

## Learning About Blogging and Blog Marketing

Blogs, which are also known as web logs are all the rage right now online. Everyone has a blog, and everyone is making money by blogging. The question is how are they doing it? What is so special about a blog that you can make money by posting on it? First you should know that a blog is a little bit like an online journal. You can make posts in it about anything that you want to, and then publish it for the whole world to read. If you have never blogged before, it is a good idea to do so just for fun in the beginning, so that you can get a feel of what it is about.

Once you have become familiar with the blogging platform, and kind of get the jest of it, you will be ready to try and make some money at blogging. However, for a beginner blog marketer, you want to take it slow and one step at a time. You will need to do things in order and that will help keep you from getting overwhelmed with it all.

The first thing that you want to do is find a niche to blog about. This can be anything that you know, want to know, or want to learn. Become an expert in that field. The more you know, the better. The niche can be anything that you want it to be. It can be as complicated or as simple as you want it to be. Think about something that you know and love, something that you want to learn all about. You will come up with a niche that will be perfect before you know it.

Now that you know what your blog will be all about, you are ready to get down to business. First of all you want to decide how often you will update your blog. Will it be daily? Every other day? Maybe even weekly? Whichever you choose, stick with it and make sure that you hardly ever miss an update. Once you get readers to your blog you want them to know that you will update it as often as you say. They need to know how often to check and visit your blog for new information. If you post like you say you will, you will end up with a large reader base that will follow you anywhere.

So now that you have a niche, and have decided how often your blog will be updated, it is time to get down to some marketing. To begin with, you need to get back links. Back links are important and they mean that someone is linking to you. There are a few ways that you can get these much needed links. You can look around on the internet and find some sites that are relevant to your niche and request a link, or you can post comments on other blogs that are relevant and leave a link behind with your comment. Either way, they both work and they both count as links that you need to your blog.

Are you trying to sell things from your blog? If so you are going to find that

promoting products in your blog is a great marketing technique that you can use as well. People do it everyday and make lots of money from it. Whether it is affiliate links, or your own products and services that you are promoting, you are going to find that blog marketing is one of the best ways to get the word out and let people know that you are in business. Marketing from your blog has never been easier.

With all of the great tools that are out there now for blog marketing, it is really hard to have a blog fail when you use them. Make sure that you ping your blog every time it is updated, and work on those links as they will make a huge difference.

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