

Published based on [How to Rank #1 in the Search Engines Blogging and Make Huge Profit](#)

# **How to Rank #1 in the Search Engines Blogging and Make Huge Profit**

If told you that five minutes after reading this you could have a web site up and running that can promote your online business, boost your visitors, provide better consumer service, and help you make much more sales... would you believe me?

How about if I added that you can do all of this for Free?

Skeptical? Read on...

I'm certain you've heard about 1 of the biggest things to hit the Web within the last couple of years -- blogging. A "blog" (derived from the term "web log") is basically just a internet website -- with two key differences:

First, it's very easy to add information to it. A blog is like an online journal, so you just log in, type what happened today, post it, and you're carried out!

Second, you are able to add a easy little feature that automatically tells a entire bunch of other internet sites that you have created an update to your blog -- every time you make a change!

You might also have heard that there are millions of blogs out there... much more than 28 million with a new 1 starting every second, according to blog directory Technorati.

However, what you might NOT know is that a blog can also be a very potent marketing tool for your business... And some people actually earn an income just from blogging!

The fact is, blogging is fast becoming an very essential technique for any on-line marketer. An efficient blog can drive swarms of visitors to your main internet website Generate More item sales Produce an extra stream of advertising income Be an excellent customer service tool ... And a lot more.

Blogs have an informal, conversational style, and readers can join in by commenting on every post. Blogs can be chatty, controversial, informative, opinionated, and frequently humorous, and it's this "human" aspect of blogs that draws numerous people to them.

But the very best part about blogs is how accessible they are to Everyone. Blogs are Totally free (or very inexpensive) to set up utilizing services like Blogger or TypePad.

Simple to make use of -- you can literally produce your own blog in much less than five minutes!

Easy to promote with all the new tools and resources that have been produced specifically for blogs -- like Google's blog-only search engine, Google Blog Search.

Plus, they are Proven effective promotional tools for both online companies and offline companies. Actually, each and every company individual should have a blog -- and I suspect that soon sufficient, everybody will.

How You can Use a Blog to Wildly Accelerate Your Online Success!

The reality is, blogs are no longer just on-line diaries of people's personal lives. Both on-line and offline companies can use blogs to take their products and services to a wider audience -- growing their visitors, leads, and sales.

Let's look more closely at a few of the very powerful methods your company can benefit from a blog. With an effective business blog, you are able to...

Humanize your company: Simply because a blog is a lot much more informal than other web sites, you can write posts in your own voice and give your company much more of a human face. This assists reassure prospective clients that there is a "real person" behind the internet site who will take care of their needs. It also permits you to inject much more of your own personality into your online company than your main sales site could do.

Enhance your customer service: Your blog can act as a type of interactive FAQ, permitting your clients to submit questions and you to answer them. You are able to also provide item updates, "How-to" articles, and other information of relevance to your customers. And prospective customers who see your blog will probably be encouraged by your commitment to great customer service!

Give your target market the information they're searching for: With its automatic archiving feature -- by date and category -- a blog is a wonderful content management system. It is easy for you to post new info on a regular basis, and it is easy for your visitors to discover the info they want. With a well-written, frequently updated blog, you can become a dependable resource inside your business, and develop a following of loyal readers who depend on your content. These individuals will probably be your greatest possible customers!

Drive traffic to your sales web site: In the event you already have a web site, a blog can give your visitors levels a actual increase. For starters, your blog will attract new visitors which you can then redirect to your primary sales internet site via links and special provides. But an even Much more efficient method is to use strategic key phrases and links to specific sales pages to dramatically improve the search engine rankings of both your blog AND your primary web website.

Develop your credibility and establish your self as an business expert: You are able to give your credibility a actual boost by regularly posting useful and relevant info on your blog. It's a great method to establish yourself as an expert in your subject area -- and allow your visitors to really feel a lot more comfortable purchasing from you.

Promote your products or services: You are able to actually sell items directly from a blog, or you can use your blog to mention new products and direct your visitors to your sales internet website.

Generate extra income: There are now a number of advertising programs available, like Google AdSense, that allow you to monetize your blog and generate an extra revenue stream.

There are many little company owners who are using blogs to benefit their business right now... with some spectacular results. We've come across farmers, PR consultants, tailors, CEOs, and many more who blog with great success.

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