

Blogs and Content: The Oil That Lubes the Machine

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Sample of Content:

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Content:

Whether you love them, hate them or simply ignore them, the reality is that blogs are here to stay. No longer are blogs restricted to personal online journals published for friends and family. Blogs are big business and are used by big business to enhance the companies that run them. There are quite a few blogs out there netting in the millions of dollars every year. This phenomenon just seems to keep snow-balling and picking up speed. Forum sites, for example, are often affiliated many blog sites; all inter-linked and mutually supportive of one another. Of course, the goals of many of those sites and blogs is not to make money except through residual advertising to offset the time and expense of running them. The potential is there and limitless, however, to make a killing through this medium of communication. Where else can you publically market, sell, ship and deliver your wares to a world-wide market for virtually no overhead? For about

\$300/year you can run a large variety of web sites, blogs and e-commerce sites that reach a global market. If you can reach and sell to 1/10,000th of that market, you will be living pretty high up on the hog. All done from the privacy of your home or off your mobile laptop. There are probably as many marketing strategies to build a successful blog as there are blogs. The Internet is rife with sites that do nothing but teach you how to be a better, more successful blogger. I have reviewed several hundred of these sites and I have found what I believe to be the common core secret to them all. It's so simple and obvious that a lot of people just overlook it. People don't visit blogs to look at all the pretty colors and flashing lights or hear the bells ring and whistles blow. They come because they are in search of content; the meat and potatoes. Imagine, if you will, a fine five-star restaurant you have stumbled upon. They've had a cancellation and usher you in to be seated right away. Pretty good so far, eh? A whole staff of servants waits on you and flutters about while you wait on your menu. It finally arrives in the hands of a smiling server and you open it and are immediately perplexed! It only offers one thing: PB&J Sandwich - \$40.00 (\$50 w/chips and a drink). My guess is you would lose whatever appetite you had and let your feet do the talking as you headed for the door! Blogs, or any other website for that matter, need to offer up the 'meat and potatoes' if they want return customers. And the way you do that is by offering a variety fine, delectable treats that they can't wait to be served - each and every trip. To sell something to anyone, you first have to get them inside your shop. Window dressing may catch their eye and get them to peep inside, but if they view empty shelves and cobwebs, chances are they will never be back again. You failed to offer the incentive to return. If there is one truth in the business world, it is this: "It is often very hard to gain customers, but it's almost impossible to get them back once you've lost them." Content. That is the secret thread that holds all successful online sites together. It is no easy task writing good, effective web content, but it can be done with a little study and good practices. Many writers' forums are available across the Internet to develop these skills in authors wishing to write articles for marketing. Blogs with good, well written articles and web content gets much attention and use. It is the wave of the future in all manner of commerce, whether you are selling a product, service or even yourself (as a writer). If you are looking to learn or improve upon your skills in this area, find a good writer's forum to tutor you along the way.

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About the Author:

Mike is a freelance writer and entrepreneur. Learn more about writing successful articles at [Appalachian Writer's Forum](http://www.appalachianwritersforum.com). Read an assortment of work from [Appalachian Writers](http://www.appalachianwriters.blogspot.com).