

Looking At a Blog Close Up

Today we are going to take a close up look at [Quick Blogcast](#).



Using blogs to market your web site or catalog web site is a type of peripheral marketing. The main advantage is that blogs broadcast RSS feeds. You may need to sign up at some blog directories to help the search engine spiders find you.

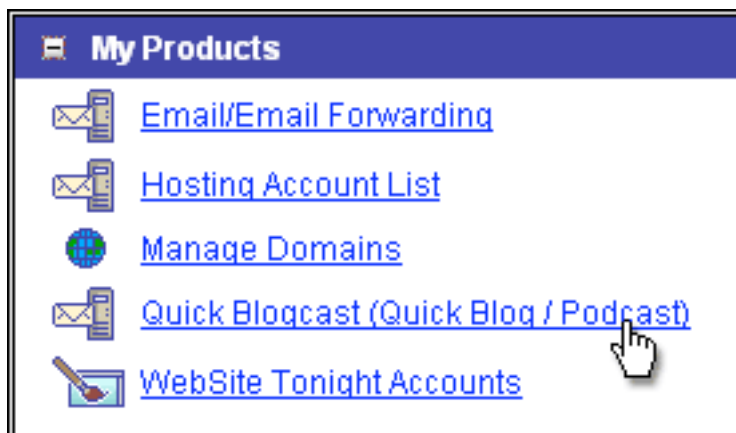
www.bloghub.com :: www.blogcatalog.com :: www.blogdup.com

Blogs do require some work. They work best if you like to write. I know some people don't like to write or they feel that they don't know how. You really need to just start writing if you want to be heard or found on the web.

The blog itself gives you an easy to use tool to express yourself with words. I have been looking at a variety of different blog programs and so I want to introduce to you the [Quick Blogcast](#) as a good example.

I produced a blog called [DesertInsider](#) within an hour of buying the domain. This was done at Webcentrica.com for just \$3 per month.

If you do not have an account at Webcentrica you can make one during the purchasing process. If you already have an account make sure that you login first.



Then simply locate your product on your account summary page

I have a few different products in my summary here. If you are new to Webcentrica you might see just the Manage Domains and the Quick Blogcast. Remember to get a Domain before you purchase the Quick Blogcast.

Then click on the “Manage Account” link shown here:



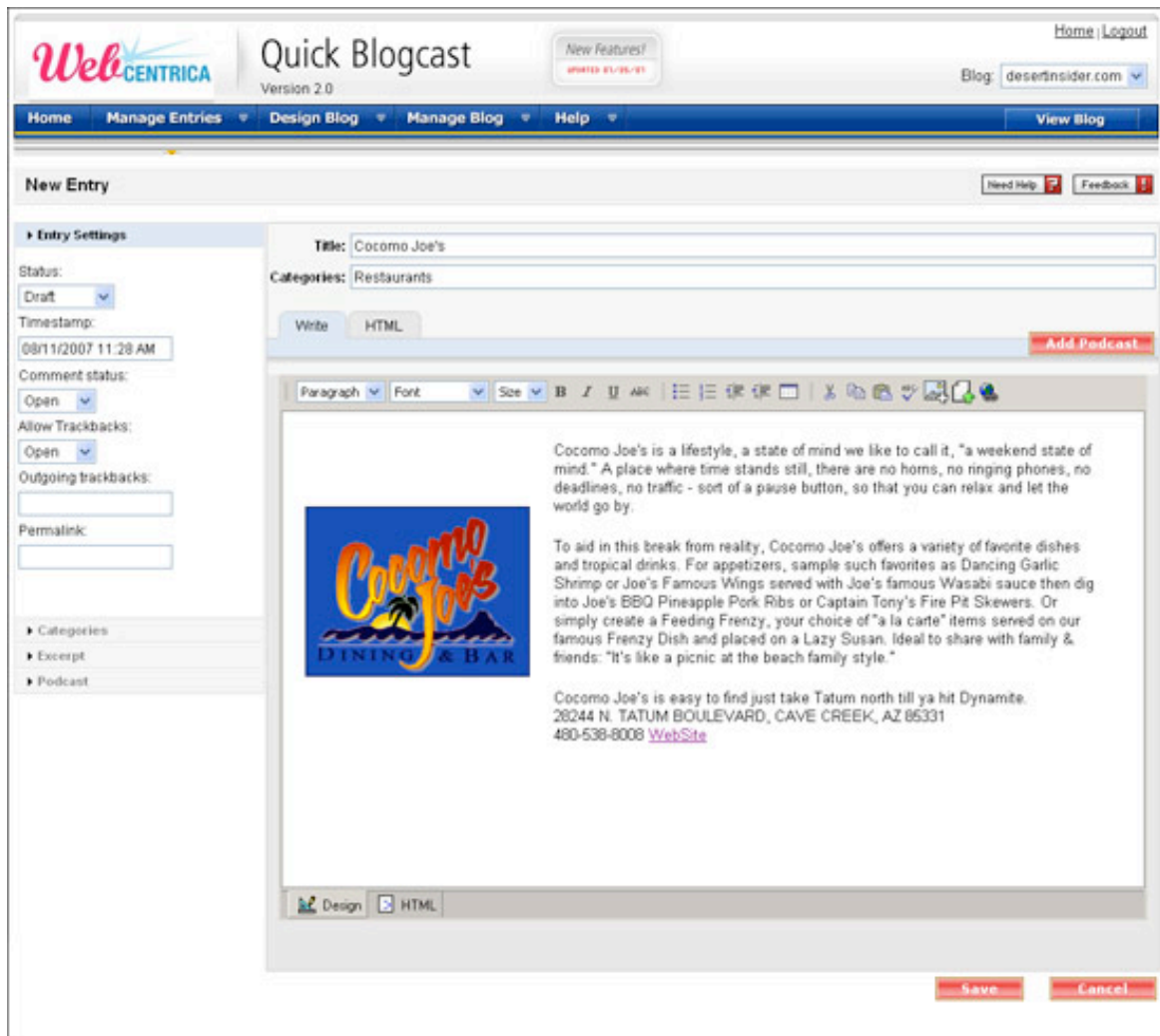
The setup wizard will guide you through the necessary steps to get the blog setup. You will be asked what domain is to be used. If you have a domain registered somewhere else the wizard will provide the DNS (Domain Name Server) information to point your domain to the blog. Your friendly webmaster can help you with this too.

Once you have your account setup, all you need to do is pick a template. Each template has color variations to choose from. You can also upload different images to use on the header of the blog to replace the ones that come with the template.



You can also choose a sample like the one shown here that has no images in the header.

The next thing to do is to start making entries.



As you can see the interface is pretty simple which makes this kind of marketing a breeze. All you have to do is come up with topics.

The Podcast feature is really neat. If you are set up to record audio or video with a web cam or camcorder and have the ability to edit audio and video content, you can upload your files to this blog and be able to share it with others like iTunes. This product continues to evolve. Each time I make an entry I discover new things about it.

Take a look at [Desert Insider](#). I modified the header using the template images as a base.

Now that we are on the topic of peripheral marketing, our next segment will be about landing pages and how to make them work for you.

Posted on August 11th, 2007 by Karl Knelson

