

# Blancminge

## Blog power - harness an increasingly powerful medium

Blogging serves several useful purposes.

A blog is a great way to update your ebook website regularly with minimal hassle. Try WordPress, free open source blogging software that's simple to install and remarkably easy to use.

People *and* search engines enjoy fresh new content. Your blog will please human visitors as well as helping to make your ebook site more visible in Google and co through natural SEO.

Good blogs encourage quality inbound links. Search engines love good quality, natural links. Over time they'll help your site gain visibility and get even better Google search positions.

The blogosphere is becoming an incredibly exciting place. Food bloggers, for instance, are shaping the food industry, kicking off new trends and propelling all sorts of ordinary, unsuspecting foodies to fame and fortune.

Because blogging is still a relatively new medium we don't fully understand its potential or scope yet. But right now the blogging future is looking very bright indeed. Now's a great time to get your ebook blogging act together!

