

How Internet Marketers Profiting From Blogs

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Can internet marketers really make money from a blog? As with most everything else in internet marketing industry, there's no simple answer. Just as with most products and tools, some internet marketers will be able to turn their blogging efforts into profits, while others will find blogging to be of no value at all. Over the past several years, blogging has become quite popular outside the internet marketing field. Quite naturally, internet marketers began wondering if they could profit from blogs.

For those who may be unaware, a blog is a short form of "web log", an online diary or journal, where a writer can easily post articles and updates, even those without internet marketing experience. The idea is that making posts frequently to your blog will get your site spidered more often, because the search engines like frequently updated content. Some blogging software even includes a notification feature, to alert the blog directories that you've made a new post to your site. The directories themselves are spidered often by the major search engines, and this will lead to rapid spidering of your own blog site.

And if you have something informative, news worthy, thought-provoking, or even controversial to say about whatever your topic may be, you may find that your site will get numerous inbound links from other internet marketers who want to draw their site visitors' attention to your blogging efforts. In reality, even if your blogging efforts aren't that great, you may get a lot of inbound links anyway. Some marketers use web page generation software that can automatically and quickly build up to hundreds of pages on a particular set of keywords. Some of this type of software makes use of RSS technology, which is commonly found in blogging software, to display others' blogs on an internet marketer's web site. RSS is just a special formatting of a web site, so that the content can quickly be shared to other sites, and when other marketers include your blog as a source for their automatically generated pages, you will usually get an inbound link to your blog from them.

With unique content and inbound links to your blog, you should get higher search engine rankings, and from that, more traffic. And if you target your own services, affiliate products, and pay per click advertising to the audience that reads your blog, you may be able to turn that readership into a profit.

You will need to decide for yourself whether you want to profit from your blog alone, or whether it will only be one part of your internet marketing efforts. While a few bloggers have made a lot of money exclusively from their blogging efforts, it is probably more likely that most internet marketers will use their use a blog as a supplement, a way of contacting their target audience in between other communications such as newsletters.

Whichever direction they choose, for the best shot at making a profit from blogs, internet marketers should consider their blogging as an important part of their business, not an afterthought. It should be designed and planned from the very beginning so that it will make a worthwhile contribution to overall profits.