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BEGIN SEARCH

## Will a blog help my site get rankings?



SEO

Written by Jessi Johnson

Monday, 15 November 2010 00:00



Bottom line, search engines love blogs! They will usually index them quickly. If your site hasn't done anything to catch Google's eye lately, you should definitely consider blogging. If you already have a blog, posting regularly will let them know you have renewed your commitment to providing relevant, up-to-date content. If you don't have a blog, you're already behind the competition.



Should you have a blog installed on your domain (ie: [www.yourdomain.com/blog](http://www.yourdomain.com/blog)) or put it on [Blogger](http://Blogger.com)? I'll make this really easy; do you want to promote your domain, or Blogger?

"If you build it, they will come," probably only worked on Field of Dreams. After you add a post you will need to get up on a podium to shout the news. Pinging after every post is time well spent. Register with free directories like [MyBlogLog](http://MyBlogLog.com), [Blog Catalog](http://Blog Catalog) and other blog listing services. Re-post on [Facebook](http://Facebook) and [Twitter](http://Twitter). You can even have WordPress plugins re-post automatically for you. Have one or two of your friends [Digg](http://Digg) your new post.

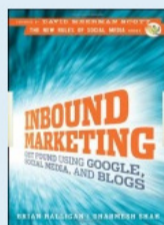
What should you blog about? We recommend using the 80/20 rule. Post about your business 80% of the time and then show a more personal side the other 20%. Being all

**“ Post about your business 80% of the time and then show a more personal side the other 20%. ”**

business all of the time can detach you from your readership. If you win a trophy in a charity golf event, blog about it. If your poodle wins a dog show, blog about it. Write for your human visitors, but

always remember that you have robot visitors too. What you don't optimize, from an SEO standpoint, is as important as what you do. Optimize any post that supports and includes your website's keyword search terms. De-optimize any post that is likely to water down your keyword relevance. In other words, no tags, image alt tags or meta information for the post about your son's graduation. Consider having an [SEO professional](http://SEO professional) review your blogging strategy periodically.

### Book Suggestion



[Inbound Marketing: Get Found Using Google, Social Media, and Blogs \(New Rules Social Media Series\)](#)

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### JESSI JOHNSON -



Mortgage broker Jessi Johnson specializes in educating his clients in phases; starting with buying your first home, debt consolidation & refinancing, how to pay the mortgage down faster, then applying various investment strategies to grow wealth from real estate. After beginning his entrepreneurial career at the age of six...

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