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About Free Online Advertising With Blogs

A blog is only one link in the chain for free online advertising, although a blog is very effective in the development of the linking pattern to your website. Using links is one of the most popular ways to advertise that will provide you with a higher search engine ranking. This means that all searches that are related to your business will show your website displayed on one of the pages of the search engine results. To make it to the first page of the results, the correct search engine optimization (SEO) methods need to be used for your website.

Since a blog and your website only make a two way linking pattern, it alone won't provide enough advertising for your website. For your website to rank high with the major search engines, you need to have links from numerous websites on the Internet.

You need to make sure that your blog has content that is informative which is usually an extension to the content on article directory websites when you have a blog for your business' website. You need to link all of these websites to your blog in a linking pattern that is organized.

However, many websites that use blogs for free online advertising have a linking pattern that is either linked deliberately, isn't monitored, or is haphazard linked. In addition, you need to have a professional optimize the keywords in the content of your blog for your business. This effort requires some creativity in order to provide the keywords for your article, so that they don't look like they have been deliberately added. Content that is informative is critical so that people can navigate to your business' website, as opposed to navigating to other websites.

If you opt to have advertisements in your blog, the traffic to your blog by potential customers will increase. However this is dependent on the website that you have selected to monetize your blog. You can block some advertisements or even opt to place advertisements only from your business.

Actually, there is a loss involved when you place advertisements on your website for other websites, although this is one way to earn more revenue if a potential customer decides to navigate to a someone else's link through an advertisement that is placed in your blog. The reason for this is that you will be diverting your traffic to other websites.

Therefore, you need to be careful when you are selecting which advertisements that you place on your blog. You need to ensure that these are indirect links to your business' website or affiliate links. Otherwise you shouldn't have advertisements on your blog at all. When you attract traffic by potential customers through free online advertising tools such as blogs, you can be very successful but you need to be careful when you try to monetize your blog.

Alex Wu operates a [free online advertising](#) website that lets people advertise, build groups, and connect. He hopes to create an active environment for businesses to place their [job](#) listings.

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