

The Poland Chamber Business Information Service
How To For Business

Blog And Product Blog Basics

The purpose of this How To For Business is to help you use product blogs as a free way to start an online business, get free advertising, sell products and if you already have a website or are selling on eBay, increase sales of products that you are now selling.

Background

If you have **ANY** business on the internet, you need a product blog.

And if you are just starting in business, don't pay for a website or ecommerce store. Start with a product blog.

Do as many savvy marketers do – use a blog as your website and/or online store. And make money just by maintaining your blog.

A product blog is free to setup and simple to maintain. It makes you money.

Let's start at the beginning and work from there.

What Is A Blog?

A Blog is a website that is updated via a special program designed to be used without you having to have any technical background.

You can use a blog as your business website and have it do for you everything that any other website would do. And you can do that all Free.

Blog is an acronym for web log. The term web log applies because additions of content to the blog are generally done in log format – meaning that they are timed, dated and listed in chronological order.

Adding content to blogs is generally called posting.

Posts are added through a very simple administration area. The administration area is made for people who are NOT tech savvy.

Posts cover any topic. You can set up a blog for business or a personal blog. You can talk about your product, service or dedicate your blog to your cat. And you can make money with all of them.

Here is a great book that gets into making money with a blog. [Blogging To The Bank](#).

People who maintain blogs are known as bloggers.

Some blogs allow one to add special pages and functionality through the use of so called “plugins.” There are many hundreds of plugins – most of which are free.

By adding plugins you can make a blog into an ecommerce store, make posting easier using templates, add spam suppression systems, and do hundreds of other special things just for you.

Here is an example of a blog used for business. [The Business Register](#)

Why Should Every Business, Including eBay Sellers, Have A Blog?

Because it will increase your sales.

Why?

Search engines love blogs. Search engines see a blog as more fresh and relevant than a static website, so they give the blog priority. By regularly blogging about your products items - no matter what marketplace you use - you get buyers attention through organic search results.

And you avoid advertising costs. Blogs, because they search engines love them, get you good search engine position. Free!

Why Should A Startup Business Use A Blog Instead Of A Website?

- Because you do not need anything else.

- Because they are free.
- Because you don't have to hire programmers or web designers.
- Because they are easy to maintain.
- Because they have many advantages over a regular ecommerce store and website.

What Are Advantages Of A Blog Over A Static Website?

Blogs are a primary marketing tool. They get your pages into the search engines with no additional effort, bring customers to your business, bring customers back to your website for repeat sales, are a primary public relations tool, build your mailing list, and make sales for you.

It is important to note that a blog automatically submits pages to the search engines. And the search engines usually index those pages within hours to a couple days. They do the work for you. And there is no need to wait around for the search engine to visit your site for updates. Your blog tells the search engine for you.

How Can I Use The Advantages Of A Blog To My Benefit?

- Use your blog(s) to drive buyers directly to your Amazon and eBay listings (in spite of Best Match).
- Create multiple mini-blog sites with each one earning every day.
- Take advantage of an incredible amount of advice through free blog forums.
- Set up shopping sites full of your affiliate links and earn money from multiple streams.
- Create "product review" sites and let other people help build your sites.
- Save money by designing your own websites with free themes and plug-in applications.

- Take advantage of money-making "plugins" that will only work on a blog.

What Is A WordPress Blog?

A [WordPress blog](#) is a free blog system that you can use to set up your website or product blog.

There are, of course many other blog systems, but the [WordPress](#) system is very popular. It is the result of a community effort and thousands of people continue to work together to keep improving it.

It is easy to set up, easy to change, and easy to use. And it is free.

Why Is WordPress The Preferred Blog For Web Businesses?

The [WordPress](#) blog is fantastically easy to set up and get online.

It is supported by many people who create [plug-ins](#) that allow a business to use the blog for almost any purpose.

Additionally, many website hosts support [WordPress](#) to the point where a blog can be put online with about three clicks of the mouse.

Furthermore, the website hosts do not charge for the use of the blog. And they allow a business to put up as many blogs as the business wishes. **Free!**

Businesses can, therefore, create mini-networks product blogs and keep their websites at the top of the search engines and generate sales day in and day out.

And they do all this free, without paying for advertising or hiring search engine specialists.

What Is A Product Blog?

A product blog is simply a blog that focuses on a particular product.

For example, someone selling plumbing fixtures would set up one or more blogs that would focus on the plumbing fixtures he was selling.

He would make an initial 10 or 20 posts describing various plumbing fixtures and would add some timeless information in the page or section of the blog.

Then each week he would add two or three more posts to keep the blog fresh and keep the search engines visiting it.

The blog could be used as a stand-alone website, as a feeder for a larger and more difficult and expensive to maintain and promote company website or part of a mini product blog network.

What Is A Mini Product Blog Network?

A mini Product Blog network is a network of five to ten interlinked product blogs.

Each of the blogs focuses on a different aspect of a particular product line.

For example, if you were selling porcelain tableware, you could have a separate blog for each of porcelain dishes, porcelain cups, porcelain saucers, and so on. On each of the blogs in the network you would have a link to every other blog.

By linking each of the blogs to all others in the network you would achieve a high position in the search engines. (You have created your own link exchange program. And you are exchanging link with blogs that search engines love, you get more effect.)

Remember that [WordPress](#) blogs can be set up with about three clicks of your mouse - if you use [the right webhost](#). Here is a video that takes you through the [Blog setup process](#).

Are There Other Uses For Blogs?

Blogs can be used for anything published on the web. Here are some examples of common uses:

- Your website
- An e-commerce store
- A photo gallery

- A video blog
- A personal diary
- To sell affiliate products
- To make money selling advertising for others such as Google AdSense
- A news site
- Political activism
- Multi - Level Marketing (MLM)
- An authority site
- A membership site

How Much Does It Cost To Set Up A Blog?

If you use a [WordPress](#) blog the only thing that you need is a [website host](#) that supports [WordPress](#).

When you have such a website host you can set up **as many blogs as you want** on that website host **free**. Here are two web hosts that support [WordPress](#). simple setup. [Blue Host](#) [Lunar Pages](#)

Remember that the [WordPress](#) system in comes with [plug-ins](#), [templates](#) (called themes) and everything you need to customize it. And once again you can do that free.

How Do You Set Up A WordPress Blog?

Very easily. It only takes a couple clicks of the mouse.

Here is a link to several videos that show you step by step how it is done. [WordPress Videos](#)

How Do You Use A Blog As Your Website?

[WordPress](#) is a website.

All you have to do is add your content to your [WordPress](#) blog and use one of the many [WordPress themes](#) to give it a look that you want.

And if you can't find something within the [thousands of themes](#) that they offer, you can easily customize it.

The address of your [WordPress](#) blog can be your [domain name or company name](#).

See two of our websites that are blogs by going to these links. [Natural Baltic Amber](#) and [The DropShip Guide](#)

But I am Not Technically Savvy And I Need Help.

You may not be technically savvy. But you probably can do most everything yourself,

But if you do need help, you can get that free. [WordPress forums](#) are populated by many people who are there and willing to help.

What Do You Do Now?

It is always best to start by reading detailed reference materials.

Here are some suggestions.

[Blogging To The Bank](#)

[Setting Up Product Blogs](#)

[WordPress For Dummies](#)

[Free WordPress Videos List](#)

Follow the recommendations in the books you read as you set up and you will see how easy it is to run a business on the web with just a blog.

When you are ready to go, here are two web hosts that support simple setup of WordPress

[Lunar Pages](#)

[Blue Host](#)

And be sure to use this. It makes it much easier. [Setting Up Product Blogs](#)

Important Information

This paper is provided by the Poland Chamber, Inc. as guideline for anyone doing business on the web. It is guidance only and you are cautioned to use due diligence and your own good judgment when following any recommendations or engaging in any business transaction.

If you have any questions or need help, you are invited to send email to products@chamberofcommerce.pl

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