Lesson 20: Blogs - Wordpress

In the previous few modules, we talked about the difference between owning your own website and using free options online to start your Internet Business. We discussed the pros and cons of both and ended up summarizing that one of the major advantages of owning your own site is that you own it and thus you have more freedom with what you want to say.

In this module, we’re going to talk about blogs, in particular a blogging platform called Wordpress and why it’s preferred by thousands of Internet Marketers around the globe. First, let’s talk about what a blog is.

Blog is a shortened version of “web log”, basically an online diary. It’s been around for more than a decade and its uses have since changed from something pretty personal to something which has better Internet Marketing applications.

When Internet Marketers talk about blogs, they’re more referring to the type of website rather than the uses. A blog, in particular the Wordpress platform, has very strong SEO capabilities. For some reason, Google ranks blogs very highly in search engines over static HTML (“regular”) sites.

This is due to the fact that Wordpress allows for easy addition of content in the form of posts. The more regular the posts are, the more regularly Google will come back to look at your website. Add content regularly enough, and something you post on your blog will get “indexed” or put into Google’s results pages, a lot quicker.

People who have blogs that they’ve added content to over a long period of time have reported that new content they add actually appears in Google for a chosen keyword rather quickly.

You don’t have to pay for a blog either, although you can choose to install it onto your website after you purchase a domain and hosting. As mentioned in previous modules, websites like Blogger.com and Wordpress.com are perfectly equipped to help you make the most out of your Internet Marketing ventures.

It should be mentioned that Wordpress is more suited to Internet Marketers than Blogger is, due to the fact that it has “plugins”, which are self-contained programs you can install into your Wordpress blog to make it perform better. There are quite a few free SEO plugins out there. In the following module, I’m going to talk about Wordpress plugins and themes, which allow you to customize the look, feel and effectiveness of your Wordpress blog.