitely provide a great way for you to interact with other people with accounts on Facebook.

However, you have to consider the fact that Facebook is not only a website that you can use to connect with your friends. It is also a tool that you can use to market the products and services you offer. If you have an online business or you are an internet marketer, you will see that Facebook is the perfect place to market in the internet.

With over 62 million subscribers from all over the world, you will see that this website is truly the internet marketer's dream. So, here are some tips that you can use in order to use Facebook at its full potential and let it help you make a lot of money.

The first thing that you need to remember is that once you have a Facebook account, you might want to fill out your profile. Don't just include your name, age and other basic things, but you need to really fill your profile page. You need to remember that the best profile is often a profile that is fully completed.

Once you establish your network, just don't stay in that circle. Try to interact with other people within your industry. This is a great way to build new relationships and is also a great way to market your products or services as well as your business website. To do this, you might want to join groups related to your profession. This way, you will be able to meet people that are also interested in what you have to offer.

You have to remember that Facebook is all about connecting and interacting with other members. So, you shouldn't be shy. Try interacting with other members. Once you establish a relationship, then you will be able to expand your network and improve your marketing strategy.

In internet marketing, getting targeted traffic is the key to success. If you have a Facebook profile page, you might want to make a unique profile page in order to catch other people's attention. Try adding some applications, such as games and add some videos as well as syndicate your blog website using RSS. By doing these things, you will be able to provide people with lots of fun things to do in your profile page.

These are some of the things that you need to do in order to successfully market in Facebook. Always remember that getting people to view your profile page is the key to success in Facebook marketing. Through these tips, you can be sure that you will get a lot of viewers in your profile page and increase the chances of getting them in your business website or get them to buy your products or services.

Remember these tips, and you will see that you will be able to become successful in marketing in Facebook. Always remember that you need to work hard in order for you to become successful in Facebook.

Title:

Facebook Marketing: Creating the Perfect Ads for Your Business

Article Body:

In the world of internet marketing, pay per click ads is by far the most used types of advertising among internet marketers. It encourages people to advertise for you and it's also one of the best types of ads available that produces a lot of targeted traffic.

Today, Facebook now offers Facebook Ads. This particular feature offered by this very popular social networking website is a pay per click advertisement made available for Facebook users. When you are going to use this feature offered by Facebook Ads, you might want to know how to create an appealing one in order to get someone to click on it.

The idea of a great Facebook Ads advertisement is that you need to create something catchy and flashy that it will be able to grab people's attention. You have to remember that no one wants to click on advertising in the internet unless it truly catches their attention.

Also, you need to remember that when people log on at Facebook, they will just be interested in checking out what's new or what's happening with their network of friends. They will be interested in socializing with other people. Besides, that's what Facebook is designed for.

Now, when it comes to creating an advertisement in Facebook Ads, your job is to take away people's fixed intention when they visit Facebook and make them spend a little time to take a look at your advertisement and click on it.

Creating a good pay per click advertising on Facebook Ads is easy. You just need a bit of creativity. For example: If you are trying to sell your iPhone or any kind of electronic devices that people would definitely love to have, you might want to try advertising "Want an iPhone at a cheap price?".

For this kind of example, you might want to consider specifying your target customers to be people in college or people between the ages of 18 to 25. You have to remember that kids today are crazy about cheap and cool electronic gadgets.

You can also upload a photo of the iPhone. This will add to the effect and will surely attract more potential buyers. You have to remember that you more likely will be able to catch people's attention on a visual advertising rather on text advertising.

Your selling point should also be strong. Don't just tell people to check out what you have to offer, you need to give them a reason why they should check out what you have to offer. You need to get in to your target customer's mind and find out what they need and what they really want. Try putting yourself in their shoes and you will be able to find out how you can attract their attention.

These are just some of the tips that you should know about Facebook Ads marketing. By keeping these tips in mind and by applying it in your Facebook Ads advertisement, you can be sure that you will be able to successfully sell what you have to offer.

Through ads like these, people will surely want to buy stuff from you. So, the next time you plan on marketing on Facebook Ads, you might want to keep these tips in mind. For sure, you will see that it will be able to help you out a lot.

Title:

Network Marketing Success Secrets Made Simple

Article Body:

To achieve success in network marketing, it is helpful to know the characteristics of successful people. By attempting to emulate these characteristics and by being in touch with your own dreams and goals, you will realize an increased level of success and personal fulfillment.

Success in network marketingis something for which every network marketer strives but which most never reach.

But what is success and how does one attain it?

To understand this, let us examine the word and look at the characteristics of successful people.Perhaps such an examination will enlighten us.

What is success?

Webster defines success as "a favorable outcome or result."

Characteristics of successful people:

Successful people have a purpose upon which they can build their dreams and goals. It is their "why." They have a deep belief in and conviction about their dreams.They are passionate.They don't allow their doubts to destroy their dreams.

Successful people set goals. Goals are dreams with dates attached. Successful people are focused.They prioritize, and they separate the important from the urgent.They are able to distinguish their wants from their needs.

Successful people are persistent.They attempt, and they keep working until they succeed.It is not whether they make mistakes or even temporarily fail that makes a difference, but rather, it is how they respond to setbacks.

Successful people are solution oriented.They spend most of their time thinking creatively of solutions rather than dwelling on the difficulties of problems.

Successful people are curious and driven to continue learning.Ultimate success comes to those who train continually.School is never out for them because they are committed to learning and growing.

Successful people are balanced in all areas of their lives: spiritual, physical, mental, and social.

Successful people are committed to excellence.They think of ways to improve and are personally compelled to do their best each day.

Successful people count their blessings and are involved in service to others.

Successful people are positive.They know what they want and with singleness of mind can positively and purposefully pursue their goals.

Are you the kind of person described above?Do you know you can change your life for the better in an instant? You can make an immediate decision to become more aware of how you are living your life.You have a God-given power to choose a life of self-improvement.

Success in network marketing is a journey; it is not a short stroll.Think of success not as a mountain to climb, but as a high plateau upon which to walk--it is how you stand and talk, laugh and listen, along the way.Integrity is the essence of your being.You should continually challenge yourself with excellence and productivity and, daily, pledge to improve yourself and others. What's passing in front of you is life's moving parade.

How driven are you with your purpose and goals?Are you obsessed with your deepest desires?Are you motivated enough to persistently search for success?If so, you have a huge "why."

Start today.Take one step at a time.Knowing your reason for wanting success, developing your "why," or purpose, is the first step.Your "why" will inspire you to remain focused and will move you into action. Without a "why," there is no hope.

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Title:

Networking - Relax!

Article Body:

Networking - relax! - Gill Fernley and Justin Baker, Six Degrees Network

Anyone who has been to a networking event has met business card thruster guy. Won't leave you alone, thrust their card in your face, every attempt at conversation gets quickly turned into a sales pitch. These people aren't networking, they're selling. Badly.

Let me share with you some of my thoughts on what puts the 'work' in networking. Networking is a form of marketing, and any form of marketing is most effective when you don't come straight out and say "buy this!" The best marketing techniques work on building relationships - courting trust, showing your intentions to be honourable in what you are offering. And there are certain market characteristics too:

People buy people.

People work with (and refer) people they like.

People don't like being sold to.

That's why the best networkers aren't the great sales gurus, they're the archetypal 'people person'. They are interested in other people and what they do. They want to help as well as be helped, not just because it will see them get business in the future, but because they like helping others. And most importantly, they don't talk - they listen.

Many networking events involve a 'round robin' of everyone there, which certainly has its uses - you get to tell everyone who you are and what you do, and if there is someone there who is looking for the service you provide, they will very likely come up to you for a chat. But that's not networking, that's hit and miss, and it's very important to understand the difference.

What I call hit and miss is what I just described above. You tell as many people in one go what you do in the hope that one of them is looking for it - the social equivalent of a mailshot, and just about as effective.

When you network, it involves who you get to know, and who they know, and who they know. This is called Six Degrees of Separation, the theory of psychologist Stanley Milgram. Milgram theorised that there was a chain of six people or less connecting us to everyone else on the planet, and this is also where Six Degrees Network gets its name from. This, to us, is exactly what networking is about: working that chain, getting your details through to the person at the other end, by getting to know people who can pass that information on. Word-of-mouth marketing relies on this being a small world, and networking makes it even smaller. This is also why the IT consultant, for example, shouldn't ignore the mechanic or the florist - firstly it's rude, and secondly who knows who they know?

So how do you get your name down that chain? It's unfortunate but true, that meeting a truly nice person is a rare occurrence these days. People remember meeting them when they do, and they feel an obligation to do something nice for them in return. Business card thruster guy will be bunched in with all the rest that person has ever met, but you, the sincere, friendly person who they chewed the fat with for half an hour about their business, their family and life in general, will be remembered. And if someone ever mentions your type of service to them in the future, you get the all-important "You know, I met a really nice guy/girl who does that called..." Just in case business card thruster guy is reading this and wonders what my point is here, this is called a referral. Its ok, I know you haven't seen one before. Don't be scared.

Title:

Using Autoblogging Software To Build Your Online Income

Word Count:

578

Summary:

While the term "autoblogging" might apply to the thousands of car enthusiasts who are devoting their blogs to their passion, it is more correctly used to describe the latest mini-phenomenon in the larger phenomenon of blogging.

Autoblogging is the blogging equivalent of the robot-run assembly line. Autoblogging eliminates the need to write or cut and paste your own blog posts by using certain autoblogging software tools to build your blogs automatically.

One of the bigg...

Keywords:

how to start blogging, seo blogging software, paid blogs, create a blog, paid to post, free blog scripts

Article Body:

While the term "autoblogging" might apply to the thousands of car enthusiasts who are devoting their blogs to their passion, it is more correctly used to describe the latest mini-phenomenon in the larger phenomenon of blogging.

Autoblogging is the blogging equivalent of the robot-run assembly line. Autoblogging eliminates the need to write or cut and paste your own blog posts by using certain autoblogging software tools to build your blogs automatically.

One of the biggest advantages of using autoblogging software is that it will let you go from maintaining a single blog to creating a host of them. In doing so you can become a blog force in several different online markets, and maximize your chances of making money.

But you'll have to develop the proper attitude and choose the proper autoblogging software tools.

\* Different Expectations

The simple fact is that as quantity increases, quality may suffer, and the use of autoblogging software to expand your Internet presences may not produce the same personality and audience devotion in the logs you manage yourself, so don't be disappointed if it doesn't happen. There are other perks to autoblogging.

But having a dozen readable blogs built with autoblogging software, even if each of them generates just two or three thousand hits every month, still translates to a tidy sum of traffic.

And while you may miss the accolades from an audience who stopped by just to read your words of wisdom, turning your automated blogging software traffic into a revenue stream will help ease the sense of loss.

\* The Critical Autoblogging Software Tools

The best platform for autobloggers is, without question, WordPress. WordPress is open source, so you can change it to suit your fancy, and use it on your domains. Because it's open source, WordPress is loaded with hundreds of free plug ins and themes.

Autoblogging would not be possible without a piece of autoblogging software called the RSS aggregator. Almost all other autoblogging applications, like posting data feeds or articles to your automated blogs, depend on your having an RSS aggregator.

WP o Matic is a WordPess plugin that lets you use the RSS feeds to create your blog posts automatically by typing in the feed's url and choosing in which of your blog's categories you want the posts to appear.

If you want the word on your new blogs to get out, you'll need a way of submitting your latest postings from each of them to http://del.icio.us and the other social bookmarking sites.

These sites are where Internet users store links to sites they think are useful, and the links car be viewed according to their topics or tags. One of the key autoblogging software tools is a social networking script which will get your latest blog entries out to the bookmarking sites.

Finally, an autoblogging software tool often overlooked by many bloggers is a language translations script. If you really want to become an Internet marketing presence, your blogs should be available to everyone on the Internet, regardless of their language.

\* Start Small and Let the Autoblogging Software Do Its Work

Once you have mastered the art of using the autoblogging software tools with one blog, and have seen your traffic grow to the point where that blog could actually generate a regular, if modest, income, you've accomplished what you set out to do. Now you're ready to set up your own blogging empire!

Title:

Advertising Your Blog on Other Websites for Free: How

Article Body:

You Can Take Advantage of a No-Cost Strategy

There are several ways you can advertise your blog on

other websites without paying a single cent. The trick

is to find these channels and determine which ones

will work for you. Here are just a few techniques you

can use:

Advertise on other blogs. You could build a reciprocal

relationship with other bloggers, particularly those

whose content are related (but not necessarily

similar) to yours. If your blog is about gadget and

industry news, for example, you could advertise it for

free on another blog that offers gadget reviews.

By becoming partners with a non-competitor, you take

advantage of his market for the right type of exposure

without alienating anyone. It's fair, it works and

it's for free.

Use social media. Social media revolutionized many

aspects of the Internet, particularly because it

presents a new way of communicating and sharing

information. It broke many barriers, allowing people

from across the globe to build and join networks, both

for personal and business purposes.

Social media are sites that can be used to advertise

your blogs for free. Nearly all types of businesses

that exist on the Internet use social media for

promotional activities. The demographics here are

clearly defined, people can communicate in a more

personal manner and since social media is an accepted

platform for marketing, people who read your ads

regarding your blog are more likely to be receptive to

it. Best of all, advertising your blog on these

websites is free.

Use a network. To build buzz and gain momentum in the

blog universe, you need support from likeminded

individuals. Bloggers don't really advertise

themselves actively against other bloggers. Instead,

they compete with one another by ensuring they have

better content and easier to use sites.

Although simply maintaining a good blog will help

attract other blogs wishing to link up with you, you

might also want to actively pursue associations with

other popular blogs. Many of the best bloggers around

are generous enough to give you a bit of support and

will gladly mention your blog in one of their posts.

Best of all, a network helps you increase your reach

for the same amount of effort.

Use article databases. Article databases are

repositories of write-ups that bloggers and site

owners use. If you choose this route, know that this

is a rather indirect way of promoting your blog. It is

quite effective nonetheless, particularly if you want

to build buzz regarding your ability to provide useful

information.

Try to search out a specific topic online and chances

are, you will find an article written by blogger in an

article database. Read this article. At the end, you

will notice that the blogger had included his/her

name, a short description of himself, what he does,

the name of his company and a link back to his site.

Sometimes, a blogger might even include a few links to

some of his write-ups within the text of the article.

This is to entice the reader to click on the link and

find related information on the writer's blog. Using

links in this manner allows you to advertise your blog

for free on a separate website.

There's no cost involved here, particularly if you

wrote the article and performed the submission

yourself. If you prefer to spend a little bit, you

could also use copywriting and submission services for

a reasonable cost. While this isn't free advertising

for your blog, you still get to expand your presence

using another website.

Title:

13 Steps to Successful Blogging

Article Body:

Blogs can be a very marketable and very profitable tool if used correctly. Profiting from blogs is just a matter of grabbing the attention of an audience and not doing any actual salesmen selling. In this article you will learn the 13 most essential steps to successful blogging.

1) Where to start?

You should begin your blog with a free blog hosting service such as Journal Home. I don't say that because I'm the owner, but a free blog host is very rewarding for a new blog. Starting with a free blog hosting service allows you to begin blogging instantly without having any advance knowledge of scripts, hosting, or programming. It allows you to build an audience and buzz for your blog. It allows you to focus on your content and not the internal maintenance of the blog. The best benefit of starting with a free service, is in the case your blog doesn't become successful you do not lose any money or are you left holding the bill. The great thing about a blog is that they are organized in chronological order, your latest entry is displayed first. When your blog traffic grows greatly and you are ready to upgrade to your own domain then you can simply make your last blog entry the announcement of your "move". Simply add a last entry stating that your blog has "moved" and type the new blog URL address. Which directs visitors to your new blog site, keeping your following, without a major inconvenience to anyone. Upgrade as you need to...but only when you need to!

2) Niche

A niche is a targeted product, service, or topic. You should first decide on a product, service, or topic which interest you. Choose an area which you can enthusiastically write about on a daily basis. You can use keyword research services like Google Zeitgeist or Yahoo! Buzz Index to find popular searched topics. It does NOT matter if your topic is popular as long as there is a audience for your topic and the topic is precisely focused then your blog should be successful. Anything can be considered a niche as long as it has a target audience no matter how large or how small the audience is. A blog about your cat can be a niche or a blog about the species of the cat family can be a larger niche market, if there are people who are interested in hearing about your cat or the species of the cat family, then you have a niche...you can even choose to build your audience for a market which an audience does not exist, but first you must build your blog.

3) Update Daily (nothing less)

This step is a must and not a suggestion. Updating your blog daily not only keeps your blog more interesting to readers, but it also gives your blog fresh content on a day to day making it more appealing to search engines. Not updating your blog on an occasional holiday or one day here and there is understandable to most, but missing days at a time or weeks is unacceptable and will most likely result in your blog being unsuccessful. To keep your blog traffic and retain your visitors interest it is a must to update your blog daily with multiple entries. Though, I am seeing a growing trend of successful blogs that are not being updated daily, but they are successful and have a stable audience who continue to visit their blog daily. Regardless, these blogs are still updated weekly with multiple entries. Until you have a steady audience you should try to update your blog everyday with at least 3 or more daily entries. The best way to accomplish this is to set aside 1-2 hours a day for tending to your blog and adding new entries. It may even be wise to schedule a set time which you dedicate to your blog each day. Give yourself work hours and treat your blog as a job, what happens if you don't come to work for days or weeks...you lose money or worse you get fired! Same applies here...if you don't update your blog for days or weeks you'll lose visitors.

4) Traffic

It's no secret. You must have traffic to profit from blogs. There are numerous ways to build traffic. Paid advertising, free advertising, viral marketing, search engine marketing, RSS/XML feeds, and word-of-mouth. You should always use your blog URL address in the signature of your email, forum discussions, message boards, or any other communication media. You should submit your blog URL address to search engines and blog directories. You should submit your RSS/XML URL feed to blog ping services like Technorati, Ping-O-Matic, and Blogdigger. You should confidently share your blog with family, friends, co-workers, associates, and business professionals when it relates. Many blogs can be considered as a collection of articles, for this purpose you should submit your blog entries (those that are valuable and lengthy articles) to content syndicators like GoArticles.com or ArticleCity.com. Once submitted your articles can be picked up and published by others. The trick is to make sure you include your Blog URL address in the "About the Author" passage. What this does is create link popularity and backlinks for your blog, when someone picks up your article from the syndication then publish the article on their website the "About the Author" passage is included with each publication and the link you included is followed, crawled, and indexed by search engines. Imagine if your article is popular enough or controversial enough to produce 10,000 publications across the web. The search engines is bound to find your blog in no time with that many publications and credit you a authority on the topic, in return increasing your rank on search engines. The small effort of writing a well written article is rewarding. You should try to write at least 1 full length article every week for syndication and submit your article to at least 10 article syndicators.

5) Track Your Blog

How do you know if your blog has traffic? Just because no one is leaving comments doesn't mean your blog isn't growing. Many visitors do not leave comments but they are returning visitors. I know it sounds crazy but with blogs people are more interested in what "you" have to say! Many visitors do not comment their 1st, 2nd, or 3rd time. Some do not comment at all, but are active daily visitors.

Tracking your blog does not have to be overly sophisticated usually a simple free page counter like StatCounter.com or Active Meter will do the trick. Install (copy/paste) the code into the html of your blog template and start tracking your visitors. Its better to use a service which gives you advanced traffic analysis, such as keyword tracking information, referral information, and search engine information. Visitors, returning visitors, and unique visitors should be standard for any page counter service you choose.

6) Listen to Your Audience

When using the proper page counter you should begin to see how others are finding your blog and if through search engines then which keywords are being used to find your blog. If constantly your blog is being found by 1 or more keywords then focus your blog around those keywords to make it even more powerful. When writing entry titles and entries use the keywords as often as possible while keeping the blog legible and interesting.

7) Multiple blogs

Use multiple blogging accounts (free) to attract more people. This means you should have a blog with JournalHome.com and others. The more blog accounts the better (be sure to read and adhere to the Terms of Service for each site). You can copy/paste from 1 blog to all others. Having different blog accounts is like having a publication in different newspapers. This enables you to attract more visitors and this also increases the chance that 1 of your blogs will be in the search engine results for your focused keywords.

8) Short & Concise

Aside from the lengthy article a week for syndication and publication your blog entries should be short & concise (if you can help it). Sometimes there are exceptions to the rule and you have no choice but to blog lengthy entries, but try to avoid this as much as possible. You do not want your blog entries to become hours of reading. Visitors like to easily find information and skim through your entries. It is good to be detailed and provide useful information, but do not include useless information or run away sentences that veer away from your topic. Stay keyword-focused.

9) Digital Art

Try to include non-advertising graphics, pictures, photos, and art in your blog entries. Not too much. Once a week is fine. Graphics can sometimes bring your blog to life. Of course, the content of the blog is the most important aspect and you do not want to overshadow your content with graphics, but displaying graphics can add a bit of spice to the blog. Be choosy about your graphics and make sure they fit your entry topic. You should add content with the graphic, at least a caption. Original graphics, photos, pictures, and art is recommended.

10) Keep it Personal

A blog is most successful when it is kept personal. Try to include personal experiences which relates to the topic of your blog entry. Stay away from the business style of writing. Write with a more personal style and use first-person narratives. Do not write any of your entries as sales letters, instead share product reviews and personal endeavors.

11) Interact With Your Visitors

You now have the traffic you deserve. You should begin interacting with your visitors. Create a regular theme such as: "Monday Money Tip" or "Picture of the Week" which entices your readers to look forward to each week.

Give your readers advance notice about a product, service, or topic which you are going to review and then talk about later. If the President was scheduled to give a speech then in your blog you should state that you "will discuss the speech and give your opinion after the speech airs. Comments will be appreciated".

Try your best to find exclusive information that not many have. Do not disclose any confidential or secret information which is deemed illegal or can potentially get you into trouble, but try to get the scoop before everyone else does. Such as: If your blog was about Paris Hilton (the socialite) and you had a blog entry about "Paris Hilton Getting Married" then it would be interesting to your readers if you had a actual picture of Paris Hilton engagement ring. Give your best effort to dig and search the internet for exclusive information and you will possibly come up with something useful. Your readers will appreciate this and they show their appreciation through word-of-mouth referrals. Imagine how many readers will tell their friends, family, and others about information they only can find at your blog.

12) Make Money

Once your blog has gained some real momentum and your blog traffic is increasing then it is time to start thinking about turning your traffic into profit. You should use contextual advertising, like Google Adsense or Chitika. Contextual advertising is usually text links which use the content of your blog to publish targeted ads on your blog. The payout is usually based on a pay-per-click model, meaning for ever click an ad receives you are paid a small percentage of the profits. In addition to contextual advertising it is good to also use graphical advertising such as: BlogAds.com, Amazon.com, MammaMedia, or General Sponsored Advertising.

13) You're a Professional

You're a professional now! What are you still doing with that free blog hosting service? It is time to upgrade to a domain hosted solution. You need to get a web host and choose a domain name for your blog then check its availability. Select the blogging software you wish to use, such as: Squarespace.com, WordPress.org, MovableType.org, TypePad, etc. When you have your new blog domain setup and ready for traffic then it is time for you to announce your move on all your previous blog accounts. Your last entry to the blog should be a "move" announcement. The title should be "Moved" and the blog entry should state something like "I have a new home for my blog, please bookmark and follow the link: http://www.YourNewBlogDomainName.com". This way all returning visitors and new readers should not have any problem finding your new blog domain. Plus, search engines can easily index and crawl your new blog, since your old blog should already be popular with the search engines.

At the level of a professional blogger you may want to team up with 1 or more other bloggers. This will create a more interesting and more powerful blog. The old saying "two heads is better than one", more authors mean more advertising and exposure because each author will have a vested interest in the blog. The idea of a team blog is to make it profitable and rewarding for all authors, while continuing to target the blog topic and keeping the blog interesting for visitors.

Following these blogging techniques should make your blogging experience much more rewarding. There is no guarantee that your blog will become popular or a household name, but the effort should at least put you one step closer. Making money online is not an overnight experience like many may think, but making money online is definitely a foreseeable possibility. As well, growing popularity on the web is not an overnight experience, but through time, dedication, and persistence you will be rewarded with all the royalties of blogging.

To learn more about successful blogging subscribe to the Journal Home Newsletter

Title:

Blogging Tips And Tools

Word Count:

617

Summary:

As a business owner, You'll not want to miss out on the additional revenue you can generate by using blogs to add revenue streams to your business . Displaying Adsense ads, affiliate banners and links, and developing another source of traffic to your core business are just a few of the benefits associated with blogging. Once you have a large consistant flow of readers, selling advertising space might become a viable option. This will of course depend on your marketing skills ...

Keywords:

create blog, blog create own photo, create a free blog, create your own blog, create a blog com

Article Body:

As a business owner, You'll not want to miss out on the additional revenue you can generate by using blogs to add revenue streams to your business . Displaying Adsense ads, affiliate banners and links, and developing another source of traffic to your core business are just a few of the benefits associated with blogging. Once you have a large consistant flow of readers, selling advertising space might become a viable option. This will of course depend on your marketing skills and your ability to provide quality and useful content.

Setting up a new blog with Wordpress is pretty simple and I'm going to assume you've already registered a new domain related to your blog. As well as having a web host that uses cPanel. Using Fantastico to upload and install your new blog is really a no brainer. It will do just about everything for you and gives pretty clear cut instructions to customize the look and feel of your new blog using available Themes and Plug-Ins. I want to add that Wordpress Blogs are free and you can set-up as many as you choose. Each should have its own domain or sub domain.

Some things to consider before you begin the blog set up process.

1. What will you name your blog?

2. What will its purpose be?

3. When and how often will I update my blog?

4. How will you use it to enhance your core business?

5. Will it be seperate from your business or will it be its own business?

6. How will you announce your new blog to the world?

Many affiliate marketers use blogs as their only method of promotion rather than using conventional websites because of the ease and simplicity to update and add content without having to get into text editors and ftp programs. Their blogs are' their business.

Once your blog is set up and you've decided on a name, what your target niche will be, and will it be a stand alone project or an addition to your core business you'll want to get the word out.

Social Bookmarking sites are an effective strategy for bloggers. You can reach a wide variety of bloggers and attract an avid readership to your new blog. I've put a small list below as well as an ebook that lists many other SocialBookmarking sites.

1. http://tagtooga.com

2. http://del.icio.us

3. http://furl.net

4. http://simpy.com

5. blogmarks.net

6. http://shadows.com

7. http://spurl.net

8. http://netvouz.net

9. http://lightninghotprofits.com/SocialBookmarkRolodex.pdf

10. http://lightninghotprofits.com/176BlogTraffic.pdf (This contains 176 Blog Directories you can submit your blog to.)

The sites above will hasten your attracting Googles spyders to your new blog and will get you indexed faster than normal. I don't need to say how important that will be in getting targeted traffic to your blog. But I guess I just did.

You will of course want to submit your blog to the Top 10 Search engines. Doing this every 30 days or so will certainly be beneficial to a solid marketing plan.

Don't forget to consider placing some sort of contextual advertising on your main blog page. Whether it be in the form of adsense, yahoo, 7search, etc. These can bring you much needed revenue in the begining growing over time.

Whatever you decide to do with your blog I hope I've supplied you with some food for thought as well as some tools for you to get started. The Social Bookmark sites, blog directories and the Top 10 Search engine submissions will almost guarantee attracting readers to your blog and if you supply them with relevant and unique content, word of mouth can most assuredly spread like wildfire.

Good Luck with your new blog!

and Happy Blogging!