

# Blogs and why have them?

## A brief history

As with anything, they were new, and now they are considered an everyday need for most companies. But, in the beginning, it was like a diary on the web. People could read your posts and add comments to them.

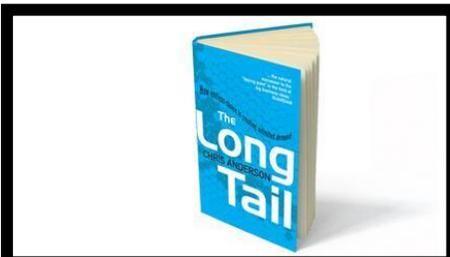


***Google uses your blog as "spider food"!***

It became a "niche market" or a like-minded group of readers. In many ways, it was the early start of a social network.

Blogs have grown into a life of their own. They have their industry centered on bloggers. Blog's exist on every topic you can imagine, from personal to professional. One of the most apparent aspects of a blog is that it is a niche market or "narrowcasting" into the Internet.

## Narrow casting



***The book Long Tail... a must read for anyone doing business on the web!***

If you have NOT purchased or listened to a book from ***audible.com*** called "long tail,"; please go do so. Get the book and consume it. It truly is the complete guide to understanding niche markets and this new revolution on the Internet. The publisher of Wired magazine wrote the book. What is essential to understand is that blog's aggregate like-minded people to gather. But they also provide

information for search engines, which is what we are really after in our effort for you to dominate your Internet space.

**How are they used, and what is the revolution?**

In short, our use of blogs isn't really to communicate to our readers, although that can happen later as your followers grow; but we use it to add to your relevance factor for search engines. It would help if you had a blog so the search engines can use it as food for relevant search queries. I mean that Google will use your site to determine keywords that can be used to deliver results from people who ask questions (queries) of Google.

Query results are only useful if they are relevant to the question. Thus, it's essential to have a blog that mirrors your website and later your podcast show.

## Keywords and Blog's

As we have seen in our other PDF's, keywords are the most important thing you can do to dominate your Internet space. Keywords, are again, at the heart of everything you do! So, as with your blog, you must use the same keywords you use on your SEO'ed website.



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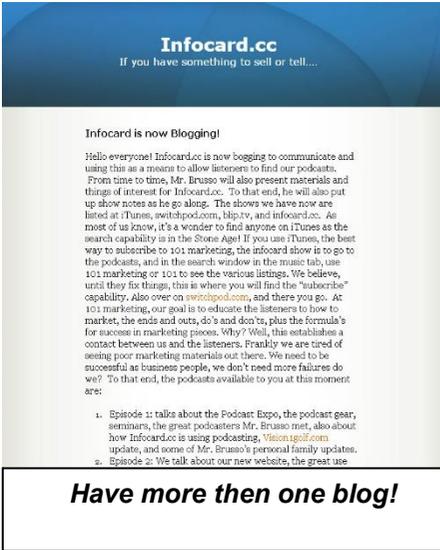
Keywords that you have optimized for on all your properties are just as crucial on your blog. That being said, don't make your keywords and infomercial for them either; that would get old. Use a few of your keywords on every blog post. You DON'T have to use every keyword in every blog post! Use only the relevant keywords for what you are writing about. Plus, remember you can not exceed 2% keyword density on your blogs or web pages. If you have a 100-word count, you can have 2 of any keywords used only twice in the blog post or webpage.

## Blog Links

Another fundamental SEO technique on your blogs is to have links back to your other Internet properties, i.e., your website and your podcast site. Also, link and email to you so your readers can find you if they want to communicate. Google likes all links back to your properties and uses these to help with your page ranking and page authority scores. Also, in blogs, if you can, always have some pictures to illustrate what you are talking about, link those pictures back to your website, etc.

These blog links are called "backlinks," which is one of the most important aspects of Internet marketing. So, use those links in your blog!

## Should I have only one blog?



**Infocard.cc**  
If you have something to sell or tell...

Infocard is now Blogging!

Hello everyone! Infocard.cc is now blogging to communicate and using this as a means to allow listeners to find our podcasts. From time to time, Mr. Brusso will also present materials and things of interest for Infocard.cc. To that end, he will also put up show notes as he goes along. The shows we have now are listed at iTunes, switchpod.com, b1p.tv, and infocard.cc. As most of us know, it's a wonder to find anyone on iTunes as the search capability is in the Stone Age! If you use iTunes, the best way to subscribe to 101 marketing, the infocard show is to go to the podcasts, and in the search window in the music tab, use 101 marketing or 101 to see the various listings. We believe, until they fix things, this is where you will find the "subscribe" capability. Also over on [switchpod.com](http://switchpod.com), and there you go. At 101 marketing, our goal is to educate the listeners to how to market, the ends and outs, do's and don'ts, plus the formula's for success in marketing poses. Why? Well, this establishes a context between us and the listeners. Frankly we are tired of seeing poor marketing materials out there. We need to be successful as business people, we don't need more failures do we? To that end, the podcasts available to you at this moment are:

1. Episode 1: talks about the Podcast: Expo, the podcast gear, seminars, the great podcasters Mr. Brusso met, also about how Infocard.cc is using podcasting, [vision101of.com](http://vision101of.com) update, and some of Mr. Brusso's personal family updates.
2. Episode 2: We talk about our new website, the great use

**Have more than one blog!**

NO... I always suggest you have a blog for every keyword you use. Or at least at a minimum, you should have a blog for every important topic or market area you have on your website. For example, in my self-defense weapon business (<https://www.pdws.biz>), I have blogs set up for women's self-defense, back to college (for women who are in college), and the blog itself "self-defense weapon blog." This way, I can post an article to the blog specific to my target market and link it back to the main website. So, in short, I use three blogs pointing back at my main website!

## Where do I get a blog?

I always suggest "Blogger.com" as it's a Google property, and they search there first for relevant Internet content. You can have as many of the free blogs as you want, so go for it! If you should have a blog at other blog companies, no worries, you can still link back to your website. However, you might want to consider Blogger.com if you need to put more blogs, as that strategy could play very well. Having blogs from

two different web properties could be a good thing.

I hope you have enjoyed this PDF on blogs and now understand their

importance for your properties' Internet marketing.



I hope you enjoyed this business tip...

Peter Brusso, CEO  
<https://Infocard.cc>

Also, please take a look at my new book: <https://www.amazon.com/How-make-money-while-sleep-ebook/dp/B08HJ6GV6Q/>