



How blogging drives interested visitors to your website

When you post a comment on a well ranked forum or blog - and sign off with your name and web address, you have created another back link to your website. Google counts this as a vote for your website and your search engine ranking improves.

The more times your business website can appear on the first page of Google when people type in your name or business name, the more you appear to be well known. If you are seen to be providing good business information on respected blogs, it creates the impression that you are the expert in your field.

Are you a member of an association or a business group? Check if there is an opportunity to list your profile online as Google ranks backlinks from edu.au, org.au and gov.au sites highly. Check what your Local Government Association offers.

Blog on respected sites like www.flyingsolo.com.au. Back links from sites like this with a big following and lots of traffic ranks features your comment and your website. Be careful to make only comments you want to see publicly linked with your business, preferably on sites that will promote your business or where your target market is.

Join quality blogs and free networks. For eg www.sbdc.com.au facilitates 5 free networks. You can introduce yourself, participate in the interactive forums, pose a question and publish an event.

Do you Google yourself? It is a good idea to Google your name now and then to see where you pop up. You might be surprised! Perhaps you presented a workshop or were a guest speaker, then you might find a follow up mention or story or some comments that has given you and your business name some extra promotion.

Go on you know you want to Google this possibility, so give it a go right now!

Sherryn McBride is a freelance marketing consultant, copywriter and industry trainer with 25 years practical experience. For easily understood marketing talk without breaking the budget or to purchase CDs and ebooks from the "Making Sense of Marketing" series click on www.marketingtalk.com.au or www.marketingtalkonline.com.

Free Resource Series: According to Marketing Talk

- Would you prefer to spend 4 hours or 5 mins increasing sales?
- Four winning questions to ask happy customers
- Four ways to salvage an unhappy customer
- How a newsletter can quadruple your client your database
- How testimonials can be your best marketing tools
- The value of adding free resources to your marketing – it builds sales
- Finding An Angle For Your First Media Release
- Simple Advertising Formats
- 15 Things To Consider When Reprinting Your Brochure
- Developing A Marketing Plan
- The Difference Between Marketing and Advertising
- 7 Sure-Fire Ways Testimonials Can Attract You More Sales
- Nail the 10 Simple Sales and Marketing Tips Guaranteed To Rev Up Your Business
- How blogging drives interested visitors to your website
- Free website directories drive unstoppable traffic to your website