

# **Tweak Your Content & Boost Your Income!**

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## **Disclaimer**

This guide has several purposes, two of which are educating you enough to make you a better marketer and to focus your interest enough to help you avoid mistakes that will derail your success.

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## **Introduction**

In the Internet Marketing scene, content is everything, whether you are selling products on eBay, blogging or creating websites as an affiliate or the proud author of your own ebooks and reports. If you've got nothing to sell, you won't make any money or have a business.

So, what does this mean to you? Without good content on any Internet Marketing project, you will not be successful. It doesn't matter what your specific interest is or your favourite niche. Your success depends on how valuable the information or software you are offering is to those looking for it. A blog or website just sitting on the Web someplace without a focus or specific solution to a wide-spread problem is useless to you.

Even if you aren't trying to make money with a blog or website, but want to build your reputation as a valuable source for information, you will still need traffic and a constant supply of fresh content.

In this report, you will discover specific, time-tested, tips and processes that will make your content attract traffic and get you noticed. You will learn how to develop a marketing strategy that will promote both you and your websites.

This report is full of good tips and strategies to build your business and help you walk the Internet Marketing landmine field without destroying your road to success. Read on, learn new techniques and begin to market like the gurus do.

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## **What's So Important About Fresh Content?**

Particularly for newcomers to the world of Internet Marketing, it is a common mistake to create a blog, add a few posts or articles, an affiliate graphic or two and wait for the search engines to find you. It probably would never cross your mind that you need to continue posting fresh content on your blog or the search engines will ignore you AND your blog.

A fact that cannot be ignored if you are serious about becoming a successful Internet blogger is that, if the search engines ignore you, you are invisible and not in business at all. All the pretty headers and graphics will not change that if your content is stale.

Think about that statement for a few minutes. Millions of people use Google every day to find information they need. Blogs that are updated frequently are magnets for Google and other search engines. If your content is old, you will be considered a dead entity and never indexed by any search engine.

Another mistake to avoid is to post just anything to get fresh content. Google's algorithms know if your content is of good quality and related to your specific niche. Google's indexing spiders ignore the graphic touches you might add to your site, but your readers might enjoy them. Just don't go overboard with graphics.

The search engine algorithms have an ever-changing set of factors determined by each search engine company. There's several names for the software that crawls websites looking for new content:

- Robots
- Bots
- Googlebots
- Spiders
- Web Crawler

What you need, as a marketer, is a high index, but that is not conditional on how often you update your content. Several actions determine your upward climb in the Google rankings, like how many incoming links are pointing at your site, your keywords and how often you update your site. Your site normally gets its index position reassessed if you add fresh content often. All of your updates are important.

In fact, Google's impact on site rankings has spawned an acronym that surfaces often in marketing comments: "Google Love," which some who do not understand the indexing process have perverted into "Google Hate." Smart marketers study the processes used by Google and other

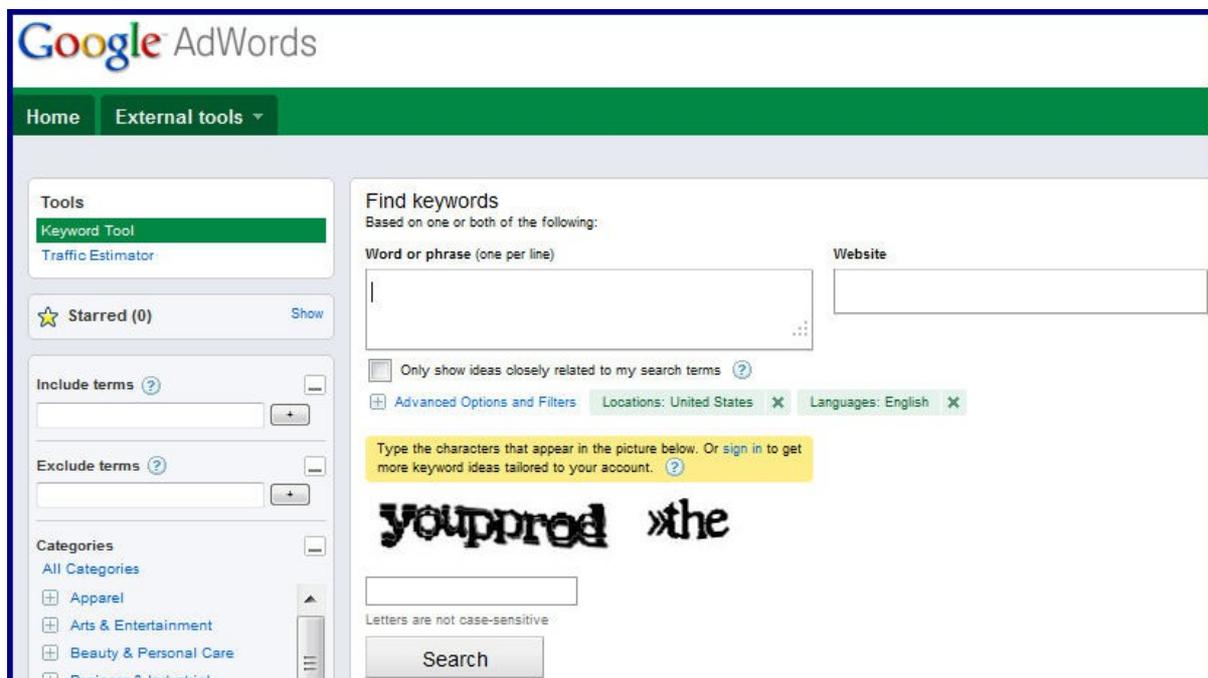
search engines and make the necessary adjustments to their blogs so they keep gathering "Google Love."

A good rule of thumb for content updates is once a day, if you have something important to share with your readers, and Google, but updates several times a week are an acceptable goal. Don't increase your workload by making updates every few hours.

One very valuable piece of advice is to make a list of high-ranking keywords that pertain to your blog focus and use one or two in each new post. Add them naturally to your post title or headline. Pay attention to keywords with smaller competition and Google will notice and index your site more often, which is "Google Love."

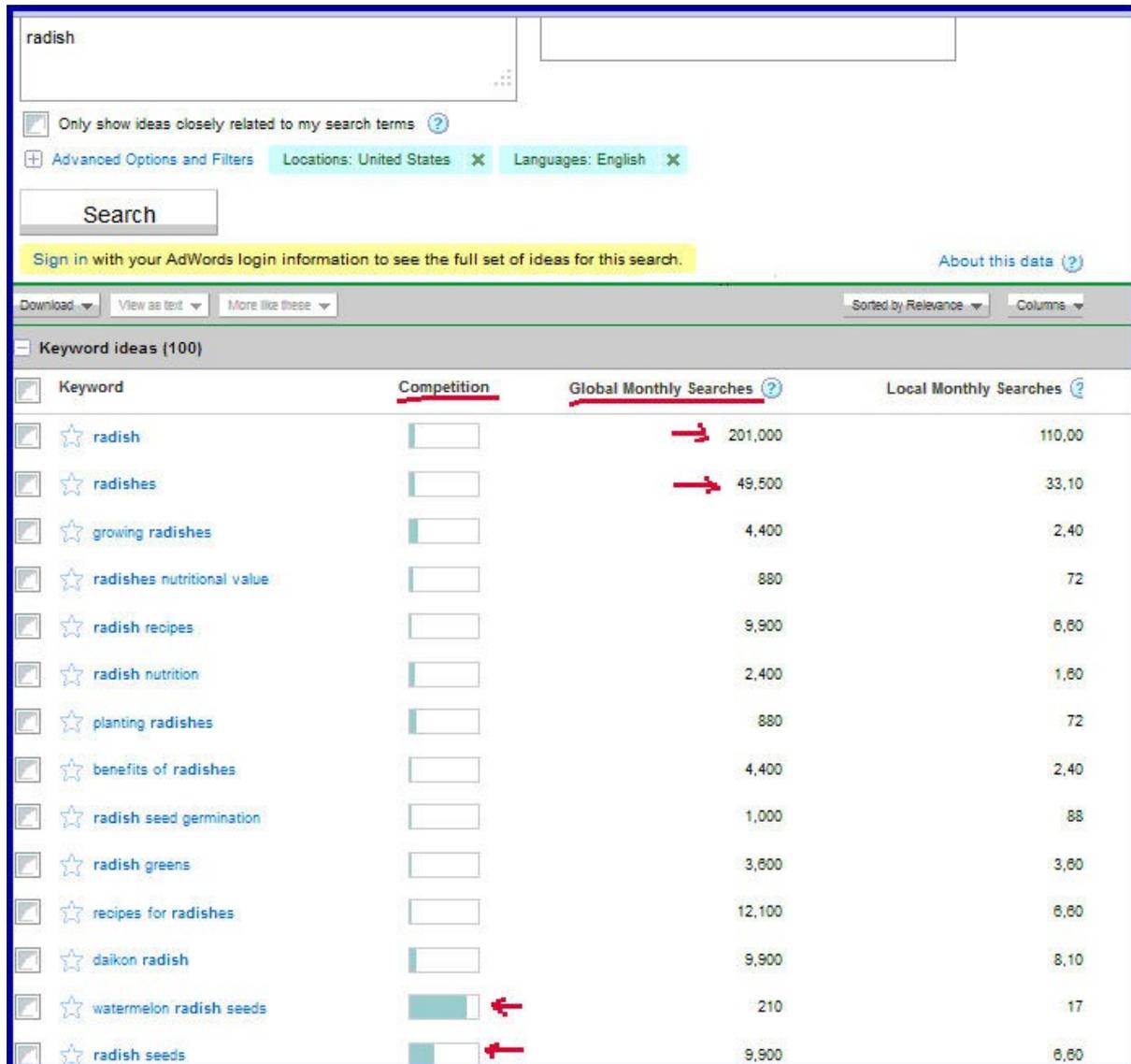
One useful keyword tool is Google's own search tool using their AdWords popularity: <https://adwords.google.com/select/KeywordToolExternal> A simple search will turn up a long list of "free keyword tools" that you can use. Some offer a free trial before charging a monthly fee for better search results and others are just free. Use several and keep notes on the ones that have high ranking and lower competition than other keywords.

Here's a look at the Google keyword search page:



You have several options to focus your favorite keywords into some real marketing information you will need to make informed decisions about your keywords. Tightly focused and popular keywords can be your most lucrative return on your time spent on keyword tools.

Take a look at Google's chart when adding the word "radish" to Google's Keyword Search Tool.



Notice in the chart above, from a search on the word "radish," that there have been 201,000 global monthly searches for that word on Google and 49,500 local monthly searches. As you scroll down, you will see on the left in blue a wide range of interest for radish topics. The top 12 have almost no competition on the Internet for any of those topics, while the bottom two have much more.

What this chart is telling you about your "radish" keyword is that there is interest in the subject and almost no competition. Another thing to notice is that there's some interest in "radish recipes" and growing and planting them. Armed with that information, you can make a list of very valuable keywords related to your niche. There are several other keywords above that might be useful to you.

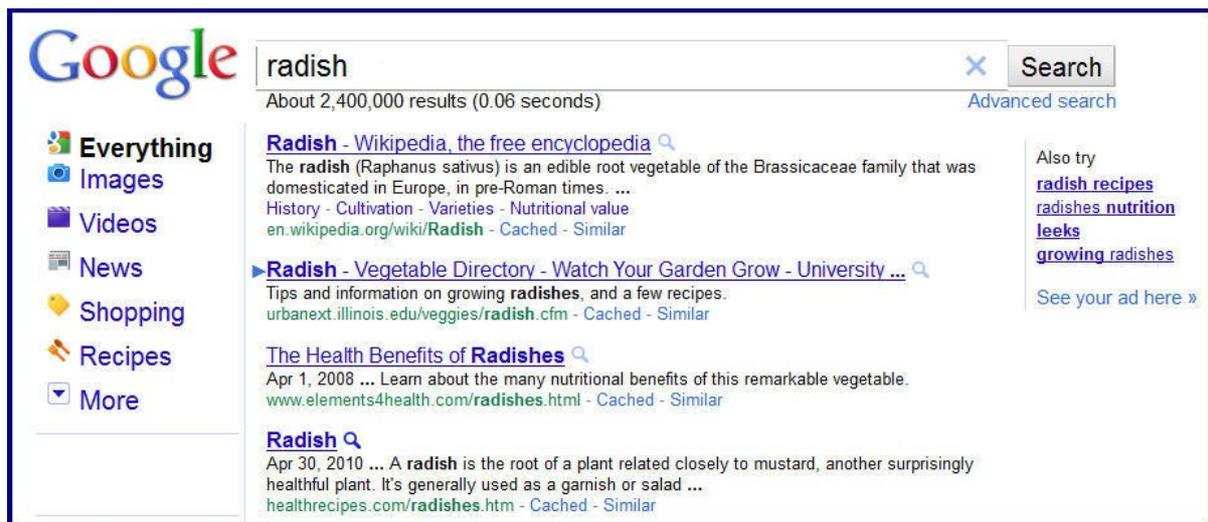
That screenshot is just a small look at one of your most valuable tools for selecting keywords to use in your titles and in your posts and articles. The actual keyword tool will return 100 keywords for your use, if Google finds that many.

Realizing that newcomers to marketing with blogs or websites are not well-informed about Google's eccentricities, let's look at a couple of specific processes that will help you focus your marketing research.

Let's say that your specific niche or interest is radishes. That seems like a benign topic for our purposes. You might be surprised by the results that show up with one click of your mouse.

Start with Google's search engine. Putting "radish" in the search and pressing enter returns: **About 2,400,000 results (0.06 seconds)** That's one helluva lot of information about the lowly radish.

Here's a very tiny glimpse of the information your radish search will give you:



Notice the range of information available to you in a very short list about radishes. In fact, there are more than 10 pages of radish information that would be beneficial to your radish blog. Don't just snatch the information, but use it to generate ideas of your own. Check each site to see if they have offered their research freely, without restrictions, to anyone or have links to free or PLR info. Copyrights are strictly enforced on the Internet.

Take a good look at the small list on the right...under "Also Try." There's 4 links there for information. Those links on the right are for sites that have paid Google for placement. You, of course can visit those sites for free, but your main consideration here is to just notice that sidebar on any site you visit for information or inspiration.

The rule of thumb is:

**No links to related sites on the right hand sidebar = No interest in the subject = No income for you.**

Marketers, both offline and online, will not spend money where there is no interest or demand for their products, in this case, radishes. That's simple to remember.

Another helpful resource to notice is the list of photos available for radishes:



Be aware that any or all of them might be copyrighted images and are not free for your download and use. But, they might lead you to images that you can use. Of course, you can go to a farmer's market with your camera and get your own radish photos.

Finally, let's wrap up this quick explanation of your potential research options with this screenshot of a couple of more useful radish searches you might want to visit:



What you need to remember from this lesson is that the topic doesn't matter. What does matter is your understanding of the processes you can use to research anything that catches your fancy.

## **Using Articles**

Besides quick, specifically focused posts, add articles to your blog that are tightly focused on a specific facet of your blog's purpose. In this case of radishes, you could write or outsource articles about growing radishes in the garden, in pots on a patio or interesting recipes for radish dishes. Using your own creativity for related articles will provide your blog with fresh, original material to warm Google's heart...more Google Love!

The Internet is loaded with free or reasonably priced articles and reports in PLR, Private Label Rights, which means that you can usually do anything you want with the article, including putting your name on it as the author, rewrite it or combine other related PLR products into an ebook. Check the rights that come with all PLR articles before you just start using them. Most collections have a file with your rights specifically spelled out. Again, do not violate copyrights.

FYI: PLR is not the only set of permissions you can use. This list should keep you out of trouble:

➤ **PLR...Private Label Rights**

This is the most valuable of all the rights because you can normally use them in any way you want to use them, including claiming authorship and rewriting the content any way you want to rewrite it. A lot of money is made on the Internet by selling PLR products, but some of those free-wheeling rights PLR is famous for has changed.

Do not just assume that the old permissions for PLR material are still active. Make sure you find the list of what the author is allowing for use of the PLR being offered to you.

➤ **RR...Resale or Resell Rights**

When you buy products with these rights it means that you can sell them to your customers, but not without limitations. One limitation might be a specific price or price range you have to follow. What you cannot do, however, is pass on the resale rights to your customers. In your statement about the rights that go along with the purchase of your product, you can only allow personal use (PUO).

➤ **MRR...Master Resell Rights**

You can acquire Master Resell/Resale Rights when you buy a product that comes with that set of rights. You may pass those rights along to your purchasers if your MRR rights are listed as transferrable.

When people are searching for information or solutions to problems, they will make note of any blog they found useful. When you provide good

information that solves problems or points to storehouses of content that your readers need, you will start being considered a respected authority in Google's eyes. The more informative and valuable content you post on your blog, the faster your authority potential grows.

Along with your authority potential, good, fresh content betters your chances of becoming the owner of an authority site that attracts hordes of traffic looking for your content.

When your creative mind just goes blank and nothing interesting is grabbing your attention, consider discussing a news story about some related topic that is grabbing headlines on all the media of the day. You could also review a piece of software or ebook that relates to your specific niche. Just make sure that you have used the software or read the ebook before posting a review.

On a more personal note, once in a while tell a little story about your efforts to start a blog or to start gaining in the rankings. Everybody who is marketing on the Internet, even those successful gurus, have had a load of failures and confusions or just plain costly bad decisions. Your readers will start to bond with you and build a relationship when they see that you went through the same hassles they are dealing with.

When you keep your subscribers updated and current, by providing fresh content on a regular basis, you keep them engaged in creating a specific relationship with you. When your members consider you someone they trust and start believing that they are part of your blog, you have a relationship that will build sales on a continual basis. Long-term loyalty brings traffic focused on what you are publishing or selling. You cannot buy that.

Other good options for building traffic and loyalty with your members include an occasional new or useful free product related to your niche in your emails to them. Have a contest with a good prize. Ask your readers for suggestions about products they need or solutions to problems they have concerning the focus of your niche.

By now you should have a pretty good idea about the true value of providing fresh content on your blog regularly and how to determine what content or keywords are valuable to your business.

**Marketers consider Google to be the King of the Internet. And, while that is an easy belief, CONTENT is actually both King and Queen of Internet Marketing.**

Let's move on to questions to you need to ask yourself and answer in order to stay on track and follow your clear vision to blogging success.

## **Why Am I Doing This?**

One of the easiest and most disastrous decisions you can make for your blog and your blogging future is to **not** have a clear mental roadmap of where you are going and how you will do it.

This is not a suggestion that you follow the herd and only do what other bloggers are doing, but a reminder to follow your passion while using the methods and tools other bloggers have used to create their success.

Before we get into some specific details about building your own blogging empire, consider these questions that will help you focus on what **YOU** want to do on your blog and how you want to do it.

### ➤ **What is your vision about your blog?**

You have to know what you want to accomplish and how you want to do it. Pick your blogging topics with care that have something to do with **your** passion. Make lists of what you like to do or want to know more about. Talk to your friends and family and ask what they would like to know more about your passion.

Keep good lists because every one of their comments, even the negative ones, can become new blog posts and fresh content for you. For example, if they ask you why you are so passionate about simple radishes, ask questions of them, get their opinions. Every one of their questions is a lead into fresh content...Google Love!

### ➤ **Question Yourself:**

You have to know what your potential readers or customers want from you in order to build credibility and trust. When you discover what your members want, you have to decide whether or not you can provide it. How can you do this? Ask them.

For example, the questions your family and friends ask you, even if they think you are crazy, are pure gold for your future content. The answers your visitors and members ask you are platinum. Let's say that someone asks you for ways to use radishes, find recipes for using radishes and make a quick short report with several recipes included. Then, either offer it as a giveaway on your blog, or sell it.

**Note: The ingredients of a recipe cannot be copyrighted, but the actual presentation can. So, put recipes in reports or ebooks using your own layout and graphics.**

- OK, so I like radishes. What do I know about them? Can I provide quality content on several facets about radishes?
  - How to grow them?
  - Can radishes be grown in pots on a patio?
  - Different ways to prepare and serve radishes
  - History of radishes internationally

Those bullet points are just examples to ask yourself and gather answers so you can begin to gather information that will become your blogging content.

- What don't I know and how do I find information I need?
  - If you don't already know, hone your research tools until you can easily find what you want to find. The Internet is the world's largest free library and university. You can find information from the entire world if you take the time.
  - Notice everything when you are researching
    - Where is the information coming from?
    - What do the competition blogs or websites look like?
    - What content are they including on their sites?
    - Read their blogs and decide if you can do better or provide more information.

One major problem most writer's face all the time is writer's block. Many people, whether newcomers or old hands at blogging are scared by the process of creating content for their blog. A blank page starts doubts that you can write anything of value to your members and, all of a sudden your mind goes blank and you are stalled and unable to write a simple paragraph.

We've all been there and we've all overcome writer's block, or as it is sometimes called by other bloggers, "Sudden Brain Death."

Many bloggers facing this problem have discovered several questions that, when they answer them, their idea generator starts popping out topics or questions that could serve as a basis for many posts.

One tactic that might help you get back on track is switching places with a fictional member of your blog and trying to decide what they want to know from your blog.

- What do they want to know?
- What do they want to know about me?
- How could I best present the information to my readers?
  - **Videos** showing how to do something
  - **eBooks** with details and graphics illustrating the steps to follow for projects I suggest on the blog
  - Interesting **products** your readers will want to buy
  - Step-by-step **instructions**, with or without graphics

Writing anything can be a scary process, particularly if your blog is the first thing you write for publication. You will be plagued by uncertainties and hesitation. You might even believe that you are not on the same level as all those blogs you visited while researching.

Fear of making a huge mistake is also a common stumbling block you might fall over at any time in your Internet Marketing career. Think about it logically for a moment. When you drop a glass and break it, what do you do? Clean it up and get on with your day. Right?

The same process works for Internet Marketing. Hundreds of marketers make mistakes every day. While it might stall them for a little while, it is not the end of the world or even the rapid approach of "Sudden Brain Death." You will make mistakes and you might even feel that you just lost your credibility. You would be wrong.

Look at the other side of your "mistake." If it involved something you said on your blog or a product you recommended without using yourself or reading it and it was crap, admit it and apologize to your readers. That makes you human to them and starts cementing your credibility.

If your mistake was something that wasted some of your available cash, stop or unsubscribe from whatever is draining your bank account and rethink your decisions. If you need a mentor, find one you trust or ask other bloggers for suggestions.

Short of murder, there's not much concerned with Internet Marketing that cannot be reversed or overcome or dropped, for that matter, if necessary. So, generating bad feelings or beating yourself up emotionally about a mistake that is public on the Internet is a huge waste of time and truly pointless. You might be surprised about how many offers of help you might get after admitting your mistake.

The Internet might be a highly competitive marketplace and scary to a newcomer, but help is out there if you ask for it.

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## **14 Ideas For Fresh Content**

#1...A simple idea is to update a previous post and include the problems you've had, the solutions you discovered and the current results.

#2...Ask your readers for suggestions for future content and offer a valuable prize or gift for the best suggestion.

#3...Look at old opinions and ideas, particularly yours, and blog about any new attitudes you've adopted because of your blogging experience.

#4...Write a mild rant about negative aspects of the Internet Marketing changes or trends that you don't like. Explain why and offer positive changes. **Solicit comments.**

**Note: Fresh content can be blog comments on your posts. So, asking controversial questions or posting opinions and asking for comments is good business. The comments would be fresh content. You don't have to do ALL the work!**

#5...Spend some time every day checking current trends in your niche. If you fall behind in what's the new focus in your niche or what your members want, you will soon be out of date yourself.

#6...Find and use different search engines. Yes, there are others besides Google. What you need to do here is find other options for fresh content.

If you only use Google to find your information, you are not exploring all your options for fresh content and new ideas. Face it! If you are serious about building a blogging empire that will sustain you and build income, your search for ideas or just simple information needs to explore other possibilities to use for your blog. If you use the same tools that millions of other people use, your information might not be so valuable. That means less traffic and less income.

Searching for specific information is the most important activity that will build your fresh content and build a resource file that you can tap at when you want to. Once your blog is up with a nice header and initial content, you will need a constant source of new ideas. Unless you are clairvoyant, the only way to get that constant source is to search for it.

One technique you need to keep in mind when you are searching any database is to be as specific about what you want find. Vague search terms will return nothing you can use. For example, if you are searching

for information about radishes, don't use vegetables or gardening for your search terms; use radish!

Here's some search engines you can use.

There's plenty more if you need them. Go to Google and use "list: search engines" and you should have more resources than you would ever use. It will probably work as well without "list:" in your search.

- 20SEARCH... <http://www.20search.com/>
- ALL THE WEB...<http://search.yahoo.com/web?fr=alltheweb>
- ALTA VISTA... <http://www.altavista.com/>
- AOL SEARCH...<http://search.aol.com/aol/webhome>
- ASK JEEVES...<http://www.ask.com/>
- DOGPILE...<http://www.dogpile.com/>
- EBAY... <http://www.ebay.com/>
- EXCITE...<http://www.excite.com/>
- GIGABLAST...<http://www.gigablast.com/>
- GOOGLE...<http://www.google.com/>
- JOEANT...<http://www.joeant.com/>
- LYCOS...<http://www.lycos.com/>
- MAMMA...<http://www.mamma.com/>
- MSN...<http://www.msn.com/>
- NETSCAPE...<http://www.msn.com/>
- OPEN DIRECTORY...<http://www.dmoz.org/>
- WEBCRAWLER...<http://www.webcrawler.com/>
- WIKIPEDIA...<http://www.wikipedia.org/>
- YAHOO...<http://www.yahoo.com/>

That list should give you all the information you will need for a long time. It is not centered specifically on Internet marketing or blogs, but on giving you a new perspective on finding information.

#7...The Internet is a fast-moving impersonal body of marketers of all levels and interests. It is easy to get lost in the One of the best things you can do to start building a relationship with your members is to draw them into your blog. Make them feel like they are a part of your business and

you will have a loyal group of responsive members that will look forward to your emails.

How do you do that? Primarily by not following the rest of the bloggers and doing some things that are all yours. For example, find two similar ebooks you can send to your members and ask them to compare the ebooks and give you their personal opinions about the value of the information in each ebook.

Post their opinions on your blog and comment on each one. If you have questions about their opinions, ask them. Start an interesting back and forth conversation with those who responded to your request.

Each comment is fresh content and creating a closer relationship with your members. Pure Gold!

#8...Solicit questions your members have about the subject of your blog and post the questions and the answers from both other members and you. Highlight the best Question of the Month and send the one who asked the question a free report or ebook.

#9...Another option is to find questions that need answers. Visit forums related to your niche and make a note of the questions other members are asking. Each question you can answer on your blog is valuable input and will also attract comments from your members.

#10...Join niche forums related to your niche. Put your blog URL in your signature on the forum and you could attract new visitors and members. If you post an answer to questions you find on the forums and answer them on your blog, mention it in the appropriate place on the related niche blog you are visiting.

Before you do any gentle marketing on forums, check out their rules about links in signatures and posting links to information that might help their members.

#11...A great resource for new content not many consider is the magazine rack at the grocery store, WalMart or anywhere there's a magazine rack. The cover headlines are telling you what's hot this month. Even if you don't find a headline or article directly related to your niche subject, you might get an idea you can use.

A quick look at their table of contents might generate several ideas. Go ahead and sneak a look at the tabloids in the checkout line. While I am not sure you would have a use for "I Had Bigfoot's Baby" or other articles like that, you might find some gem inside the pages that would drive related traffic to your blog.

#12...If you've been surfing the Internet looking for advice or information, you probably already know about several experts in your niche. If not go looking for them. Ask them if you can interview them and send a set of well-thought-out questions to them. When you get the answers, you will have the content for several posts. Introduce your gurus to your members with some quality statements and then use your answers and questions in your blogs.

#13...Social media is another lucrative storehouse of opportunities for great content. People all over the world are posting on walls or twittering every few minutes on any day. You can join one or several and have hundreds of millions of potential members to talk to. That "talk" could be just social chit chat or it could be a soft lead-in to your blog and your products for sale. Just make sure you read any social network's rules about posting links to your products or advertising of any sort. Most of them have rigid rules for their member's behaviour.

This short list should open your eyes to what is possible with smart marketing. The entire world is your market.

<b>Name</b>	<b>Active user accounts</b>	<b>Date</b>
<a href="#">Skype</a>	663 million	March 2010
<a href="#">Tencent QQ</a>	636 million	November 2010
<a href="#">Facebook</a>	600+ million	January 2011
<a href="#">Qzone</a>	480 million	March 2011
<a href="#">Windows Live Messenger</a>	330+ million	June 2009
<a href="#">Habbo</a>	203 million	February 2011
<a href="#">Twitter</a>	200 million	January 2011
<a href="#">Gmail</a>	176.5 million	December 2009
<a href="#">Vkontakte</a>	135+ million	February 2011
<a href="#">Orkut</a>	120+ million	August 2010
<a href="#">Bebo</a>	117 million	July 2010
<a href="#">Badoo</a>	113+ million	April 2011
<a href="#">Sina Weibo</a>	100+ million	February 2011

You might not have heard about some of these virtual communities, but they are a huge force on the Internet and, if you check out the number of active accounts for members, you will have enough possible contacts to blow out your calculator.

The lesson for this marketing tip is that your market is wide open for your products or information. Don't be afraid to have grand thoughts about marketing to the planet. There is no reason to have a short reach with your blog. You will be as successful as you believe you can be.

### **Do You Have A Strategic Plan For Success?**

If you just started blogging and are confused by all the strange acronyms, weird-sounding tools and puzzling procedures involved in getting your blog online and attracting members, you are not alone. Every brand new blogger has experienced the same confusion. The successful ones took charge of their success and started working out the methods they needed to use to build their business. You can, too.

First, you have to start with a plan of action. If you think about it, all activities and actions you follow every day have a plan behind them, or a set of instructions that you have memorized years back.

In order to make coffee, you have to follow certain steps. The same goes for getting dressed, driving to work or watching TV. Internet marketing with your blog is no different.

In order to stay focused you need to have a good plan, or specific steps, to follow to get an online business going with your blog. You can't just put up a blog without at least an idea for the niche you want to blog about, but more importantly, you need to decide what your purpose for blogging is.

Before you do anything, decide what your blog's purpose is. Are you planning on a family blog, that keeps your family connected with photos and activities? How about a hobby blog with all types of details about your favourite pastime, including photos and step-by-step directions for building something.

You can build a blog that showcases your storefront and products if you have an online business you want to promote on the Internet. You can also use your blog to build a list of customers and offer your products for sale.

As a marketer, your purpose would be to sell ebooks and software, for example. You can also sell jewellery, crafts, recipes, fishing lures or information, to name a few options. In this case all your content would be focused on selling products and growing a list for future marketing.

You have almost an unlimited wealth of options for optimizing your blog content to create an income for you:

- You can post announcements about your own products, including major features, uses, reviews, bonuses and prices
- Ask other bloggers to provide guest posts on subjects related to

your niche. This provides benefits to both you and your guest poster by increasing the range for both of you.

- You can become an affiliate for products or services related to your focus and promote those affiliations with graphics or links on your blog.
- Everybody loves lists and you can list favourite resources and even ones you want to try.
- Try videos and audios on your blog topics. Both media have become major money makers in blogs and on sales pages.
- Solutions to common problems in your niche are always welcome. People will read the solutions even if they do not have the problem. Ask your members for questions and/or solutions for questions.
- You can start a blog carnival and attract links from other bloggers in your niche. This is a great way to get those backlinks that Alexa and Google love.
- Occasional blog posts about new trends in marketing for your niche will draw the interest of other bloggers and serious newcomers.
- Another factor to consider is your posting schedule. You might not want to start posting several times a day, because when you decide that schedule was too time consuming, the indexing spiders will not be happy and your readers will believe that you lost interest.

A minimum would be one post a week, but 2-3 times a week is better. Once you grab your viewer's attention, you don't want to irritate them with too many posts or make them find other sources of information.

Google and other search engines expect a consistent posting schedule so they can come back and find new info. So do your readers.

Data organization is important so you don't create a huge chore when you are trying to find something. Your blog needs to be organized into pages or categories. Messy layouts look unprofessional and drives away most customers. You will need to keep track of the topics for previous posts. After a while, you will forget what you said, how you said it and where you put it. Those details can be easily organized on an Excel spread sheet, a wall calendar or a simple dated list in a notebook.

## **Don't Hide Your Content**

It would be easy to get lost in the Internet marketing atmosphere. It can change in a heartbeat and bury you and your blog while you are making your first cup of morning coffee.

Making your post title interesting or enticing and always posting fresh content will get you noticed by both other bloggers and the search engines. Using good Search Engine Optimization (SEO) with the right keywords will drive traffic to your blog, but your content will keep them coming back and becoming a member of your blog site.

Some topics are sure winners when you want to creating interest and attract traffic. List of useful tips and secrets are great for attracting sales and downloads to gain emails for later marketing.

Questions are another popular method to use to attract readers. The thing about questions is to make them enticing, but related to your post. You want those readers, potential customers or members, to be drawn into your blog post to see what you are writing about.

For example, dull, dry headlines on your blog posts will not get traffic to stop by your blog. If your post is about teenagers, a title that almost any parent would just have to check out would be: "Do You Know What Your Teenager Does While You Are In The Shower?"

Blog titles about gardening: "Who's Eating Your Vegetables?" or "... Roses?" Cooking or holiday enticing headlines: "How I Set Fire To My Christmas Dinner" or, more generic, "My Biggest Mistake ...". Pet blogs would have traffic if a blog post was: "What Your Cat Thinks Of You!"

You get the idea here. Don't write boring headlines, but relate your actual post to your enticing headline. Once you have your headline, make the first couple of sentences in your blog interesting or provocative and include some reason for your reader to continue reading.

Don't be afraid to be a little off the wall or outrageous in some of your posts. Engage your reader in your post with questions, examples and bold thinking. Mention links to products or services that are not affiliate links, but will help your members with some problem.

At all times it would be a good idea to make friends with your list of members to your blog. Write in an easy manner, like you are talking to them face-to-face, share marketing or niche secrets, get involved with your list. Your return will be loyalty and customer interest. Priceless!

## **These 5 Mistakes Will Bury You!**

Writing good content is often seen as torture to those who do not like writing, even short blogs. These same reluctant writers tend to rush through their blog posts while paying no attention to spelling, tone or content. In their rush to just get it done, they make various serious mistakes that will be difficult to outlive.

### **Mistake #1**

Rushing your writing to get something to post is a very bad idea. If you take your time and check your spelling and context, you can write a good post in a short time. Quality is the key here, not speed. Your visitors will not return if your post is poorly written and full of typos. It indicates that you don't care about quality.

### **Mistake #2**

You have to consider your audience when you set up your blog. You need a clear, sharp font, usually black on a white background. For ease of reading. You can use graphics related to your post, but don't use animated graphics that will irritate your readers. Short paragraphs and a font large enough to be read without squinting are necessary for viewer satisfaction.

### **Mistake #3**

You have to keep your content relevant to your stated focus or interest. Don't write about sports or what you do on weekends if neither one will fit in with your blog niche. Make it very obvious what your blog is about. It will keep both you and your visitors happy.

### **Mistake #4**

Write for people, your readers, and not the search engines. If you use keyword tools to find good keywords, make lists and save them. Use the keyword in your title, but make it natural and not contrived. Don't bore your readers with constant mention of your keywords.

### **Mistake #5**

Using an article spinner to create "rewritten" articles is a major mistake that might just make you look like you don't know what you are writing. Spinning articles with software to create many versions of the original does not make good reading. Crazy syntax and poor use of descriptive words will drive away your readers for good.

## Need help? Try Outsourcing!

As a marketer with a private life, activities to enjoy, lots of research to complete, blogs to tweak and keep interesting, trends to follow and resources to find and examine, it would be easy to get buried and lost track of what you need to do.

Outsourcing might just be the solution you need to get your life back in some semblance of order. When you finally start making some money from your blog, you could need help tending to all the details that will crop up. You might have more than one blog needing attention, other blogs to visit and comment on, emails to write and a host of other tasks that are critical to your bottom line.

When you outsource your overload, you free your time up so you can take care of business and continue to make money. Writing might be your most tedious task and you can hire a ghostwriter or check out some of the services offered by professional writers.

- [Elance](#) is well-known for quality writers. They can handle graphics, writing and computer programming. Check their rules carefully before you post your needs.
- [oDesk](#) is a lot like Elance, but check their set of rules and requirements before accepting any outsourcer.
- [Guru.com](#) is the largest freelancing site on the Web. They boast that they have 520,000 freelancers with over 30,000 businesses in their stable.
- [Rentacoder.com](#) is a freelance site that focuses on IT professionals, coders, programmers and software engineers.

As great as outsourcing might seem to marketers buried in work and deadlines, there are some disadvantages to outsourcing. Many companies have switched some of their in-house processes to outsourcing companies in The Philippines, India, China and other international sites.

While it might help the company's payroll, it also prevents a company from building relationships with their customers. As an Internet marketer, the outsourcers' command of the blog owner's native language is an important ability to consider closely. If you have to rewrite articles and ebooks after you get the one you paid for, you are losing money and not moving your business forward.

Another good option for help is hiring a Virtual Assistant (VA) to handle your tedious tasks and overload. Some will do payroll, if you have one, write your write articles, make your phone calls and do most any common office task.

If you should hire a VA to help you, make sure you give them all the details they need to do your jobs. If they are writing articles or reports for you, make sure they know everything about the project. In order to help you they need details like, keywords, who the article is focused towards, how many words or pages and the subject. Any links you want included in the article or blog have to be given to the one write writing for you.

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## **Use Those Posts One More Time**

When you start stacking up posts that you've used on your blogs you might want to think about using them again in different ways.

If your blogs are short, add a few paragraphs of new material and submit them to article directories. Change your titles so the directories don't consider your article duplicate material and refuse to post it.

You could always combine the articles into a short report or ebook and either sell it to your members or give it away to them as a "Thank You" for being a loyal member of your blog.

If you add content to the post and rewrite it, you might offer it directly to other bloggers in your niche or newsletter editors.

One exciting option is making your own article directory for your blog members and put your enhanced articles in there, with an author's box and link, of course, so your blog members can download them for their use on their blogs.

Videos are hot products in today's market. People are snatching them up as fast as they can. You will need a video camera or camcorder to make the video and/or some software, like Camtasia. If you are shy you can make a video of screenshots that illustrate some technique and just record your voice.

A little thinking will find more ways to reuse your blog or article material in several ways. Keep good notes about your ideas so you won't lose them in the press of managing your blogs.

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## **Last Thoughts...**

By now, you should have a pretty good idea about how to start your blogging empire. There's pages of tips and options to make your journey in Internet marketing a successful trip.

There's links to useful resources and screenshots that show some important details more clearly than just words can.

You can get buried in one guru's opinion after another and still not know what to do and how to do it. I tried to make your options understandable without burying you in nonsense that is part of the Internet marketing scene.

One thing you might remember is that many, if not most, "gurus" are self-appointed. Don't put any stock in those PayPal spread sheets showing unreal income and thousands of dollars in their "account" with no work at all.

Here's one last secret for you to memorize:

***You will not ever make \$2000 or \$5000 a day without working for it. It also will not be made with only 10 minutes of work in a day.***

At the end of the day, you will be tired, but your business will be your business. What more could you want?

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