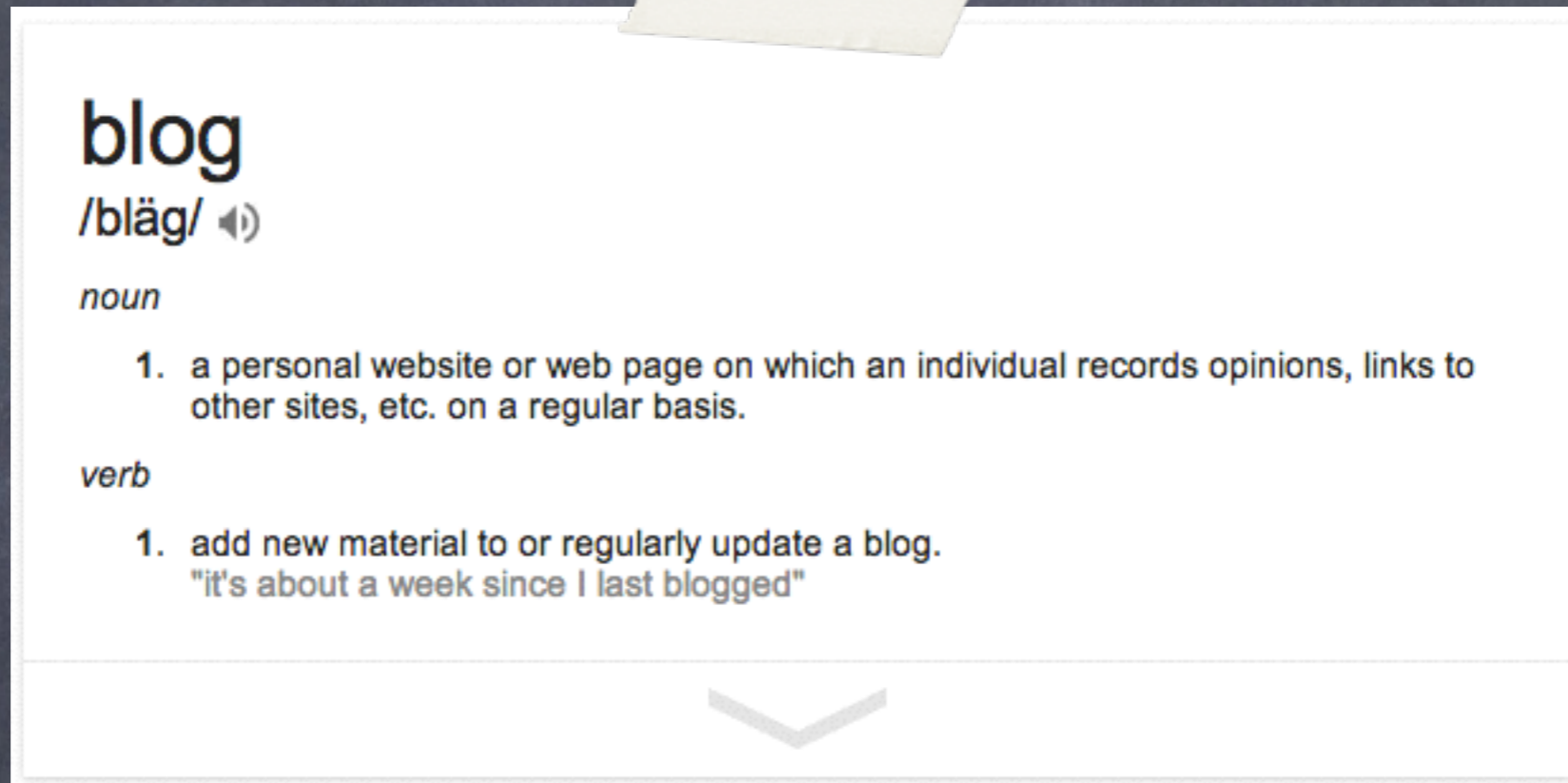



# Why Blog and find Bloggers in Your Niche?




**blog**  
/bläg/ 

*noun*

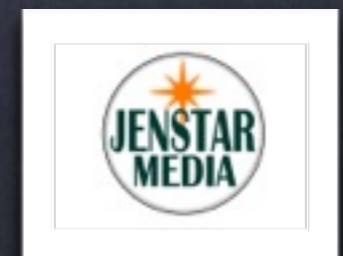
1. a personal website or web page on which an individual records opinions, links to other sites, etc. on a regular basis.

*verb*

1. add new material to or regularly update a blog.  
"it's about a week since I last blogged"



3  
Tumblr.com  
Wordpress.com  
Blogger.com



Search Tumblr

# tumblr.

Follow the blogs you've been hearing about.  
Share the things you love.

Email  
Password  
Username

Sign up

184.9 million blogs   83.1 billion posts   30 seconds to join

WordPress.com

Sign up and start publishing now.

Get Started

Already blogging? Sign in.

Email or Username  
Password

Stay signed in   Help   Sign In

Watch a video

Share with the world, your community, or your closest friends.

Discover what our top WordPress.com bloggers have been writing about   Discover WordPress

Themes · Store · Features · News · Stats · VIP · Terms of Service · Privacy Policy  
An AUTOMATIC App

Blogger

## Create your custom home on the web







Design your blog your way, and use it to share whatever's on your mind

### Design your blog

Create a beautiful blog that fits your style. Choose from easy to use templates with flexible layouts and hundreds of background images, or edit your blog's CSS and HTML to create something entirely unique. If you're using your blog for a brand or business, you can create a custom domain that's easy for people to find and follow.



# Why Blog?

	<b>1   Huffington Post</b> 38 - eBizMBA Rank   110,000,000 - Estimated Unique Monthly Visitors   22 - Compete Rank   13 - Quantcast Rank   80 - Alexa Rank   Updated: May 1, 2014. The Most Popular Blogs   eBizMBA
	<b>2   TMZ</b> 173 - eBizMBA Rank   30,000,000 - Estimated Unique Monthly Visitors   148 - Compete Rank   60 - Quantcast Rank   311 - Alexa Rank   Updated: May 1, 2014. The Most Popular Blogs   eBizMBA
	<b>3   Business Insider</b> 366 - eBizMBA Rank   23,500,000 - Estimated Unique Monthly Visitors   268 - Compete Rank   574 - Quantcast Rank   257 - Alexa Rank   Updated: May 1, 2014. The Most Popular Blogs   eBizMBA
	<b>4   LifeHacker</b> 504 - eBizMBA Rank   23,250,000 - Estimated Unique Monthly Visitors   902 - Compete Rank   124 - Quantcast Rank   486 - Alexa Rank   Updated: May 1, 2014. The Most Popular Blogs   eBizMBA
	<b>5   Mashable</b> 522 - eBizMBA Rank   23,000,000 - Estimated Unique Monthly Visitors   691 - Compete Rank   654 - Quantcast Rank   220 - Alexa Rank   Updated: May 1, 2014. The Most Popular Blogs   eBizMBA
	<b>6   Gawker</b> 567 - eBizMBA Rank   22,000,000 - Estimated Unique Monthly Visitors   956 - Compete Rank   91 - Quantcast Rank   655 - Alexa Rank   Updated: May 1, 2014. The Most Popular Blogs   eBizMBA

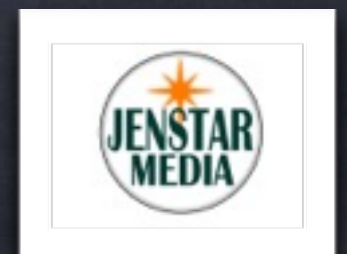
- Every major company now runs a blog.
- If you want to leave a comment on a blog and link back to yours you can do that when you have a blog.



# What do you blog about?

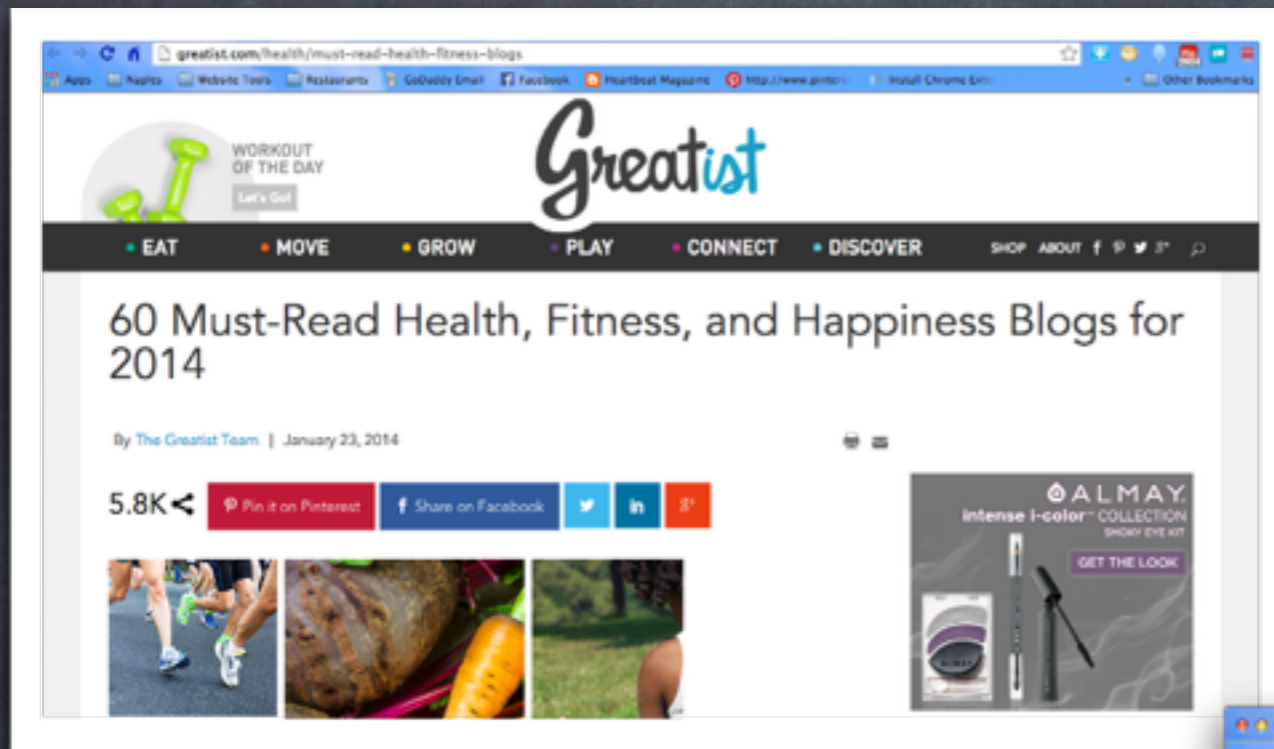


- Your Business
- What's Trending
- Ask friends, family, or business connections what they'd like to talk about.
- Use the latest news headline, movie, or Magazine cover story.
- Visit other popular blogs and see what they are talking about.
- Create an idea list.

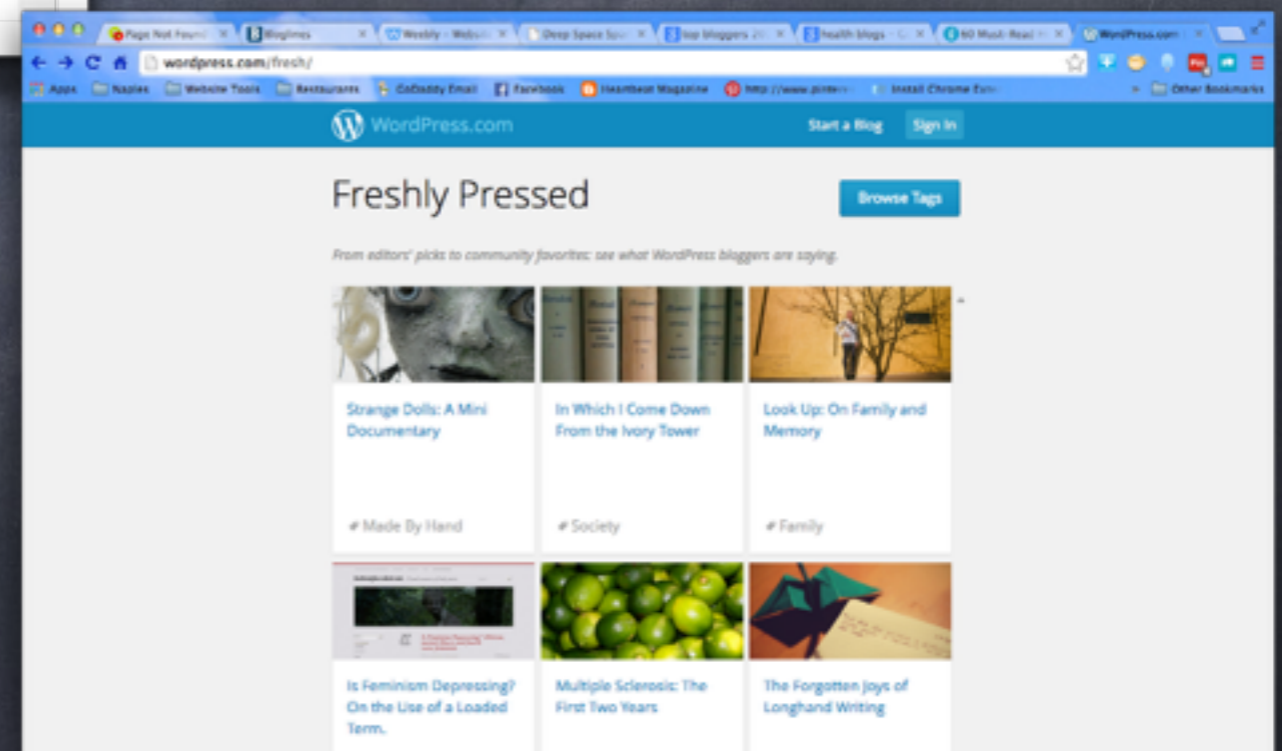
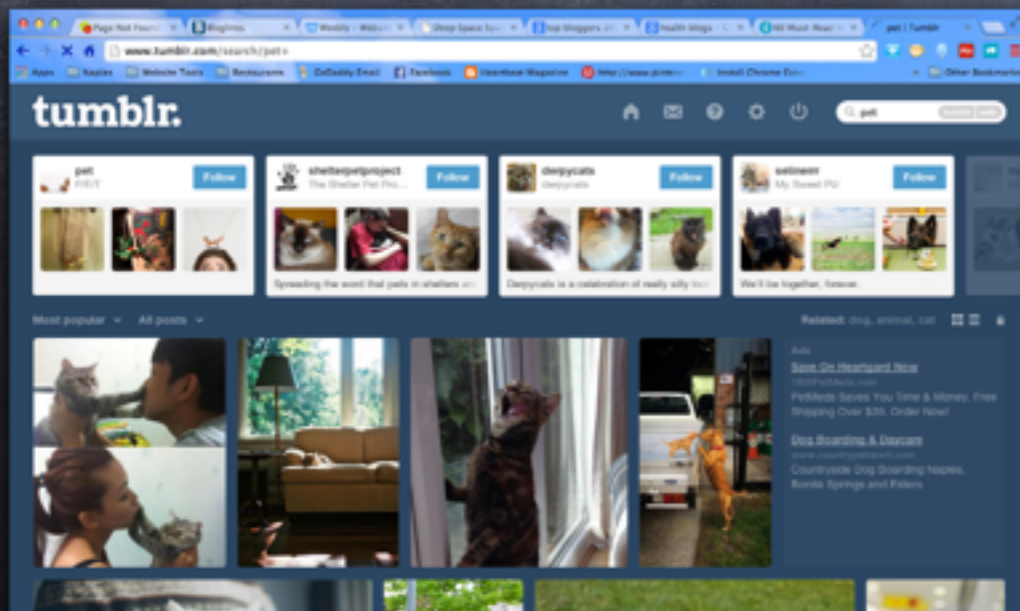




# How do I find Bloggers in my Niche?



- Do a Google Search: Health Blogs, Sparkle Blogs, Mom Blogs, Pet Blogs
- Do a Tumblr Search: Use Keywords to find blogs of interest.
- Browse Tags on Wordpress

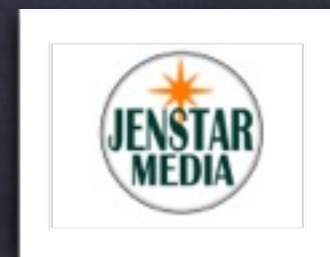




# Capture Leads from Blogging



- Add a Newsletter Signup on your website.
- Add a Signup form at the bottom of each blog post.





# Share Your Work

---

**Bloglines**  
Local

bloglovin'

Popular Find blogs Ab

All Categories

Art

Beauty

Design

DIY & Crafts

Entertainment

Family

Fashion

Film, Music & Books

Fitness

Food & Drink

Home Decor

Men's fashion

Other

Lifestyle

Photography

Street style

Travel

Wedding

Comment on Blogs in your niche and then leave your link to your latest blog. Ask them to visit and leave you a comment.

So, how do you get great traffic? You do it through social media. Share your links on Twitter, Facebook, G+, Pinterest and StumbleUpon. These are just a few examples of social sites that can drive you a ton of traffic.

Pay for Social Media Ads

