

# Secrets of Blogging for Online Profit

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Sean Mize

[Secrets of Internet Success](#)

I have recently written an ebook that teaches you step by step how to create a large online income.

Check it out here:

[Cash Flow Business Model](#)

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## Why You Should Update and Test Often when Blogging for Traffic

Blogging for traffic to your website is not much different to writing articles or posting on forums. The way to succeed with blogs as traffic generators is simply to provide good content to them on a regular basis. Anybody should be able to write several hundred words relevant to an aspect of their web site and publish it on a blog.

The increased influence blogs have on the internet is probably due to the more personal form of the writing, rather than the more formal style of conventional web content, and also to the increasing use of RSS feeds to provide web page content. If a blog gets a lot of visibility on the internet, and plenty of regular traffic, the web site of the blogs owner must also receive a proportion of that traffic. A blog is therefore very good for generating traffic to your web site. Not only through direct visits, but also through the search engine listings that the links provided in the blogs help to improve.

If you have several blogs, and network each together, then that will have a very positive effect on your net blogging traffic. This will, in turn, provide you with even more traffic to your website(s). In fact, if you update each of your blogs daily, it can be used as your main traffic generation system, obviating the need for article writing or search engine optimization. However, a good traffic strategy should employ elements of all three and not rely solely on blogging or any other single means of generating traffic.

If you are not used to blogging and are unsure how to start, I suggest Blogger to begin with. Wordpress is also popular, but Blogger is probably easier for the beginner. Once you have set your blog up, add a blog a day, at least to start with. Use anchor text in your blog leading back to your web site, and make the anchor text exactly the same as the title of the web page you are linking back to. In the case of your home page that will be your domain name.

Always keep in mind that, just as with your articles in article directories, your blogs are also being searched and indexed by the search engines. Write your blogs as you would any other content, but try to do it in a conversational way. You will have to use keywords, though sparingly, and related text to keep friendly with the search engine algorithms.

The more blogs you post, the better for your web site's listing and the more traffic you will get. Blogging for traffic is all about providing anchor links and keeping on topic with keywords at least at the start and end of your blog. Your traffic will increase in line with the number of different blogs you run, how you network them and how frequently you update them. The optimum is probably a daily update, though you are likely to achieve better results if you update two blogs every two days than one blog daily.

That involves the same amount of writing, but to two different blogs that could have two different sets of subscribers. You could take this argument to the extreme and have, say, seven blogs, each of which you update every week. It is sometimes worth

testing the various options open to you to decide which provides you with best results. When making such a test, however, try to make it more than once, since certain times of the year can be better for certain blog topics, and different days of the week are known to get more readers than others.

A good initial test would be to update one blog every day, and measure the results from each blog update. This should give you an idea of the best days for updating your blog, then you could start up a second and run the same test again, updating each of your blogs on the best day indicated by your test results.

This is the best way to maximum results when you are blogging for traffic to your web site, and while it is always productive to write frequent updates, the days on which you do this could be equally important.

## **Bloggging – Five Reasons You Need to Set Up a Blog Today**

Bloggging can be important to your business. It is difficult enough getting traffic to your website without ignoring one of the best ways to do it. Search engines love blogs because they present ever changing content.

Website content is essential to interest visitors and keep them on your site, and too many sites keep the same old content week after week and month after month. While search engines like content, they soon notice if your website is remaining static, with nothing fresh coming on-stream. Blogs present ever changing content and so help you gain, and maintain, high listings in search engine indices for your keywords.

That is reason number one, and a very important reason since a good search engine listing will provide you with lots of free traffic. Many people spend thousands on getting seen on the first page of Google with Adwords, and if you can achieve that without paying, and can retain your position through the ever changing content provided by bloggging, then you have an advantage over your competition.

The second reason, and also an important one to many, is that bloggging is easy to do. There is free software available to manage your blog, and it takes very little time to set a blog up. Many people think that they take a lot of time and effort to run, but a few minutes two or three times a week is all that is required. Some blogs are updated weekly and others daily, but there is no set rule. Whatever suits you best is good enough, as long as it is changing at least once a week to keep the spiders happy.

The third good thing about a blog is that people volunteer to receive it, so you don't have the problem of spamming that you would if sent out emails. They take your blog because they want it and they like the content. Additionally, blogs cannot be filtered in the same way as spam, and there are those than believe that anything caught by an email spam filter must by definition be spam, even though we know that to be untrue.

Blogs also drive traffic to your website. They can appear on other blogs, and if you combine your blog with your email marketing techniques you will find that your

traffic can increase dramatically. You can bring it to the attention of everybody in your list without any risk of spamming. Blogging presents you with many marketing opportunities you would not have without it. RSS is one method of presenting your blog to a very wide audience, and since RSS feeds are accepted voluntarily, your audience will be focused on the theme of your website.

A fifth very useful feature of blogging is that you can deal publicly with your customers' or readers' problems. You can use your blog as a forum that virtually provides a Q&A section of your site, and consolidates people's problems. This can be a very useful feature of a blog that itself can be an attraction to visitors. You can also make comments on marketing in general and allow others to do the same. You can achieve a high degree of visitor interaction, much like a forum, and visitors themselves can answer the questions posed.

It is important to understand that your blog is a permanent record of your website, and can be accessed at any time as long as you keep it active. It can be useful to check on what your website content was at this time last year, so that you can compare traffic statistics with content. The term blog is short for web log, and is, in effect, a log of your website content.

Apart from these five reasons for blogging on your site, it is a good moderator of content and keeps you on your toes with respect to the generation of fresh content. Anybody with a blog on their site feels compelled to keep adding fresh content and this can only be to the benefits of your visitors, and ultimately yourself.

## **How To Effortlessly Multiply Your Blog Posts Per Day for Ridiculous Success**

This isn't going to be the easiest thing on earth for you to do, if you are just getting started. But it is the same process I use for generating massive traffic with my article marketing (which, by the way, if you are not doing, you are missing out on a GREAT source of basically free traffic).

The basic concept is this: respond to blog posts daily to get inbound links and traffic from the blogs. Find blogs that are in your general niche, and then respond to the posts in the blogs.

Keep in mind, if you spam or try to sell or anything like that, in the blog posts, your ip will be banned – nobody wants your sales pitch in their blog.

They want your content. Of course, when you give them your content, they give you a link. Fair enough? I think so.

So how do you multiply the posts?

Use outsourcing. Hire someone to do it for you – you should be able to get blog posters for around \$1 per post.

Or, you can go with a traffic assistant – they are usually priced at about \$500 per month – and you basically get a full time worker in a less-expensive country like India or the Philippines – and they generally will work 160 hours a week – something like \$3 per hour – and do all the blog posts you can ask for.

Of course, one of the really important things with that is that you have to be very clear about what you want. If you are not, and you are not monitoring what they are working on, you could find out that although they are working hard, they are not making you any money.

### **Some notes from Sean Mize**

After having read this, you might be thinking...all of that sounds so simple...why aren't more people doing it?

Actually, they are: significant incomes are regularly made with blogging.

Of course, in order to adequately monetize your online business, regardless of where it originates, you have to have a game plan, something that will get you from the very beginning to the point where you are consistently making money.

One of my most popular learning tools is my monthly newsletter, delivered to your doorstep by the postal service:

[Monetizing Online Businesses](#)

I trust that you will use these materials to grow your own internet business, and achieve your online and financial goals,

Sean Mize