FRONT COVER:

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Table Of Contents

Foreword

Blogging is one of the more innovative tools available through the internet platform communication that is rapidly gaining momentum in its vast and unbridled usage. Through the blogging platform information can be shared, viewed, commented upon and discussed. Get everything you need to know here.

Achieve Blogging Buzz

Insider Info On How To Have Your Blog On Everyone's Lips

Chapter 1:

Blogging Basics

Synopsis

Blogging can be an effective way to get the important recognition needed for the success of any business endeavor. Using the blogging tool to create a "buzz" can an usually does elevate the business position to a more visible level and this of course can in turn act positively towards creating an effective advertising campaign for the said endeavor. Such campaigns if done on a positive note can be both very helpful and also cost effective.

The Basics

Ideally the individual's blog should be designed to reflect the niche it intends to cater to as effectively and informatively as possible while all the time maintaining the element of attention grabbing and be current.

It should also be user friendly. This important fact should not be over looked as many blogs which are not user friendly will end up becoming redundant and thus defeating its purpose in getting the content noticed. Choosing a platform and blog name that is going to get the attention of the intended target audience also has its merits.

Though still considered a little controversial in its delivery and designed content make up the blog is also popularly used as an advertising tool for sponsored posts.

These usually get posted in the form of feedback, reviews, opinions, videos and many other avenues that are created through the information passed between parties with some level of vested interest.

Chapter 2:

How Important Is Design

Synopsis

Although providing and sourcing information is an important fact linked to the existence of the internet, there is a certain level of consideration that should be given as to how this information is going to come across to the eventual interested party. Designing the information to get and hold the interest of the viewer is very important to its success and blogging is no exception.

How it Looks

Blogging predominantly offers those on line a way to interact both of a personal level as well as on a business platform level. The blogging exercise has proven its merits over time and is now considered a very effective tool indeed that is often accepted as a good avenue to get a site traffic driven.

This potential money making tool needs to follow some tried and true methods to stay competitive and relevant as this is the only way it is going to sustain its popularity status.

Well designed sites will the factor that keeps the visitors coming back for more. A fresh and attention grabbing look will give the viewer something to think about and thus create the attraction to get the interaction exercise going.

The following are some tips to ensuring the best points are included to make a well designed blog page:

- Customize the header to ensure it does not look generic. The idea is to be able to stand out from the very onset of the design. Getting professional help is fine but not necessary as with a little thought and some research a suitable header can be designed.

- Using photos is also another good idea as the visual effects it will provide can be both eye catching and informative at the same time. Most people today are more in tuned with the visual effects of information rather than the actual written matter.

- Including a RSS feed is also beneficial as it will facilitate the following experience to be easier and ensure those interested can keep themselves updated and informed.

Chapter 3:

Provide Sought After Content And Keywords

Synopsis

In order to design a blog that is going to be able to draw the desired amount of traffic the individual is going to have to put in some time researching the wants and needs of the intended target audience. Then armed with this information the design phase of the blog can commence using suitable content and attention grabbing keywords.

The Material

Increased traffic to the site will ideally translate to possible positive revenue for the individual and thus creating a viable business platform.

Keywords are the tools that help to ensure the visitor is directed to the site with the help of the said words they would key into their respective searches. This will then allow them to view the contents which should be all accounts be relevant to the keywords chosen.

Besides this the keywords also provide an insight to the positioning of the competitors success rates of failures and allows the individual to better position themselves to avoid the pit falls of others.

The relationship of the search engines with the traffic directions to any particular blog or site also lies in the choice of the keywords used in both the title and the content of the site.

These keywords will direct the traffic to the site through the tools provided when the corresponding word or words appear or connect to the prospects' search.

Using tools to gauge the attraction features of any particular word or phrase intended to be used for keyword traffic directing

purposes is also another way to gauge the potentially good keyword choices.

Suitable and relevant content matter is also equally important to consider when compiling information for the blog. If the information feature is out of date or not in any way connective to the subject matter the title suggests the blog is in danger of being blacklisted or worse struck off.

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