

Business Blogging Fast Start Kit

By Arun Agrawal

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Hello and welcome to the Business Blogging Fast Start kit. I am Arun Agrawal, the 'RentABlogger' guy and help people take advantage of the blog phenomenon for getting better rankings and more traffic for their web sites.

Several of my clients felt quite hesitant about making their first posts after they got their blog setup and that's why I thought about this guide - I am going to talk about some ideas that help you hit the ground running.

So let's start without any further ado -

1. On a blog, you write like you are talking to a friend or an associate. You may or may not be informal, but there is no need to be stiff upper lip and use tough language or corporate-speak.
2. Write as if you are talking to one person. Even though there are thousands of people who are going to read your blog, they will always read it alone, not in a group.
3. You may quickly introduce the purpose of your blog in the first post. Don't make it very lengthy.
4. All posts should follow the rules of online copywriting. Have short paragraphs, use lots of bullet points and insert images wherever appropriate.
5. Try to vary the length of the paras from 3-8 lines. You don't have to keep every paragraph exactly 4 lines exactly. Modulation makes posts more attractive and readable.
6. Do some research and try to identify subjects around your main keyword. You may use sites like Wordtracker.com or nichebot.com. Base every post on a particular key-phrase. Use this key-phrase in the title and 2-3 times in the post. You should link to your home page once if possible. Link to the particular page, which talks about this topic or a very similar one.
7. Do not try to sell anything on the blog. Give generous information, comment on industry developments and give your take on what someone said on their blog on a similar topic. Link liberally. You can refer to your web site wherever suitable. However don't force this.
8. Create between 5-10 categories and mark your posts to 2-3 categories as appropriate.

9. You must use a Technorati tagging plugin. We use bunny tags plugin generally. Put a few (2-5) tags in your post.
10. It is vital to use a post-slug with most important keywords. This will become part of the URI of this post and can be very helpful. If you don't use this, the blog software will use several words from the title and that may include miscellaneous words like 'and', 'for', 'the' etc., which do not contribute to your ranking.
11. You can maintain a typical posting frequency of 2-3 times per week to twice per day. Try to maintain a regular tempo - don't post several times for a few days and then go inactive for 15 days.

Well, these tips should come in handy when you make the first few blog posts. Blogs are a cool way to pre-sell the prospects for your main products and you can now comfortably tap into this exciting new medium.

Best wishes!

Thanks and take care!
Arun Agrawal

P.S. If you have not set up a blog already, we can set up one for you so that you can get extra traffic and high rankings for your main site. Just visit www.RentABlogger.com.

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