

The Ebook To Successful Blogging



By:Bradley Nordstrom

Search Engine Optimization (SEO)

What Is SEO

Search engine optimization (SEO) is the process of improving the visibility of website or a webpage in search engine via the "natural" or un-paid ("organic" or "algorithmic") search results. You can pay to be on the top of Google or Yahoo or you naturally do it by getting people out there to know about your blog or website. One way you can pay to be on the top of Google is pay Google or other websites to put you up there. It can be pretty expensive though so I would use the natural way.

The Natural Way

“The Natural Way“ is when you use natural tasks to get your blog or website up in Google or any search engine. There are many ways to do this but the way I do it is pretty simple and easy. Comment on other blogs with the same niche as you. For example if you have a blog about affiliate marketing you would post comments on www.JonathanVolk.com because that is what he writes about on his blog. If you have a blog about cars you would go to www.CoolCarsPro.com/blog/ because that blog is about cars. If you are a blogging newbie you are probably like “how does commenting on other blogs with the same niche as my blog help me get up in Google’s ranking?” Well when you comment on blogs, most of them ask for your website address and name. When they ask for your website address you of course put your domain of your website or blog in the text box and when you do that, a person that likes your comment or reads clicks your name and guess what happens. They go directly to your blog. The more visitors you get on your blog the more interested Google will be in your blog and they will give you a higher page rank (PR) which gets you the top position on Google. There are many other ways they provide “The Natural Way”.

We got Word Of Mouth. This is when you use your mouth to let people know about your blog. All you have to pay is your voice. If you tell someone about your blog and love your blog so much, they will tell their friends. The average person knows about 250 people and that person will probably tell about 100 of them. Then they will tell 100 people and so on. This might take a little longer than commenting on other blogs with your niche.

Another way is to use backlinks. Backlinks are incoming links to a website or web page. The more you get the higher your rankings will be in Google. How do you get backlinks? Well if you get interviewed online for example people will backlink to your blog. When someone links to your blog that is considered a backlink. If you are a good blogger and people love you and want to share your blog with other people they will backlink to your blog. Simple huh? Yes very.

The Paid Way

Of course we got "The Paid Way" which is when you pay another company or search engine to put you at the top of that search engine. This is for people who don't want to spend all their time on getting a high PR and traffic to their blog. You advertise if you want traffic to your blog of course. You can also pay for reviews on other blogs with the same niche as you and that will get you backlinks, traffic, and higher PR.

Link Referral

Some of you probably know what Link Referral is because they have over 300,000 people that signed up for their backlink service. Well I have been using Link Referral, a website that allows users to take 25-45 minutes of their day to help users get the 250,000 users on Link Referral to go to your website or blog.

How does it work?

How does it work. Well, when users see your link on Link Referral they will click it which sends them to your website or blog, review it, or favorite your site. When they do this they also get a higher ranking in the Link Referral directory. And obviously the higher their ranking the more people will go to their site.

What do you need to do?

All you need to do is sign up for free. Then you will get started with going to 30 sites a day, reviewing 5 sites a day, writing a forum post, and favoring 1 site. Once you did that you will most likely be in the top ten. The longer you do this on Link Referral the higher your rank. What I am going to do is pay an extra \$50 and these are your benefits: Benefits include:

- 1) Thumbnail beside your listing in the directory and forums
- 2) One month of sponsored advertising
- 3) Access to links, reviews and ratings of 100's of advertising resources
- 4) Last but not least, PAYMENT for referrals

Not bad right

Social Networking



Social Networking is one of the biggest keys to successful blogging and running a successful business. Without social networking you are pretty much a blog that writes on your blog everyday but not one person see's your posts. Here is when social networking comes in.



Facebook and Twitter are the big ones in Online Social Networking (OSN). As you see on my Business Blog, bradleyiscool.com, Facebook and Twitter buttons that I press and my readers press to share my posts to their friends and followers. This is an example of social networking because people will go to my blog and if they like my blog posts they will probably contact me and we can make good friends and share our ideas and a lot more. You will also get a lot more people to your blog because that person will tell his/her other friends about your blog and you will tell your friends about his/her blog. It is a win/win situation.



You can also join Social Networking organizations like Chamber Of Commerce. There you can meet people just like online and attract customers face-to-face.

Linked



LinkedIn is also a Social Networking site online that has over 3,000,000 people on it that look for jobs, post jobs, and connect to people. There is also an application on LinkedIn that allows Twitter to post anything that you write on LinkedIn too! So you get double the traffic in just one click. So if you want a job or want to post some jobs or even market your blog posts this is for sure the site to sign up for.