

## How Blogging Can Help Your Business

Are you looking for more innovative ways to boost your online business? You can try doing blogs.

Blogs? What are blogs? According to Wikipedia the blog is a short form called for weblog. Peter Merholz coined the term by combining the phrase "we blog" onto the sidebar of his weblog last 1999.

A blog is a mini web site. Those who do blogs are called bloggers. They enter "posts" which shows in the blog page from the newest posts to the oldest ones. They use blogging software and allow readers to comment on their posts. The comments are considered another new content to the blog.

Bloggers can post anything under the sun. Initially, when it was introduced, blogs were really for user's private affair, their thoughts, activities and anything that reflects their own experiences in life. Blogs is some sort of an online journal or diary.

Through time, the original use of blogs has expanded. Now it can be used in virtually any kind of self-expression. Blogs now can also help build your online business.

Blogs are ruthlessly taken advantage of, too. There are businesspersons unscrupulous enough and resort to publishing spam blogs or "splogs".

The blogosphere is the vast community built by bloggers. The blogosphere has its own ways and means to welcome, identify and build the reputation of each new blogs introduced in the Wide World of the Web.

In this article, you will know how to utilize blogging in building your online business and contribute positively to the blogosphere.

You must familiarize yourself with the blogosphere's set of rules that need to be followed for you to publish a successful blog.

The first and major rule of the blogosphere is that your blog must contribute to the blogosphere. You must publish real content and not just advertisements on your blog. Splogs are unveiled because of the overloaded advertisements disguised as content.

This may contradict with your goal to put up a business-type of blog. But then again, if you only know how to effectively make a good blog, you can utilize it to build interest for your product and service without loading it with too much links and marketing tones referring to your business website.

This kind of blogging is the right way to positively help your business website. At the same time, it will contribute good content to the blogosphere. Do not try to sell products. You can open

discussions and speculations on products. You can even spur other bloggers to react on your posts regarding such products.

If you are anxious to enter all internet avenues that will guarantee recognition of your products, then the blogosphere may give you good opportunities. Still it may do the reverse for your products and services, too and create problems for you.

You will not be able to control potential customers or clients to post comments to your original posts and they might expose certain issues you would best prefer to do away with.

If you fail to address the issues to the satisfaction of those commentors, it may not bode well for your business and your products. Not following up or reacting to comments may also be taken as a negative reaction from you.

The blogosphere now involves millions of internet users, and part of them is your potential market then. If there is negative feeling about your products, your business might suffer the consequences.

If your goal is to build a good reputation for your company and product, then, stick to issues that will not bring negative insights. If you can achieve this, then you can out flank other media, competitors and other traditional information outlets with your blog.

If you achieve a successful SEO result for your business web site due to the excellent reputation of your blogs, then you have tapped that blog resource unable to achieve by others. Chances are, your blog posts would even come first in search results for a particular product or service.

However, if you are not 100% confident in your product or service blogging is not for you.

You must be confident of your company and its services and/or products so that you can enjoy the full benefits of blogging.