

Blogging

The modern method of mass communication!

Owen Jones

Narrated by Robert Sebastian Cooper



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BLOGGING

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by

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SEO Tips for Blogs

Blogs, which were originally called web logs, were developed for web masters to document the changes that they made to web sites. However, blogs have evolved into entities, specialized web sites, in their own right. Blogs can be used as an on line diary or even be used for SEO (search engine optimization) reasons to bolster the popularity of a web site.

Blogs can either be written by only its owner, or its members might also be allowed to post entries as well. These external blog posts can be posted automatically as they arrive at the blog, or they can be kept to be scrutinised by an administrator first before being posted. Blogs are popular with search engines because they tend to be current or dynamic, that is, they are updated frequently, whereas web sites frequently lay unchanged for months. In other words they are ‘static’.

However, there are a couple of methods that you can use to give your website a helping hand to rise in the search engines’ rankings – that is, to optimize it for search engines. Let’s take a look at some of these SEO (Search Engine Optimisation) tips below:

A blog ought to be themed. That is, it should focus on a target audience, a niche, and not wander off that issue. You want to build up a focused readership of people who are interested in one small issue, like flying petrol-powered model aircraft. You need to optimise your blog in this way.

A themed blog will have a high concentration of keywords that the search engines deem to be related to your theme or, that is, they are ‘on-topic’. This will help your site increase in the rankings - it is an organic, that is, not forced, form of SEO.

In common with web site SEO, the site should have a name that reflects what it is about. Resist the temptation to call a blog on cooking cakes after yourself or ‘fat and fruity’ or something silly like that. A blog on cooking cakes should have the words ‘cooking cakes’ in the title and URL.

In order to do this properly, you will need to pay for the blog's domain name and host it yourself. If you go the cheap option and use a free blogging site like Google's Blogger, decide on your blog's name carefully and endeavour to have it categorised exactly.

The titles of your blog posts should also be chosen carefully to reflect the content of that article because each piece will almost certainly become a page in the blog, so its title becomes part of its URL

Make certain that your blog pings (that is 'tells') the blog registers after each post. This builds links back to your blog and search engines rank blogs and web sites by the number of links pointing back to it.

Acquiring these links or backlinks should become your main priority, after posting an article a week (or more often). Acquiring backlinks is a massive issue all on its own, but a simple way is to make a signature file (sigfile) with a link to your blog.

Add this sigfile to the foot of every email you send out. It is a good practise to join forums and blogs which are on the same subject as your blog. Then post to those places and be certain that your sigfile is added to each post.

You should also add such a sigfile to your social media posts and guest blogging posts. There are no better blogging tips than these.

Honest :-)

Effective Ways To Start Blogging

Everybody has something to say and most people are passionate about something that they want to talk on. Some want to take this desire to talk a few stages further - they want to tell the world about it. That was impossible less that thirty years ago, unless you managed to get on TV or were syndicated in the world's press. Now, almost anyone can do it by starting a blog.

The Internet makes it possible for everybody to have their say. The young and the old, the rich and the poor can write about whatever they like on the

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