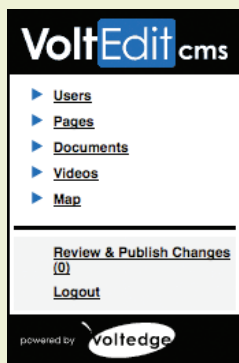


VOLTEDGE BLOG

Volledge's proprietary blog Content Management System (CMS) seamlessly integrates into its VoltEdit page editor CMS for very user-friendly blogging with no technical knowledge required.



BLOGGING SOFTWARE

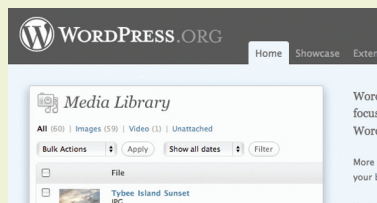


www.blogger.com

Go here to set up your blog today. If you find that having a blog is useful, you can always move it to a hosted solution later.

www.wordpress.org

This is a free, open source blog package.



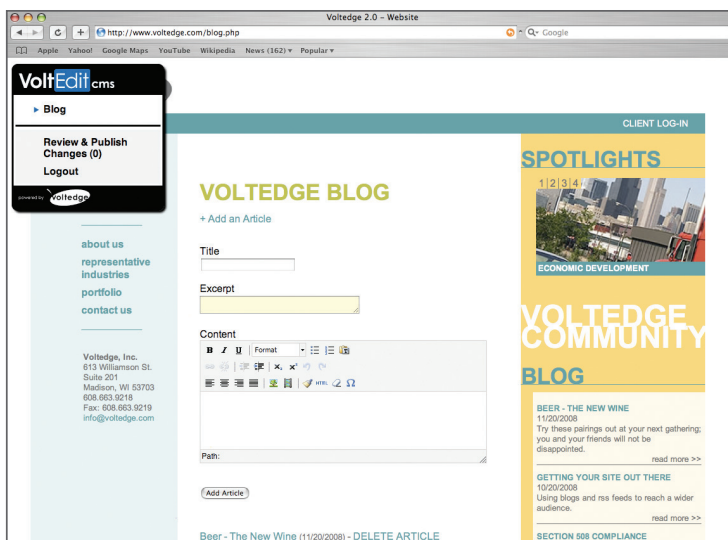
The goal of a good website isn't just to attract visitors, the goal is to attract repeat visitors. When you look at how people browse the web, they aren't out there looking for new sites, they are browsing the same set of web sites every day, sometimes over and over again, looking for new content. The goal of your website should be to get into that daily site rotation, and one of the best ways to do that is by starting a blog, where you can post content easily every day.

SETTING UP A BLOG ON YOUR WEBSITE

There are several options out there for adding a blog to your website, ranging in price, features, and ease of use.

Customized Blog

One option is to have your web company design a customized blog for your website. This will give you a much tighter integration between your blog and your website and may be easier for your web developer to maintain.



Hosted Blogging Solution

A hosted blogging solution is a system like blogger.com. It is already set up so you can sign up, log in, and start blogging immediately. There are often customizable templates and plugins that you can add to give your blog additional functionality. The benefit of a hosted blogging solution is that you don't have to worry about maintaining your web server, you get the benefits of updated code and features, and you can start blogging within minutes of signing up. The drawbacks of a hosted blog are that it is not completely customizable so you may not be able to get the design you want, you may have to deal with advertisements, and it's not on your website so you will still have to link your blog back to your site. Traffic that comes to your blog is not guaranteed traffic back to your site.

Downloadable Blogging Software

There are many downloadable blogging packages that give you all the features of a hosted blogging solution, but are much more customizable and are hosted on your server, so you can easily integrate them with your website. Open source blogging packages like WordPress also benefit from a large

community of developers supporting the application while still being free to download. The drawbacks of a downloadable blogging package are that if you are not technically savvy, or don't have access to your web server, you will still need to hire someone to install the blog and customize it for your website. So although an open source package may be free to download, it may cost a lot to install and maintain. Downloaded software also requires specific server side technology, and may not be compatible with your current web host.

POST YOUR BLOG ON SITES LIKE THESE



www.digg.com



www.reddit.com

Find other news aggregators that are related to your field and post there.

GETTING YOUR BLOG OUT THERE

Posting On Other Websites

Remember the pattern of web usage that most people go through, revisiting the same sites over and over again throughout the day. In order to drive traffic to your website, you need to post on websites that are already in that rotation. The best way to do this is to look at your prospective customers' browsing habits: which sites they go to every day, which sites allow posting of user generated content, and which sites you have posted to already. If you don't really visit that many sites, and you've never posted any content of your own, now would be a great time to start. Examples of the type of website you might want to post to include general news aggregating web sites like reddit.com or digg.com. You can also search for similar websites targeted toward your own field. For example, if you wanted to post your blog to a computer and web related news aggregator, you might want to post to slashdot.org.

RSS Feeds

RSS (Really Simple Syndication) feeds are another way to get your website out to a wider audience. RSS lets you create a file hosted on your website that users can subscribe to, and whenever you update your blog, your subscribers will be notified through their RSS or news reader. RSS feeds also allow other websites to subscribe to your news feed, and include new, updated links back to your blog. The more links you put out there, the more traffic you will drive to your website.

Podcasts/Vidcasts

Podcasts and Vidcasts are another great way to drive traffic back to your site. Users are getting used to more and more multimedia content every day, and video can be much more engaging and persuasive than the written word. A podcast or a vidcast is similar to an RSS feed, in that it allows users to subscribe to content on your site, but in this case, the content is audio and video content rather than text. By adding a link to your podcast or vidcast on your site, you can let users automatically download new multimedia content. By adding your podcast or vidcast to iTunes or other podcast directories, you can reach an even wider audience. You can also post video content to sites like YouTube, but remember to add a link back to your website to drive even more traffic back to you.

TRACKING RESULTS

Once you get your blog up and running, and start posting your content to other websites, its important to track the results of your blog campaign. You want to know which of your blogs is the most popular, how many articles a visitor typically reads on your site, and which sites are sending the most traffic back to you. In this way you can adjust your content to attract more visitors, and see which websites are the most effective at driving traffic back to you, so you can concentrate your efforts there. Standard website statistics packages, like Google™ Analytics allow you to view page visits, most popular pages, and most popular referrers. Of course, you can also see how popular your blog postings are by looking at the comments users leave on your blog.