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Use The Blogosphere In Your Marketing Campaign

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Blogs and blogging has become one of the greatest forces that we have seen online. They rival facebook and are even becoming more prevalent than the average website. A blog is a web presence which even someone with very little computer experience can use. You can create a blog about anything you want and some through wordpress have even been adapted into article directories and forums. Even though these presences are not traditional they still carry the same weight as a website and in a few cases more. Since each time you post you get another backlink to the home page it is only a matter of time and a few hundred posts before you see your blogs authority really start taking off. Since a blog is free to start they tend to complement an existing website quite nicely and gives you a medium in which you are able to really speak to and with your audience. I have seen blogs being used to simply inform people of when a website is going to have a sale or when a website is being updated.

So if you are a webmaster it would be a good idea to start a blog and begin publishing niche related content. Personally I place a link back to my main website in the navigation so each time I post to my blog I get a keyword anchored backlink to my website. This has built hundreds upon hundreds of links since I run 8 blogs. Now if you are getting tired of running a website and are looking for something which can still make you money and gives you an outlet of expression blogging is an optimal solution. You can run a blog about anything and as long as you are active in the other social medias such as social bookmarking, social networking, and video sites you will probably succeed at slowly gaining visitors and building a readership. From experience running a website marketing campaign consists of building mass backlinks and blogging consists of making a buzz in the social world. Both of these pay off extremely well and should be looked at by anyone trying to make money online.

Now the last topic I would like to discuss is how to gain backlinks from other peoples blogs. There are two ways which you can gain these backlinks. The first is asking to be on their blog roll and you will do the same for them (kinda like a link exchange) and the second is seeking out blogs which have the no follow removed and commenting on them. There is a couple ways in which to find these websites you can either go to a webmaster forum and search for a list or go to google and type in keywords for your niche then "you comment I follow" or go to Google and type in list of do follow blogs.

Find important tips in the sphere of [create backlinks for free](#) - read the webpage. The times have come when proper info is really at your fingertips, use this opportunity.

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