

BLOGGING

Blogging as a business tool? Seriously?

Yes, seriously. Typically when someone thinks of blogging, what comes to mind are special interest columns published by amateur enthusiasts. While this is partially true, there is an entire other category known as "Business Blogging". Business blogging builds relationships just the same, however is also a powerful sales and lead generation tool.

As a matter of fact, blogging is probably one of the most powerful SEO tactics as well:

- Blogging creates fresh, unique and keyword-rich content.
- Fresh and unique content encourages repeat visitors to your website.
- Visitors share and repost your content to social media channels, creating valuable backlinks.

Here is a list of ways to create backlinks:

1. Directory Listings – Most common and easiest – this simply involves making sure your site information such as web address, phone number, address, is consistent across all online directories. A few directories you use include Yelp, Google, Bing, Yahoo, Google Maps, etc. There are over 2,000 online directories and they are growing daily. The key here is to get your site on as many as possible and make sure they all say the same thing. If they are different from site to site, then your ranking will go down. However, it's not just as simple as putting your information on all 2,000 in one day (which would be nearly impossible anyways). This is because google looks at how many of these backlinks are added to your site on a monthly basis. Remember, Google is looking for patterns, so if you were to put yourself on all 2,000 this month and none next month, google will say "hey, this doesn't look right" which will prompt google to push you down in the rankings because it raises suspicion. The reverse applies as well - exactly 30 backlinks every month will raise red flags so it needs to vary slightly from month to month. Check out our packages where you will see how many backlinks are offered on a monthly basis. The backlinks we offer are clients fall under this category.

2. Guest Posting – this means you write or publish an article on someone else's blog. In the credits section, you and your site would receive credit. This is a great way to get your name out. It does involve a lot of networking and can be time consuming. Typically if bloggers allow guest posting, they will do it for sites that have similar rankings when it comes to domain authority.



Types of Backlinks:

Positive Impact:

- + Sites with domain authority
- + Sites with topical authority
- + Popular sites
- + Relevant links
- + Links with high ranking
- + Other Links

Negative Impact:

- Unrelated sources
- Untrusted sources
- Purchased links
- Broken or dead links
- Link exchanges
- Link networks

3. Podcasts – become an expert and get yourself interviewed. Let's say you are a chiropractor. All of you have to do is search for podcasts that relate to your field of expertise. Reach out to the owners and ask if they can use you in an episode as an expert. Give them topics and ideas on what to talk about. Podcasts are constantly looking for new content. By doing this you will receive credit for the interview which usually involves a site link on the podcast site, thus creating a backlink.

4. Blog quotes & shoutouts – become a source for bloggers, writers, news outlets. Have you ever noticed sometimes when reading an article online some words may be [blue with a line under it](#)? This is usually clickable. This is a backlink.