

# The Old Ways Of Blogging Are Out - You Better Know Whats In Or You'll Be Left Behind

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By Dan Miller

When blogging first began to catch on, people could create their posts, get indexed, be found, and get paid for the ads as traffic flowed through. Numerous free money making blogs were being created. It is important to blow with the winds of change in order to profit from your blogs.

Search engines have changed the manner in which they treat weblogs. It excited the engines because they found freshly updated content everywhere they turned, when they were relatively new. This was wonderful for a certain amount of time but eventually the search engines caught on. "Splogs" started popping up all over the internet. Just because there is a blog on the internet, it doesn't mean there is any quality to it's content. Today there are people who think that splogging is the way to go, but you are going to create a real business which will create lasting income.

The next thing that has changed is that it is now easy to get noticed. In the past, there wasn't much competition so it wasn't difficult to have a top rated blog. Now a days, more and more people are getting their own. The result of this is that it can get rather crowded when you are attempting to make a big entrance.

In no way does this mean you should quit just because there are tons of other people are already doing it! You need to step up your game, all it means is that. Think about what are the factors that make your content unique. Think of what you'll do to get your visitors to return again and again. You must stand out from the crowd on today's Internet.

The 3rd thing which changed in regards to blogging are the choices of monetization. The times of throwing up some AdSense and making big bucks are over. Making money can of course can be slightly harder. Depending on who you ask however, once you learn what's right for your market there is a chance your returns can actually be much higher than what they used to be.

Lastly, there have been many changes in the function of a blog. In the past, people would write about items they found on the web, which become known as a "weblog". Blogs can provide a plethora of information on every subject.

If your blog is simply commentary on what others say and sell, you need to step up your game if you're going to survive. The best method is to write compelling and though provoking blog posts that catch the audience's attention. You aren't simply talking about the game that others are playing; rather, you're creating the game as you go.

The only thing constant about Internet marketing tactics is that they are constantly changing! To become a successful blogger, you must stand out from the crowd.

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Blogging

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