

## Boost Your Search Engine Visibility With Blogs And RSS

A Whitepaper from [SEO & More](#)

Business blogging is the latest buzzword in online marketing. Marketers have found that blogs are excellent tools for communicating with their audience. Anyone who has something to sell or an idea to promote can benefit from using blogs.

But one of the primary benefits of blogs that only a few savvy marketers are aware of is that blogs are **search engine magnets** - excellent tools for getting top search engine rankings and boosting your visibility online.

### What Is A Blog?

Blogging is publishing for the rest of us. Blogs are a frequent, chronological publication of personal thoughts and web links. A blog is often a mixture of what is happening in a person's life and what is happening on the web, a kind of hybrid diary site.

Blogging software is really a simple Content Management System (CMS) that easily adds new pages and integrates them into your site's navigational structure and linkage.

Anyone can write a blog, even if they don't know the first thing about building web sites. You can be up and publishing a blog in less than 30 minutes, no technical expertise required.

### How Do Blogs Boost Search Engine Visibility And Rankings?

Blogs have a number of features that make them the darling of search engines.

#### 1. Blogs Have Fresh, Updated, Relevant Content

When you write a good blog about a theme that you're passionate about and post to it frequently, you're creating fresh, keyword-rich, content that search engines love.

Search engines like Google place a great deal of importance on content that is

- Unique - not duplicated on other sites
- Relevant to your site theme
- Fresh or regularly updated

Blogs are naturally search engine friendly because they are text-rich, link-rich, frequently-updated, use stylesheets or CSS, and have very little extraneous HTML.

## 2. Blogs Make It Easy To Get Natural, One-Way Links

Links are the currency of the web. Search engines view links to your site as a recommendation of your site content. More links pointing to your site or blog boosts your visibility and search engine rankings.

But all links don't have the same value. Google uses a technology known as [Latent Semantic Indexing \(LSI\)](#) to rank pages and links. LSI means that a search engine tries to associate certain terms with concepts when indexing web pages. This allows it to assess the theme of the page linking to your site and assign a value that reflects how closely related your site theme is in relation to the site linking to you.

In earlier days, it was common for SEO and linking providers to use reciprocal linking between similarly themed sites as a way of getting inbound links. With reciprocal linking losing favour with the search engines, one-way links are becoming much more important and desirable, even though they are difficult to get.

Google gives more weight to sites that have a lot of natural incoming links, and there are two ways that blogs make it easy to get natural, one-way links to your site.

### One-Way Links From Similarly Themed Blogs

A well-written, authoritative blog, with unique content, is likely to get linked to from a number of other bloggers writing on similar topics. These are **natural links** that are viewed highly and given more weight by search engines like Google.

Links from pages with a similar theme will hold more weight than links from unrelated pages or sites. For example, a link to a real-estate site from another real-estate site will hold more weight than a link from a health-related site to a real-estate site.

Because bloggers who write about a topic often read and link to other related blogs using a feature called a "Blogroll," a well-written blog can get you a large number of on-topic links.

## One-Way Links From RSS Feed Syndication

*What is RSS?* To put it simply, RSS is a technology that allows you to syndicate your site content online. By creating a small file in RSS format, blogs allow other sites to display your articles on their pages with a link back to your site.

The RSS feed that I use to syndicate content from my Marketing Slave blog looks like this. <http://marketingslave.com/feed/> Blogs created by Blogger have a feed that looks like this <http://www.blogbrandz.com/atom.xml>

[Here](#) is an example of a site that is displaying a feed from one of my sites, [www.cancerpreventionnews.com](http://www.cancerpreventionnews.com), and in the process giving me a number of one-way links back to my site. As you can see this site is somewhat related to the theme of my site (health), so a link from them is more valuable than links from unrelated sites.

Blogs and the RSS feeds built into them, help you build valuable, one-way links to your site by syndicating your content online.

## 3. Blogs Allow You To Get Indexed Within Hours

When you post to a blog it “pings” a number of services that list blogs. This notifies the service that your blog has been updated. Search engines like Google, lay emphasis on displaying freshly updated pages in their index. Naturally, they give more weight to blogs that are updated regularly.

[Blogger](#), which is owned by Google, pings the Weblogs.com service. So it is likely that Google places more value on sites that are regularly notified by Weblogs. Most blogging software, like [WordPress](#) (which we prefer), can easily be configured to automatically “ping” Weblogs and a number of other ping services when a post is made.

This allows your pages to get listed in Google and other search engines **within hours of writing your first blog post**. Savvy SEO experts who use blogs can claim to get you indexed for some key- phrases in Google within 24 hours (it takes much longer to get ranked for terms that are competitive, especially if your site is new).

The ability to “blog and ping” is a unique feature of blogging software and has resulted in much search engine spam, with thousands of spam-blogs being created using content from RSS feeds.

We do not recommend this method of getting your site indexed, because search engines are getting better at weeding out spam and using such software could get your site banned from the index.

However “pinging” is still a very effective way of getting indexed in Google in a short time (hours), compared to the time it takes to index a website (days, even weeks), and it is one of the reasons why blogs get better search engine rankings than static websites.

### **Indirect SEO Benefits of Blogs**

Besides the SEO benefits, a well-written, authoritative blog can also create publicity and branding for you, which promotes even more people to read and link to your blog.

People are using them to communicate with family, for education, for business, and almost anything else you can think of.

### **How To Use Blogs As Marketing Tools**

Blogs should be an important part of any traffic-generation plan for a website, but don't depend on the blog itself to do much selling. In reality, blogs are best viewed as an addition to site content.

Blogs are not about selling. They are an excellent tool to support your main business, to provide value, build relationships with prospective customers and to build your personal brand and image.

For corporates and small businesses, blogs can help put a human face on an otherwise bland business site. In the corporate world, blogs are being for internal communication and knowledge management, and for brand building and public relations campaigns. [Nike's Art of Speed blog](#) is an excellent example of subtle brand building using blogs.

Here are some ways you can use blogs as marketing and brand-building tools

### ***1. Write reviews***

Writing reviews not only allows you to benefit from improved search engine listings for the product you are reviewing, but allows you to provide your subscribers with information that contributes to their purchase decisions. That makes it an ideal way to earn affiliate income.

### ***2. Direct traffic to your articles***

If you've written an article and published it online, use your blog to post a teaser, perhaps describing what made you write that particular article, and then link to it so you get your readers to also visit your website and check out your other offerings.

### ***3. Direct traffic to your newsletter archives***

Post a few paragraphs or the editorial of your ezine or newsletter issues on your blog and link to the archived issue on your website so that your readers can read the rest of the issue there.

### ***4. Talk about what's going on in your life***

People buy from those they like and trust. As an online journal or diary, a blog is the ideal medium to share details of your holiday, the things that made you laugh (or not), your own humorous take on life, anything to let your prospective customers get to know the person behind the website better.

### ***5. Comment on developments in your industry***

A blog is an ideal place to post your personal opinions, favourable or not, about the developments in your industry. Becoming a source of industry information is part of the process of branding yourself as an expert and a thought-leader.

Just remember to use your blog for the purpose it was meant to be used. To brand, to communicate, to connect. Leave the selling to your sales letter.

## **Blog Writing Tips**

So many blogs are started with little or no purpose. If you want to blog and survive, first start by answering your why. Unless your blog is only for your family or your business colleagues, you're probably writing with the hope that someone will read about what you think.

Blogs demand a readership. And for that you have to write about something worth reading. Here are some tips to follow if you want human beings to read your blogs.

### ***1. Stay on topic***

Opinions are fine, but unless you're the CEO of Microsoft, very few people will want to know what you ate for breakfast. If you started your blog to air your raves and rants about the latest movie you saw, better mention movies in at least every post you write.

### ***2. Write in a conversational tone***

Forget what your English professor taught you. Write the way you speak, or you'll end up sounding uptight and unnatural.

### ***3. Be opinionated***

Your blog is not a company brochure or a press release, but a way for people a.k.a. your target audience, to get to know the real you. The worst sin you can commit is to bore your readers. Most people respond better to an honest airing of views than pleasant platitudes. And if you get a few rude or nasty comments in response to your posts, just accept the fact that you can't please everyone

### ***4. Be funny***

Infuse your posts with your natural wit for a better response from your target audience. And if not everyone appreciates your particular brand of humor, read point #3.

### ***5. Stay informed***

If you're writing about your profession, you'd better know what you are talking about. Word spreads at the speed of thought in the blogosphere and if you're trying to become an authority on something you know very little of, prepare yourself for the brickbats.

### ***6. Stay current***

Write about the latest developments in your field. No one wants to read stuff that has been around for a long time, or that hundreds of other bloggers have chronicled.

## ***7. Update frequently, but don't burnout***

Most blogs die because of blogger burnout - bloggers trying to update too frequently. Stick to a publishing schedule that is humanly possible for you. If you've just updated your blog and find a story you want to share, save it for later.

On the other hand, don't post just because you think you have to stick to a schedule. Going a few days or even weeks without posting is fine if you really have nothing worth sharing.

## **What Sort Of Content Can You Publish On a Blog?**

Bloggers generally post news updates and personal opinions on developments in their industry. Some expert PR bloggers recommend that companies use a blog as their online media room, to facilitate easy syndication of press releases and company news.

We suggest that a company blog can also be used to publish or showcase the following types of content.

- In-house newsletters and magazines
- Updates to the company's website
- Updates to the company's services
- News of sales promotions, advertisements and the response to them
- News of company acquisitions and growth plans
- Updates from the CEO
- Press releases and media communications
- Crisis communications
- Whitepapers and articles

## **Getting Traffic To Your Blog**

A blog is like a website. "Write and they will come" isn't exactly a magic formula to bring in traffic by the boatload. If you need to promote your website in order to build traffic to it, you need to promote your blog as well. Here are some ways you can become a well-read and influential blogger.

### ***1. Write Posts That People Will Want To Read***

This should be common sense, but many marketers tend to forget that their readers are real people and that you need to use the principles of online copywriting to make your headlines and copy interesting to your readers.

If you write posts that people enjoy reading, they will reward you by returning to your blog regularly. Make your posts conversational, pithy and topical. Keep them short and stick to one topic per post. Write often and regularly so that both readers and search engines visit your blog more often.

### ***2. Optimize Your Posts for Search Engines***

See the section on “SEO Tips For Bloggers” for more information.

### ***3. Create Buzz About Your Blog***

Creating a buzz about your blog posts and topic in the local and online media will give your marketing a viral component.

- Create a controversy around your blog or it’s topic.
- Distribute bumper stickers or other merchandise with your blog’s URL and tagline.
- Write a press release about something newsworthy and tie it in with your blog topic.

### ***4. Capture Subscribers By Email***

It may seem strange for a blogger to send out updates by email, but email is still the #1 choice of most people who want to receive news and information. Using a free service like [Bloglet](#) or an email notification plugin to manage your subscriptions is easy and it allows your subscribers to manage all their subscriptions from one interface.

However, if you want more control over your list and don’t mind mailing out the updates yourself, you can use an autoresponder system to capture and follow-up with subscribers.

## **SEO Tips For Bloggers**

Optimizing a blog is very similar to optimizing a website, and optimizing a blog post similar to optimizing a web page. But depending on the blogging service or software you use, the results may look somewhat different.

If you follow some simple rules for search engine optimization, your blog can rank much higher than static website pages in the search engine results pages. Here are the most important rules to follow to get your posts listed for keywords of your choice.

### ***1. Use your primary keyword in your blog URL***

Whether you purchase a separate domain (recommended) for your blog, or host it on a blogging service or a subdomain of your own site, try to ensure that your URL contains the primary keyword you want to optimize for. For example, if you want your blog to get found for the keyword “rss” get a domain with the keyword “rss”, or use the keyword in the URL as in [www.rssnewssite.com](http://www.rssnewssite.com) .

If yours is a personal blog, using a domain name with your own name might make for good branding. But if you’re doing it for business and want the targeted traffic to flow your way, keywords in the domain or subdomain are a move in the right direction.

### ***2. Use your primary key phrase in your blog header tags and the title of your posts***

If your primary key phrase is “business blogging” make sure that the word business, or blogging, or both, appear in your blog headers (the H1 or H2 tags) as well as the title of each of your posts.

Most optimized blogging software will take the keywords in your post title and put them into the file name of the permalink posts it creates. For example, if you title your post “Search Engine Optimization For Blogs”, your blogging system should automatically create a page with your post and name the file “search-engine-optimization-for-blogs.php” or something similar.

### ***3. Use your secondary keywords in the body of your post***

If you want to get listed for secondary keywords use them infrequently in the body of your post and pepper your blog titles or links with them appropriately. Don’t overdo this or your posts will end up sounding unnatural and spammy to readers.

### ***4. Use your keywords in the anchor text of links***

Keyword in links have more weight than simple text. Use your primary and secondary keywords in the anchor text of links when linking to other blog posts or to other pages on your main site.

Link keywords where they naturally appear in the body text, but again, don't overdo it. You can optimize your blog to automate this process.

### ***5. Make sure search engines can spider your blog easily***

Set up your blog so that the side navigation bar is present on all pages. Make sure your archives and previous posts are accessible from all pages of your blog so they are easily accessible to search engine spiders.

### ***6. Build links to your blog***

Links pointing to your blog or posts are essential to build pagerank and make your blog rank higher in the search engine listings. We recommend the methods here as the most effective ways to get links pointing to your blog.

- Submit Your Blog & RSS Feed

Submitting your blog and RSS feed to blog search engines and directories is essential for getting high-quality links back to your blog. Here is the best list I've found of places to submit your feed or blog.

- Link Exchanges

Many similarly-themed blogs are often willing to exchange links with other blogs and form richly interlinked networks or communities. Link exchanges with other blogs are easy to implement with most blogging software.

- Trackbacks

[Trackback](#) is a mechanism used in a blog that shows a list of entries in other blogs that refer to a post on the first blog. You can also get links back to your blog using trackbacks. One of the disadvantages of using Blogger is that it does not automatically create trackback urls that others can use to link back to your posts. We recommend a full-featured blogging software like [Wordpress](#) to enable easy creation of trackbacks.

- Article Marketing

A very effective way of building links to your blog is to write up your blog posts into short articles and [submit them to article directories](#).

- Comments

You can also get back links to your blog by posting legitimate comments in response to posts on other blogs.

### ***7. Update frequently***

There's no better food for search engine spiders than fresh content. Post and update your blog frequently using all the rules outlined above and there's no reason why your blog will not get you top rankings in a short period of time.

### ***8. "Ping" the blog services***

There are a number of services designed specifically for tracking and connecting blogs. By sending a small ping to each service you let them know you've updated your blog so they can come check you out. Many blogging software can be optimized so this task is automated.

### ***9. Stay put***

Once you create your blog, try to stick to the same domain and blog host or system for as long as you continue to publish. You could end up losing a lot of your traffic, your readers and all your search engine listings if you decide to move.

At [SEO & More](#), we recommend that clients use blogs and RSS feeds to build your brand, boost your search engine rankings and add fresh content to their sites. We not only provide the technical expertise of setting up, optimizing and promoting your blog, but also years of experience in creating well-optimized, authoritative blogs that have received excellent rankings and recommendations from other bloggers.

Some blogs we write:

SEO & More Blog

<http://www.seoandmore.com/blog/>

Marketing Slave Blog

<http://www.marketingslave.com>

Boost Your Search Engine Rankings With Blogs And RSS – A Whitepaper from [SEO & More](#)

Blog Brandz

<http://www.blogbrandz.com>

Number One In Your Niche

<http://www.numberoneinyourniche.com/blog/>

The Glutathione Report

<http://www.glutathione-report.com/blog/>

[Contact us](#) at [www.SEOandMore.com](http://www.SEOandMore.com) to find out more about our SEO and Business Blogging services.

### **Additional Blogging resources**

Blogging Tips, Tools and Tutorials

[http:// www.blog-maniac.com](http://www.blog-maniac.com)