

## Why Blogs Are Money Makers

There is a great deal of hype and talk about blogs, but when one strips them down and looks at them clearly, they discover that a blog is nothing more than a web site. In essence, a blog is a website featuring an easy to use content management system that allows for quick updating in chronological order. The roots of blogging trace back to online journaling and community-building efforts, but approached from a business perspective, blogs are uniquely positioned to make you money. Their structure, treatment from search engines, and ease of use make them a wonderful moneymaking tool. The structure of blogs is perfect for revenue-producing efforts. This is because the sites are, invariably, heavy on content and are naturally organized in an intuitive fashion. Regardless of what platform one uses for blogging, they will be able to produce a content-based site featuring a series of potentially well-targeted pages. Search engines love content. Textual content keeps search engine spiders well-fed and persuades them to visit again and again. Google, Yahoo and MSN reward informative sites chock-full of information with better positioning in search results and index these sites quickly. Because blogs are content-driven, they serve as a model for how to build a "cooperative relationship" with a search engine. In the end, effective blog use produces high search engine rankings and, thus, great traffic levels. Traffic, of course, is a key to profitability. It is hard for a site to profit if no one sees it! The traffic advantages vis-à-vis search engines is one of the chief selling points of blog use. If you are familiar with running a traditional website, you have undoubtedly learned two things. First, success will hinge, in large measure, on your ability to provide fresh content to your visitors. Second, adding new content to a static site can be a definite hassle. One must write the content (or pay to have it written), convert it to HTML, insert it into the static page and then upload the page to the server again. The inefficiency of doing this makes it all too tempting to "overlook" making updates as frequently as one should. Blogging solves this problem. All major blog platforms allow users to create new "posts" (which are nothing more than blocks of content) via an easy interface and to add them to the blog with a few simple mouse clicks. The result is empowering. Instead of dreading content updates, webmasters can actually look forward to adding new material in moments. Whether a blog user writes their own content or outsources the job to a pro, adding the new text is a simple and convenient proposition. This makes it easy to build the content-rich sites that soar to the top of the search engine rankings. It also creates a heightened level of stickiness for the blog, making return visitors far more likely. That traffic, when coupled with the right moneymaking strategy produces impressive results. If you are relying exclusively on traditional static websites for your online ventures, you may want to reconsider your perspective. Using a blog affords some unique advantages and can be a great way to create profitable, highly-visited sites that require minimal effort.

## About the Author

For more information about cashing in with blogs check out: <http://skrewball.ws/bloggng/>

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