

Essential Marketing Toolkit

Blogging Tips, Tools & Resources



Top Blogging Directories

Gaining exposure for your blog is critical to building a following and revenue. After creating compelling copy, titles, descriptions and link strategies, it's time to list your blog in one or more directories.

There are many paths to building links, such as link baiting or blogroll-link swapping, but few are as easy to implement and cost effective as submitting to blog directories. And good link juice makes for a growing blog.

Here are some top marketing directories you need to know about:

On Top List

OTL is a free, manually-edited directory that reads the RSS feed of your blog. You can also use the site's social features, article directory, and other great tools to build your blog.

[LINK TO RESOURCE](#)

Rating ★★★★★

Bloggeries

Bloggeries is one of the most respected blog directories. The layout is clear and concise, and readers are able to find what they are looking for in a snap.

[LINK TO RESOURCE](#)

Rating ★★★★★

Best Of The Web

BOTW remains a powerful tool for sharing your blog, especially since this director's very selective, listing only mature and valuable blogs. A link from here is majestic.

[LINK TO RESOURCE](#)

Rating ★★★★★

Blogged.com

Blogged is an interesting mix of a directory and a Google News type site that is fed by the blogs listed with Blogged; it's free to list your blog.

[LINK TO RESOURCE](#)

Rating ★★★★★☆

Blog Catalog

Blog Catalog features a vast number of categories, from "academic" to "writing", while offering the ability to search by country, language or user. It has a no-frills design, but offers convenient access through a simple blog registration.

[LINK TO RESOURCE](#)

Rating ★★★★★☆

Globe Of Blogs

GoB has too many features to list. Only non-commercial blogs are accepted. The site may be busy, but I like being able to narrow my search by title, author or subject.

[LINK TO RESOURCE](#)

Rating 

Blog Universe

Blog Universe has a layout that's easy to navigate and, although the content is limited, it's an all-around good directory worthy of submission.

[LINK TO RESOURCE](#)

Rating 

Bloggernity

Bloggernity is a crisp, clean and easily navigated site. Its low ad-to-content ratio has helped solidify its reputation as a quality directory.

[LINK TO RESOURCE](#)

Rating 

Spillbean

Spillbean is a well-designed directory with categories such as health, society, Internet, and personal.

[LINK TO RESOURCE](#)

Rating 

Blogging Fusion

This Directory boasts over 60 categories, including family-focused blogs. Blogging Fusion has a good number of listings, and it also has visitor stats.

[LINK TO RESOURCE](#)

Rating 

Blogflux

Blogflux is organised and clear with a strong social element.

[LINK TO RESOURCE](#)

Rating 

Blog Listing

The blogs at the top of Bloglisting are fun, colorful and catch the attention of the reader. Bloglisting displays the page-ranking blogs, which is a helpful tool when determining with whom you want to exchange links.

[LINK TO RESOURCE](#)

Rating 

Blog Digger

BD is a strong search tool, especially for local blog listings.

[LINK TO RESOURCE](#)

Rating 



Blogarama

This particular directory has a strong base of blogs and a solid text-ad system for its front page.

[LINK TO RESOURCE](#)

Rating

Blog Hints

Features over 100 categories. The site is very picky about which blogs are included, and those that are listed are presented via a visual interface that shows the site's design and page rank. This makes Blog Hints the perfect site for finding link-swapping partners.

[LINK TO RESOURCE](#)

Rating

Blog Carnival

A blog carnival is where someone takes the time to find really good blog posts on a given topic, and then puts all those posts together in a blog post called a "carnival". Carnivals are a great way for bloggers to recognise each other's efforts, organise blog posts around important topics, and improve the overall level of conversation in the blogosphere. Carnivals come in edited "editions", just like magazines or journals. The fact that carnivals are edited (and usually annotated) collections of links lets them serve as "magazines" within the blogosphere, and carnival hosts can earn their readership by providing high quality collections. Since blog carnivals include lots of posts on specific topics, they also serve as a place to connect with those who are expert (or at least highly opinionated!) and those who are interested in that field.

[LINK TO RESOURCE](#)

Rating

Technorati Blog Directory

Technorati's blogging directory is well-respected and spans more than 30 categories.

[LINK TO RESOURCE](#)

Rating

Blog Slideshow Tools

Create a slideshow presentation of your blog post and upload it to slide sharing sites. You can use Powerpoint, Keynote (for mac) or even Google presentations to create a super slideshow of any blog post written. Below are a few sites to upload to, remember to add a link back to your own post or blog for people to follow up.

Slide Rocket

SR enables the user to make great presentations that engage the audience and deliver results. Import existing PowerPoint or Google presentations into the system for easy, quick sharing.

[LINK TO RESOURCE](#)

Rating

Slide Boom

You can have a free account with SB. The service will create web ready presentations from PowerPoint files and embed them into a blog post if needed. Plus much more.

[LINK TO RESOURCE](#)

Rating 

Author Stream

Share your presentations on the web for free. Broadcast power points privately or publically, convert them to video. Retains animations, audio narrations and in-slide video.

[LINK TO RESOURCE](#)

Rating 

Slide Serve

Upload presentations and share them on the web. Embed email and send them to friends or colleagues within you social networking circles. Also add them to blogs.

[LINK TO RESOURCE](#)

Rating 

Blog Themes

Here are two highly recommended sites to get some awesome themes for any blog.

Woo Themes

An excellent site for getting premium WordPress themes, which make your blog look good

[LINK TO RESOURCE](#)

Rating 

Elegant Themes

Another option for awesome premium WordPress themes.

[LINK TO RESOURCE](#)

Rating 

Blog Distribution

The distribution of any blogging platform is paramount to the success of any online or offline business, below are a few suggestions not just for the internet marketer, but absolutely anyone with a web presence.

Free Traffic System

This is a great free service that submits spun articles to blogs, without you having to add a blog of your own. Excellent for the internet marketer, business owner or complete novice.

[LINK TO RESOURCE](#)

Rating 



EZ Article Links

You have to add your own blog to their network in order to get your articles distributed. The free service allows you to submit spun articles to around 200 blogs.

[LINK TO RESOURCE](#)

Rating 

Article Submission Helper

Generate tons of back-links and free traffic to your site with 100% auto article submission! Improve back-link quality and your article rankings by submitting only unique articles to each directory without having to re-write them each time. Contains a list of 126 high PR article directories that is constantly updated, easy to use and fast.

[LINK TO RESOURCE](#)

Rating 

Authority Link Network

You control what anchor text you would like to use for every powerful post on Authority Link Network. By creating powerful links with the right anchor text, you can drive up your rankings in almost any niche. Build links from trusted authority websites, your sites will become more trusted and your Page Rank will increase. Improve search engine indexing by creating high quality backlinks to your website, your website will be crawled by search engines deeper, and your site's indexing will increase.

[LINK TO RESOURCE](#)

Rating 

RSS Feed Readers

If you are not currently using RSS (Real Simple Syndication) to keep up to date with the best content on the web, then you really need to start today. Almost all blogs, of any substance, publish an RSS feed and that means that if you use an RSS feed reader, you can have the content of that site delivered to you instantly. You will never have to go looking for your favourite sites ever again, and once you start subscribing to your preferred RSS feeds, you will discover that you save lots of time which you can now use to grow your business in other ways.

Feedly

Feedly has long been one of the favourite RSS news readers and news aggregators the service has grown in recent times and has been updated. In addition to having a rich news suggestion algorithm that makes it easy to surface articles that you will find interesting, it's a rich social tool that lets you share stories with your friends and post them to your favourite social networks. Saving stories for future reading is easy, and Feedly offers layout choices that let you read the news in the manner you choose, whether it's straight headlines from top to bottom, full articles, neatly arranged tiles, or pretty images all laid out on a page. There are add-ons for Chrome, Firefox, and Safari, and mobile apps for iOS and Android.

[LINK TO RESOURCE](#)

Rating 

Netvibes

Netvibes is actually a social aggregation and dash boarding service, but that doesn't stop it from being a robust RSS news reader. Basic accounts at Netvibes are free (note that Premium and Pro accounts are available but expensive—you don't need any of the services they offer just to read RSS feeds), and that's all you really need to keep track of your feeds. You can take the suggested feeds they start you off with, or you can import your own via OPML or subscribe to specific blogs by pasting in their URL. Signing up is quick and easy, and once you're set up, you can even use Netvibes as a bit of a dashboard/homepage replacement. Add widgets for weather, finance, and top news stories to your dashboard and you get a pretty useful homepage that also shows you the latest news stories.

[LINK TO RESOURCE](#)

Rating 

RSS Graffiti

RSS Graffiti is a Facebook tool that will keep your followers updated with your latest news from your RSS sources.

[LINK TO RESOURCE](#)

Rating 

Web 2.0 Blogs

Web 2.0 blogs are essentially a cross between a blog, a social network and an article directory. They are perfect for a first website because they are easy to use and can help teach you how to create links also embed videos. Most let you create your own URL and provides tools that make it easy to post articles, blogs, pictures, videos, sell products and link to other sites.

Great places to get backlinks so use them as your main website as a feeder site for long tail keywords or to build up a link wheel. If your site is new, getting lots of backlinks quickly will not look very natural to the search engines, but with web 2.0 blogs it won't be as big a deal. So when building mass backlinks with tools like Unique Article Wizard, Article Marketing Robot many people have had great success building all or most of the links to web 2.0 properties that link to their site and will pass the link juice on.

Here are some top recommendations to take a look at.

Top 2.0 Blogging Platforms

[Squidoo](#)

[Hubpages](#)

[Xanga](#)

[Weebly](#)

[Tumblr](#)

[Webs](#)

Rating 

Link Building

One of the most crucial parts of any online marketing strategy is Article Marketing. It provides anchor text links from pages with relevant content and the links are on thousands of different domains, IP addresses and websites. There are three primary types of article marketing sites, blogs, article directories and web 2.0 sites. The blogging network provides the best backlinks because they generally allow in context links as opposed to only allowing links in a resource box. They are generally on better quality sites as well.

Manually submitting articles only makes sense for some of the top article directories and for guest blogging. To be effective, on a mass scale, article marketing needs to be automated.

The best tools for this automation process are paid for ones such as Unique Article Wizard and Article Marketing Robot, but there are some great free services available too. Some have a trial period and others are pay per submission. Either way the backlinks stay for ever.

Below are some paid for link building sites which you may like to check out.

HP Backlinks

A little different than other distribution networks in that they focus on quality over quantity. They will publish each article to only 1 site (PR 1 - PR7). You can distribute up to 10 links per day. With fewer, high quality, links to manage you can easily build backlinks to these backlinks to really juice them up. In fact, HP Backlinks does some of this for you automatically. They create RSS feeds with your articles in them and submit them to RSS directories and bookmark your articles of over 75 social bookmark sites and web 2.0 sites.

Minimum article length is 150 words and you can include one link for every 150 words in an article. I suggest writing more than 150 words per article to provide more content for Google to use to determine the theme of the article and to help it remain indexed. You cannot submit spun versions of the same article. This is actually a good thing because it preserves the quality of their sites. Because their sites continually have unique content added to them frequently and have decent page rank articles are indexed quickly and have a good chance of sticking. This is a great service, especially if you have a site with a lot of low quality backlinks that needs a boost.

[LINK TO RESOURCE](#)

Rating 

Link Varna

Many top marketers swear by LinkVana. It lets you distribute snippets of content (shorter than articles) across its network of blogs. LinkVana controls the blogs in its network and is focused on quality sites with Page Rank, backlinks and domain age. In fact, they monitor their sites and stop posting snippets to them if their authority starts to slip. They add 50 to 100 sites each month so there is a constant flow of new blogs to post to.

This is a high end blog network and they have taken a lot of precautions to maintain its integrity and the integrity of sites their customers are linking to. This is not a cheap service but if you need lots of quality automated backlinks this is the service for you.

[LINK TO RESOURCE](#)

Rating 

1 Way Links

This blog network consists of about 7,000 blogs submitted by members (members must add a blog to the network). You can specify how many blogs each article you submit is posted to. Each article can have a maximum of 3 backlinks. You get 250 credits each month that lets you distribute your articles to up to 250 blogs. If you have 3 links in each article you can get 750 links per month. Articles are posted at a rate of 0-9 per day. It is only \$7 for the first month so that is less than \$.01 link which is a pretty good deal.

[LINK TO RESOURCE](#)

Rating 