



Presentation for the Internet Marketing Clinic

# Blogging For Dollars

June 14, 2004



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# What is Blogging?

## ■ History Lesson

- The word blogging comes from:  
Web Logs → we**BLOGS**
- Blogging began around 1998, but didn't become popular until 2003 or so.
- Blogging arose out of the need for a simple way to publish fresh content on a frequent basis. Some blogs are updated several times a day.

## ■ Popular Uses

- Journaling – It's a modern diary for personal uses and for business projects.
- Comment System – Product testimonials similar to Amazon.com's customer review system.
- Authoring Forum – Ever wanted to write? Are you an aspiring food critic? Movie critic? Poet? Share your words with the world.
- Announcement System – Groups, clubs, etc., can easily post meeting announcements and other comments directly to their website. It's as easy as sending an email.
- Photo Album – PhotoBlogging is the newest craze.



# Blogging Features

- Simple method to publish content
- Allows for public comments
- Search engine friendly
- No databases or coding required
- Ability to share headlines with XML
- Excellent free software and templates
- Excellent way to hold yourself up as an expert on any chosen subject.
- Excellent alternative to email distribution lists.
- Multiple page creation. Article, journal, archive, etc.

# Who Blogs Anyway?

- Commentators, Analysts, Reviewers ...
- Authors, Poets, Musicians
- Radio & TV Personalities
- **Anyone with something to say to the public on a routine basis.**
- Famous Bloggers Include:
  - John Kerry Blog - <http://blog.johnkerry.com/>
  - George Bush Blog - <http://georgebush.com/blog/>
  - Al Roker Blog - <http://www.alroker.com/journal.cfm>
- Commercial Blogs
  - About.com – various news feeds
  - Yahoo.com – various news feeds
  - <http://www.searchenginejournal.com/>
- Other Blogs
  - <http://www.hatch.org>
  - <http://www.life-excellence.com> – one of Jerry Hobby's blogs
  - <http://www.finalfactor.com/blog> - Ken Burgess' new blog
  - <http://www.briannelsonconsulting.com/blogs> - Brian Nelson's future blog site.



# Choose Your Blog

There are a wide variety of options for blogging. When choosing your blogging solution, consider the features you need.

- Do you need your blog hosted somewhere?
- Do you want to install your own software?
- Will you have multiple publishers?
- Do you like the template choices?
- Do you want comment system?
- Do you want support for uploading files?
- Do you want to publish by email?
- Do you want your site listed in any particular directories? Do you need to ping a blog directory?
- Do you need moderation features?
- Are you willing to pay for your software?



# Your FIRST Blog – Blogger.com

Blogger.com is owned by Google. It is easy to use, has plenty of features, and you can get up and running quickly. If you need your blog hosted, they do that too. You can also publish your blog if you desire.

Instructions are here: << [click me](#) >>



# Blogging For Dollars

Affiliate programs exist all over the Internet. You can make a living with your blog once you get your traffic high enough. There are essentially three elements to successful Blogging for Dollars.

1. Relevant Content
2. Site / Page Popularity
3. Good affiliate ad placement

# Popularity Tips

- List your blog in every blog directory you can find.
- Post links to your site and/or your blogs to any “comment” section you can find on other blogs. Most accept URL’s. Even Yahoo will give you FREE links if your comments are reasonably relevant.  
<http://www.searchenginejournal.com/>
- Blog EVERYTHING. Vacations, product reviews, testimonials, anything you have an interest in. Remember, content is king and you have the ability to produce massive volumes of content using blogs.



# RSS/ATOM/XML Feeds

Most blogging systems allow you to publish your site in XML format. XML is a language (like HTML) that defines “data exchange”. RSS is one standard definition and ATOM is another standard definition. XML is the language. RSS is the leading standard. Blogging tools know how to write, and sometimes read these XML formats.

You can view my XML/atom feed here:

- <http://hobbygroup.com/blogs/seo.php> (blog)
- <http://hobbygroup.com/blogs/seo.xml> (ATOM xml feed)
- <http://atrios.blogspot.com/rss/atrios.xml> (RSS xml feed)

You can see that I publish feeds from many other blogs on my site:  
<http://www.life-excellence.com>

Anything that ends with NEWS is a feed taken from an external source.



# Blog Directories

Directories accomplish two things for you. First, they allow you to be added to a categorical listing. Secondly, many directories show a list of “recently updated” and “hot” blogs. Publish often, and you will stay on that list. Stay on that list, and you will become popular. That is, if your content warrants the traffic.

<http://www.lights.com/weblogs/directories.html>



# Other Blogging Software

- <http://www.blogger.com>
- <http://www.movabletype.org/>

Compare other blog products here:

<http://www.asymptomatic.net/blogbreakdown.htm>



# Blogging Resources

- <http://www.blogsearchengine.com/>
- <http://www.searchenginejournal.com/>
- <http://www.blogpulse.com/>



# Blogging RSS Feeds

- <http://news.yahoo.com/rss/>
- <http://www.syndic8.com/>



# Thank You



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