

# Blogging For Marketing 101 - Don Nicholas

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The average blog reader views 77 more pages than an average user, and believe it or not, those blog readers are likely to have an average income of \$75,000 or more according to Clickz ([clickz.com/showPage.html?page=3526591](http://clickz.com/showPage.html?page=3526591)). Well that sounds like a great target audience, but with over 50 million blogs out there, how do you get your blog to stand out of the woodwork and get noticed? We've been doing some research of our own in an effort to redesign the new Mequoda Daily 2.0 and here's some fun stuff that research has shown us. 1. Get Involved: The best way to get your blog viewed and subscribed to is to join the community. Go to other people's blogs, comment, and link back to your own blog. Get yourself very familiar with Trackback ([en.wikipedia.org/wiki/Trackback](http://en.wikipedia.org/wiki/Trackback)) and make sure your blog has the functionality to support it. Track and interact with your loyal users using the site/widget MyBlogLog.com, which creates a community of users based on which sites they frequent. Participate in Yahoo! Answers and LinkedIn Answers and drop a link to your blog.

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