

Blogging For Profits

Module Four - How To Get Blog Content



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How To Get New Blog Content

The Easiest Way To Create New Blog Content

One of the biggest problems people have when blogging has nothing to do with the lack of traffic coming to their site. It's a symptom of something more sinister. Bad content. Even worse than poorly written original content is content that is not original at all. This is the death bell for all blogs that want to be taken seriously.

- **You'll Go From Average Blog Content to Optimized Blog Content**
- **You'll Know The Secrets to Successful Blog Posts**
- **You'll Be Able to Easily Find New Content**
- **You'll Know The Techniques For Best Content Producing**

You **HAVE** to have unique content. It is the lifeblood of blogging. Every other blog is lacking in original content, you have to be different.

Getting Free Articles on Your Keyword

The best way to get unique content is to write new unique content. This is not very hard, but for some this may be time consuming and they may not want to. The easiest way to get unique content is to combine various free articles and edit them for new articles.

Free Article Directories

www.articlesbase.com/

www.amazines.com/

www.articlecircle.com/

www.articlecity.com/

There's many more all you need to do is search for Free Articles in Google, you will get a load of articles. You can search for specific articles such as Free Dog Articles. Once you have a few articles about the same topic you just need to combine it and make it unique.

How To Effectively Create Blog Content

The best way to sell a product or an affiliate product, especially in the Internet marketing arena is to give them a plan that they can follow and implement straight away and then give them the resources to do that with.

A lot of people write ebooks or articles or blogs that are very informative but don't really pre-sell what they are trying to promote.

Giving people a plan they can follow straight away after reading what you wrote will give them that incentive to buy that recommended product from you instead of another affiliate.

The Secret To Great Blog Content

There is nothing worse than reading a blog with no personality. People think that they have to take on this serious, boring persona when writing a blog, but you should be having fun with it instead.

People like to read blogs that are conversationalist in nature. People like to read writing that is written at the 7th grade level. People don't want to read large words and hard to read sentences.

Be Friendly and Conversational

People also like it when you talk to them one on one like an old friend. Talk to the reader as if only one person were reading your blog.

Having a unique personality will get you more traffic from people telling people about your site than any “traffic building” technique.

A Secret To Instant Exposure

One of the best ways to get a sudden burst of traffic is to write about something that is hot right now or in the news. This is a great way to get a sudden burst of really interested traffic.

You can find out what's hot now by watching the news or use online services like Google Trends, Yahoo Buzz or Ebay Pulse. Remember to find relevant stories that are targeted towards your blog audience.

Position Your Blog as The Expert

One the best ways to get traffic to your blog is to become a big fish in a small pond. When you corner the market in any niche, you become an expert and a traffic gathering machine. Becoming an expert in the field is not that hard. Just post lots of really informative blogs, setup an opt-in list newsletter, maybe write a few ebooks.

It is so much easier to become an expert in a niche within a niche. Trying to be an expert in a big field full of experts already is hard work.

Internet marketing is a niche, creating landing pages is a niche within the niche. Become the expert in the niche within the niche.

Know Your Niche and Blog About It

You can do a lot to help your blog with search engine ranking. The first thing you can do is a buy a very keyword descriptive domain name. It really does help to have a domain name with the keyword your site is on in it.

Don't forget about keyword density in your blog posts. It's important to use the same simple SEO tips in your blog as you would in any website.

The Best Part About Unique Content

One of the great things about having unique content is that you can use it in so many different ways to your benefit.

One of the best ways to get free traffic to your website is via article marketing. Sending your articles out to article directories.

You can however save some time by selecting a few of your better blog posts, editing them a bit, making them more to the point and submit them to article directories for a nice constant flow of traffic.

The best article directories are....

Ezinearticles.com, Goarticles.com, Articlecity.com, Searchwarp.com

If you can find an affiliate product that is relevant to the topic of your blog and you do a good job of slipping it in, you can stand to make some tidy profits. Affiliate marketing generally pays more per sale than you would make per click with other forms of advertising, but you have to have visitors that both click on your affiliate link and purchase the product.

This is a great way to get not only more readers for your blogs, but recognized as an expert in your field. By posting helpful suggestions in forums in your market, you will get a lot of good attention.

How To Promote Your Blog Content

1) Find forums in your niche

2) Read some of the back posts and see whos the boss, who posts good content and what the rules are

3) Start posting with informative information and include your little RSS byline at the end of your post or in your signature file

What most people have a problem with is not writing good posts, but finding the forums to post in.

Now that work is done for you. Just enter the topic your newsletter is on into the website address below and you will find all the forums you could possibly want on those subjects.

<http://www.link-advantage.com/search>

How To Get Link Backs To Your Blog Content

Submit your links to directories and add link sites. Here is what you do.

Go to Google.com and type in “Add Link” “target market” then “Submit Link” “target market”

If you don't know what I mean, here is an example.

“Add Link” “gardening”

“Submit Link” “gardening”

Do that exactly as it's typed and see what you get.... If you did it correctly, you should have a listing of websites that accept link submissions in your target market.

Keep Every Targeted Visitor

If you want to keep getting more and more repeat traffic from loyal visitors, the best way to do this is to setup an opt-in list or newsletter or some sort of way to capture peoples email addresses.

Setting Up Newsletter With Your Blog Content

You can setup a mailing list easily with a service like Aweber.com

The best way to run a mailing list like this is to send out a weekly newsletter, but if that sounds like too much trouble, setup a mailing list where you email people every time a new post is made in your blog.

Having an online newsletter is very beneficial to blog traffic. People will email your newsletter onto their friends and you will get even more traffic.

Getting Listed In Blogging Directories

Another great free way to get traffic to your blog is to submit your blog to all the best blog directories and rss directories.

<http://www.masternewmedia.org/rss/top55/>

This is a website that gives you a list of all the RSS directories out there.

<http://www.lights.ca/weblogs/directories.html>

Action Plan To Success

Remember These Quick Tips To Get Good Blog Content

Don't Be Afraid To Write

Writing your own content is the best decision when blogging. Blog readers prefer conversational blog posts more than salesy or info posts. When you are merging content, don't be afraid to re-write parts.

Merge and Edit PLR Content

Merge a few good PLR articles to make unique blog posts that you can use for article marketing. When you are merging and editing the content, make sure to always provide an action plan.

Remember Your Keywords

Always blog about a few keywords to optimize traffic to convert the best.

Use Your Content For Your Mailing List

When you have your mailing list set up, use your content in newsletters or update your mailing list with a snippet of your new blog post to get a massive flow of traffic to your new blog post.

Be The Expert In Your Chosen Niche

Blog as the expert in your chosen niche. In everything you say and do in your blog and on others, position yourself as the expert. Always provide helpful content and always link back to your blog.

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