

Use Your Blog As A Marketing Tool For Greater Profits

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A blog is a website you post mainly entries/journals to, that is you write content and post it to your blog anytime you want.

You can actually make money online with your website alone, using a blog is just one more way of getting traffic to your website/business to maximize your profit potentials selling on the internet.

To create a blog you can use these third-party services to host your blog

www.blogger.com

www.bloglines.com

Or you may want to host your blog on your own website, you can do that with this free service

www.wordpress.org

With your blog you can write on specific topics that relate to your niche, just like you do with articles.

Most blogs will have a content area with different sections and headlines; the newest topic is most of the time at the top on the blog. You can allow others to add comments to your blog; you can create archives and categories for your posts on the blog. You may turn your blog to an rss feed too (an rss feed is constantly updated content you can put on other websites), your blogging platform manual will show you how to do this.

To profit through your blog in your niche you'll need to post relevant content that'll meet the needs/wants of your targets and/or solve their problems in the niche, you'll also need to get the right products/services to sell to targets in the niche that'll give them the value they want, you may create the products/services yourself for your targets or find those products/services for them.

You can link to your website from your blog, you can promote your blog on social bookmarking sites, blog search engines and directories.

If you don't want to struggle to write relevant content for your blog, you must know your niche, targets, what your targets want etc.

You should also track the results you'll get in sales and traffic on your blog to know where you're making the most money and the next step to take in creating revenue through your blog in your online business.

Get the blueprint on how to make money in profitable niches on the internet at www.i-niche-marketing.com.