

The DSM Publishing Ultimate Fast Track Tutorials

Giving you **HONEST** step by step instructions so that **YOU** can make money online without falling for the scams



By

Samantha Milner
DSM Publishing Limited

September 2009 – Blog Marketing

www.dsm-publishing.co.uk

You have master resale rights to this tutorial and may give it a way if you wish. If you are not already a member join the DSM Publishing Ezine and receive tutorials like this sent to your inbox every **SINGLE** month. Internet Marketing really is this simple! Find out more by visiting www.dsm-publishing.co.uk

FOREWORD

Welcome to the latest issue of our monthly Fast Track Tutorials.

We're really glad that you gave us the chance to show you our way of doing things within Internet Marketing and we are really looking forward to helping you with your online business. Our ultimate goal is to see money floating into your bank account and if it is already improving on the current amounts.

We are going to start on some of the basic principles that even some experts fail to get to grips with so even if you do have a degree of experience I am sure that there will be content that you will not have thought about. We find that even after four years we come across methods from time to time that we had never even considered had tried out and thoroughly impressed us when it worked.

Most importantly we will include these methods to you in our tutorials so that you can implement them into your business!

All the monthly tutorials will be between 12-15 pages in length so that you can get to grips with all the information, take action on it and be ready for the next month's work. Where appropriate I will include screenshots so that it is even easier to follow.

We will always keep you up to date – so if we find something new that works better than an earlier method we will tell you all about it. We will also give you an overview with what it is all about so the experienced marketers can move on to the next bit if they wish. Within three months I can't see a marketer on this course not making money.

Obviously I'll start with the basics with the idea of getting you up and running as quickly as possible. We have had a wealth of experience online and we will provide you with all the information that you possibly need so that you can make a living online. Everyday I come across internet marketers that have been around for over a year and still haven't broken even after letting me put you through your paces you will not be one of them.

Let's get started

BLOG MARKETING

Today I will be chatting to you about the use of Blog Marketing that I have recently experimented with and tweaked for this tutorial. You may find that if you spend just ten minutes a day on this method once it has been set up can seriously increase your backlinks and future traffic. Many dismiss this as a waste of time and energy just like I did but it really is better than it sounds.

I decided to do this tutorial this month because it combines the previous tutorials that I have done to take your marketing methods that step further.

In the past my Blog marketing has been pretty simple and basic just a few articles followed by some much needed bookmarking. This has got me the status I've craved and my Blog soon went up to a page ranking of two on Google within a couple of months of setting it up.

BUT.....

The truth is once you have implemented something into your traffic system that has worked you are now looking for new ways to bring it to life. You want to improve on what you already have so that your business can be even more successful than it already is.

So think of your business if you already have a Blog and have built a steady flow of traffic what can you do to increase it?

BLOG COMMENTING

I know this probably sounds like the longest most annoying way of building traffic but it isn't if you do it the right way. When you first set it up you will probably have to put two to three hours aside for it but after that it really is ten minutes a day and that's if you work hard at it!

The other major benefit of this is that your traffic is extremely targeted and not just basic traffic. If you are visiting and interacting with people on Blogs that offer similar products to your own you have it made.

The big question is what would you rather have on your Blog?

500 targeted visitors a month or 5000 untargeted visitors?

I know which one I would rather have – targeted all the way....

If you are selling products and wanting to make a profit online through your Blogs you need as much targeted traffic as you can get.

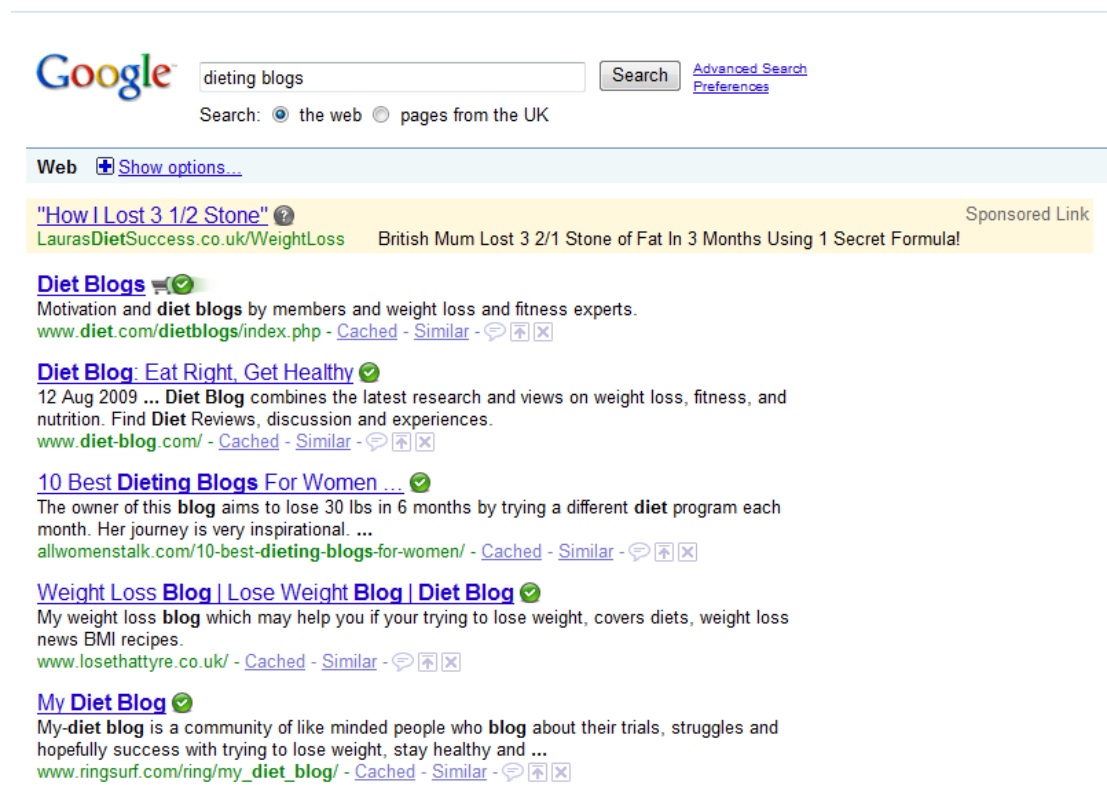
This is the same reason why joint ventures (JV's) and ad swaps are so popular. Because people are in the exact same niche and have the benefit of being able to exchange targeted traffic in a way that suits both parties.

This is why this month I thought it was important to talk you through grabbing traffic from other peoples Blogs and turning it into your own targeted Blog traffic.

But first of all you need to find Blogs in your niche....

Firstly Google is an amazing place to start.

For example if you are in the dieting niche and you Google “Dieting Blogs” this is what you will see:



The screenshot shows a Google search interface with the query "dieting blogs". The search results are displayed under the "Web" tab. The first result is a sponsored link for "How I Lost 3 1/2 Stone" from Laura'sDietSuccess.co.uk. Below it are several organic search results, each with a title, a brief description, and the URL. The results include "Diet Blogs" from diet.com, "Diet Blog: Eat Right, Get Healthy" from diet-blog.com, "10 Best Dieting Blogs For Women ..." from allwomenstalk.com, "Weight Loss Blog | Lose Weight Blog | Diet Blog" from losethattyre.co.uk, and "My Diet Blog" from ringsurf.com.

Google [Advanced Search](#) [Preferences](#)

Search: the web pages from the UK

Web [+ Show options...](#)

"How I Lost 3 1/2 Stone" Sponsored Link
LaurasDietSuccess.co.uk/WeightLoss British Mum Lost 3 2/1 Stone of Fat In 3 Months Using 1 Secret Formula!

Diet Blogs
Motivation and **diet blogs** by members and weight loss and fitness experts.
www.diet.com/dietblogs/index.php - [Cached](#) - [Similar](#) -

Diet Blog: Eat Right, Get Healthy
12 Aug 2009 ... **Diet Blog** combines the latest research and views on weight loss, fitness, and nutrition. Find **Diet Reviews**, discussion and experiences.
www.diet-blog.com/ - [Cached](#) - [Similar](#) -

10 Best Dieting Blogs For Women ...
The owner of this **blog** aims to lose 30 lbs in 6 months by trying a different **diet** program each month. Her journey is very inspirational. ...
allwomenstalk.com/10-best-dieting-blogs-for-women/ - [Cached](#) - [Similar](#) -

Weight Loss Blog | Lose Weight Blog | Diet Blog
My weight loss **blog** which may help you if your trying to lose weight, covers diets, weight loss news BMI recipes.
www.losethattyre.co.uk/ - [Cached](#) - [Similar](#) -

My Diet Blog
My **diet blog** is a community of like minded people who **blog** about their trials, struggles and hopefully success with trying to lose weight, stay healthy and ...
www.ringsurf.com/ring/my_diet_blog/ - [Cached](#) - [Similar](#) -

This will give you absolutely loads to go on and if you don't want to have to go through all these listings head for a decent list of them on Google.

Now type in "Top 50 diet Blogs" on Google and you will come across a lot of lists advertising which is the best and you can simply run through these.

The screenshot shows a Google search interface. At the top, there are navigation links for Web, Images, Videos, Maps, News, Shopping, Mail, and more. The search bar contains the text "top 50 diet blogs" and a "Search" button. Below the search bar, there are options for "Search: the web" (selected) and "pages from the UK". The search results are displayed below, starting with a "Web" tab and a "Show options..." link. The first result is a sponsored link titled "#1 'Trick' To Weight Loss" from LurasDietSuccess.co.uk, with a sub-headline "British Mum Lost 3 2/1 Stone of Fat In 3 Months Using 1 Secret Formula!". The second result is another sponsored link titled "Top 10 Diet Websites" from www.No1Reviews.com/Diets, with a sub-headline "Read Our Expert Reviews on the Top 10 Diet Websites Here!". The third result is an organic search result titled "Top 50 Blogs under Diet - NetworkedBlogs.com" with a sub-headline "Top 50 Blogs under Diet. 1. Sadie's Skinny - http://sadies-skinny.com/blog/ 119 Followers Language: English ... Healthy Diet and Weight Loss for Your Life ...". The fourth result is titled "The Office Diet" with a sub-headline "So I was delighted to find out that The Office Diet has been included on a list of 'Top 50 Incredibly Inspiring Weight-Loss Blogs' ...". The fifth result is titled "50 Weight Loss Tips | Chris Pirillo" with a sub-headline "Tailrank - Top posts. June 6th, 2006 at 7:18pm. 50 Weight Loss Tips Cruising the Diet Blogs » Eat 4 Today » Blog Archive » A place to discuss food and ...". The sixth result is titled "Top 50 Blogs to Light a Fire Under Your Ass | GuitarPlayerZen.com" with a sub-headline "3 Included on Another Top 50 Blogs List // Jan 17, 2008 at 12:12 pm ... Jeff at Guitar Player Zen has compiled a list of top 50 blogs that can help you get ...".

Alternatively forums in your niche are a great place for information. Head over to the most popular forum in your niche and search Blogs and you will literally find thousands to choose from. If you have already implemented my suggestions in the earlier forum marketing tutorial you can also find Blogs from peoples signatures as your chatting to your fellow marketers.

The truth is that not all Blogs are any good some will not have posted for over three months which will be a total waste of time. So the best way to get started is through using an excel spreadsheet they are great for storing relevant information and you can use your notes for this very easily without getting confused or overwhelmed.

So open excel and start a new sheet and name it Blogs

Then you want to create a spreadsheet that has a top line that looks like this:

	A	B	C	D	E
1	<u>Blog Domain</u>	<u>Comment Location</u>	<u>Subscribed to Blog</u>	<u>Post Frequency</u>	
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					

It doesn't have to be anything special just something simple for holding your notes to make your life easier.

As you can see you have:

- *Blog Domain
- *Comment Location
- *Subscribed to Blog
- *Post Frequency

You may be wondering why all the information?

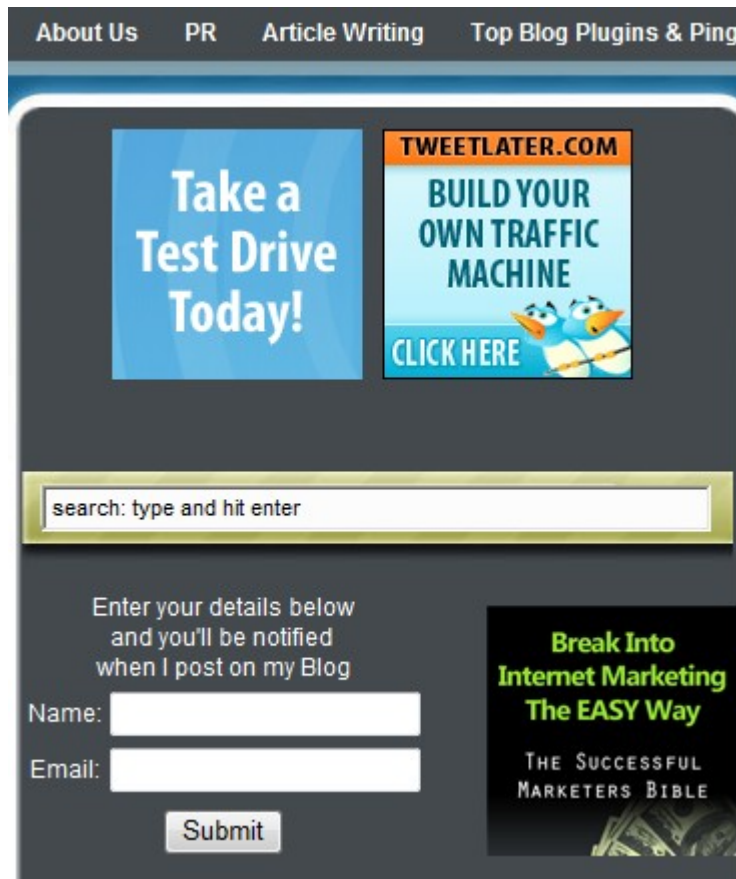
Firstly you want to record the location of the comment so that you can go back to the site in 48 hours to make sure that it has been modified and that it is live on the system. If it is not live by that time the likelihood is that it has either made its way into the spam folder or the moderator takes way too long to approve comments. You want your comment to be live on the system very quickly and if this doesn't happen it totally defeats the purpose of the exercise.

Secondly wait until your comment has been moderated and is successfully on the system and then sign up to their Blog. This way whenever they submit a new post you will be notified instantly and can comment straight away giving you the quick exposure that you need.

Usually though when you have commented once you don't have to wait for moderation in the future which is brilliant for you. Many Blogs also

have a top commentator section so if you just reply to five posts you will usually see yourself at the top of the list and your link will be on every single page and creates the best exposure you could possibly want.

Here is where people subscribe to mine on my main Blog:



It's just a simple little section at the top and does the trick.

Then when I post to my Blog my readers get an instant notification via Aweber so there is no further work for me as it is all automated. It is very important that you offer a service like this as this is how you get your Blog visitors returning time after time.

Your Blog comments don't have to be as long as an essay just of good quality and not involve over selling yourself.

You also want to find Blogs that have had a certain amount of comments so that you know that people are reading them. But look at more than one post as if anyone is like me they will have different amounts on different posts.

1 Comment

May

12th

What are Private Label Rights?

Author: Samantha | 📁 Files under [Internet Marketing](#)

Private Label Rights or PLR as they are more commonly known is a type of licence associated with internet marketing products on the internet. They can come in all shapes and sizes from reports through to templates or software. They are very handy for allowing the buyers the opportunity to have their own product live [...]

🔗 [ShareThis](#)

22 Comments

May

11th

Offline Businesses would learn from Internet Marketers

Author: Samantha | 📁 Files under [General](#)

I went for a lovely walk around Silves yesterday, which is a lovely town in The Algarve that is a 20 minute drive to the beach and is well known in the summer with the tourists. I have recently moved here (10 days ago) and was ashamed to say I hadn't actually checked out my [...]

🔗 [ShareThis](#)

1 Comment

So now that you have your lists copy and paste the main domain names for at least 50 Blogs in your niche then work your way down the list. You will find that you will get rid of at least 20 of them straight away just from first impressions as you don't want to be associated with total rubbish.

When you are finished you want a list of ten that you post on every week and because some won't approve comments or post regularly enough by starting with 50 you will soon end up at this number.

When you go to post you will be presented with something like this:

Post a Comment

Name (required)

E-mail (will not be published) (required)

Website

Notify me of followup comments via e-mail

Firstly if there are any that don't let you leave your web address cut these off your list as it defeats the purpose. Also whatever you do please don't post your domain in the comment as this will be flagged as spam and you will miss out on your post being published.

Also when you publish them make sure your domain includes the http and not just starts with the www. For some strange reason if you just start with www many of them won't be clickable so all people will see is your name.

With your name make sure you actually use your name and just not a crazy keyword. I have seen them on my Blog in the past and have swiftly deleted the comment or sent it to my spam folder. It looks bad and the whole idea of the Blog comments is to build relationships with others and you are clearly not doing that if you can down the bad name road.

Once you have got your Blog list to an amount that you like and you are happy with the Blogs that you are subscribed to comment whenever you get a notification of a new post. This is all about a quick process of improving your traffic so don't get side tracked and read everything on there.

Remember the Blog owners won't all post at the same time so learn to treat it like you do with your emails. When you answer your emails and it's a Blog notification head straight over there and comment on the new post then leave. If you look at it along with your daily emails you will forget that it is part of your marketing campaign as it will be such a small part of it.

Once you have built up your confidence why not try out guest posts on other peoples Blogs as this can really add to your Blog traffic. People will also get a much better impression of you as this will discover your style of writing and what your Blog can offer them.

PUT INTO PRACTICE

1. Find 50 Blogs in your niche and set up your excel spreadsheet ready for them.
2. Make sure your Blogs fit in with your personality and are targeted to your services.
3. Put comments on Blogs that you have found making sure that they are friendly and not a sales pitch.
4. Check your comments and subscribe to those that have sent them live.
5. Decrease your Blog list to 10 that will give you the best results
6. Post on Blogs when you answer your emails so that it is a quick process.

And last but not least.....

7. Go and implement it!

See you next month

Samantha Milner

Samantha Milner
Author – The Ultimate Fast Track Tutorials

Coming next month.....

*Building your brand across the internet through my Brand
Marketing top secret methods.....*

If you loved this you will love our new Mini Launch e-book that has recently been released:

“Mini Launch Profits”

<http://www.minilaunchprofits.com>