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# **Blogging Should be an Important Part of Your Online Business**

So you got involved with an online business and your looking for ways to get traffic to your new replicated website. You have the idea if I get my replicated website indexed on search engines or do other things to get massive traffic to your site you will be making money in no time. Right? The answer is no hardly. Google for instance is only going to publish most likely two of the replicated sites and you know there are thousands of them. So how do you go about getting your replicated websites seen? You do with your very own wordpress blog or in my case blogs. The more the better.

When trying to build a better search engine ranking for your website, you need to consider using blogs to help promote your site. Blogs are easy to use and can be a very effective tool to help you achieve an amazing boost in your sites search ranking and traffic as well. Using a blog can help you in several ways and it is important to know how to amplify their positive impact on your traffic.

The way a search engine ranks your page is based on a lot of factors, most of them a closely held secret. One of the factors that is known is how strong your site is linked to from other sites. The logic is that if other sites feel that your site represents a strong product or concept, you become important by association to the search ranking. Establishing these links is one of the most powerful ways you can impact your search rankings and website traffic. Getting your links set up with a blog is easy and can have a pretty impressive impact fairly quickly.

There are several ways of using blogs to establish these links and you should employ all of them to expand the impact. The simplest way to get started with this is by creating a blog about a keyword topic on your site that you want to improve the search rankings on. For example, if you want your [prescription generic](#) site to be high in the rankings for "kites", start a blog on kites and be sure to include the keyword "kites" in the title of the blog as well as any other secondary keywords you care about as well. Once this blog is up and running, you need to pepper the blog with links back to your main site. These links can be on the main page of the blog as well as in every article you publish to the blog.

Creating this blog is the first step, but you need to continually keep it updated with fresh and interesting content to keep your readers interested, and keep coming back to visit. Over time you will develop a decent traffic flow to the site, and some of them may click a link back to your site as well. The key here is that every time you publish a new article on the blog; make sure to inset a link back to your site. This increases your link count, and raises your search standing. Also, the more you update the blog, the more often the search engines will index your blog, and this frequency of update is another important ranking criteria.

In addition to your blog, there will be a wide universe of other blogs related to your keyword and you need to find these as well. You can read articles on these blogs and post comments on them, including a link back to your site. As you do more of this, you will get natural traffic from others that read your comments and visit your blog, and hopefully your site. The key thing here is that these links are indexed by the search engines and help raise your standing. This is an exercise that you can do in your spare time, and costs you nothing but a little time.

Another advantage that hosting a blog provides for you is the fact that as you post more, you soon become an expert on a particular topic. As others in the field recognize your name, your credibility will increase and additional opportunities to publish come your way. All the online periodicals are searching out content for their publications and usually reach out to experts in the field on a topic. Having an article of yours published in these Ezines will help raise your rankings as well, based on the link.

One final place that a blog can help is on social networking sites. When you visit these sites and post comments on a topic, you can link to your blog or website and increase the link count. A lot of these sites will accept submissions of websites or blogs for review on a topic and this can have a very positive impact on both your traffic and search engine rankings if you get listed.

So how do you go about getting started with a wordpress blog? Even if your a newbie and know nothing about blogging I highly recommend you use [GVO](#) known as [Global Virtual Opportunities](#). Here you will have unlimited hosting and resources for all your websites and blogs. Plus they offer step by step training on how to get started blogging using wordpress. They have bot recorded videos on this and also have weekly live training calls. They will in deed show you how to turn your blogs known as mini websites in to a money making machine over time.

Check out [GVO](#) for a \$1 for a 14 day trial today. Get your blog created and start posting content with your information about your business and start getting that search engine traffic that you have been missing out on.

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