

Blogging

Market Sentiments

Web Search Interest in 1 Year (2010-2011)

Shows general market interest, attention and curiosity online about the topic.



Regional Interest

Shows general market interest online according to geographical location

Regional interest

1.	Philippines	100
2.	Singapore	74
3.	Malaysia	58
4.	United States	58
5.	South Africa	57
6.	India	55
7.	Canada	44
8.	Australia	40
9.	Norway	39
10.	New Zealand	37

Note: All results from Google Insights are normalized. So just because a particular region doesn't appear on the top Regional interest list, it doesn't necessarily mean that the niche isn't popular at all - it just means that the term is more popular in other regions.

Demographics (data based on problogger.net)

Demographics are the characteristics of a population. In the field of marketing, it is important to define the demographic profile of your target audience. This is to identify target audience in the overall population and to create a clear and complete picture of the characteristics of the target consumer.

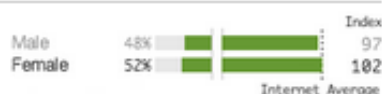
The following data tells you the gender, age, children per household, education status, income levels, and other demographic insights of your target audience.

Demographics

Updated Jan 18, 2011 • Next: Jan 26, 2011 by SAM PST



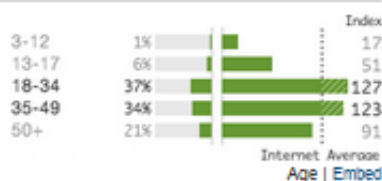
Female



[Gender](#) | [Embed](#)



Young Adults

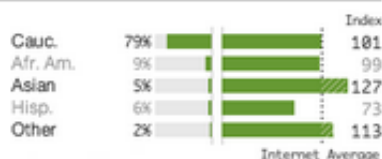


[Age](#) | [Embed](#)



Asian

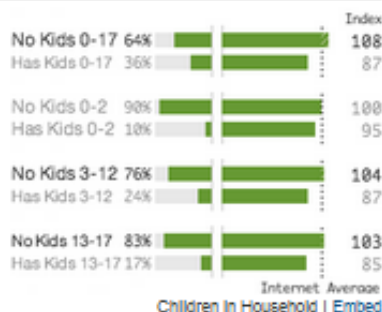
There are more Asian visitors here than average.



[Ethnicity](#) | [Embed](#)



No Kids In Household

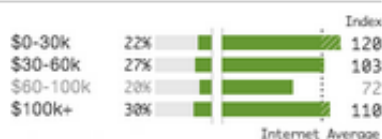


[Children In Household](#) | [Embed](#)



Less Affluent

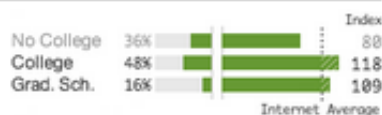
This site attracts a less affluent audience.



[Household Income](#) | [Embed](#)



College Graduates



The “index” represents the delivery of a specific audience segment compared to the internet average of 100. Composition, which is represented by the % of audience figure on the left side of the chart, represents the percentage of a property’s total audience that meets a specific demographic criteria.

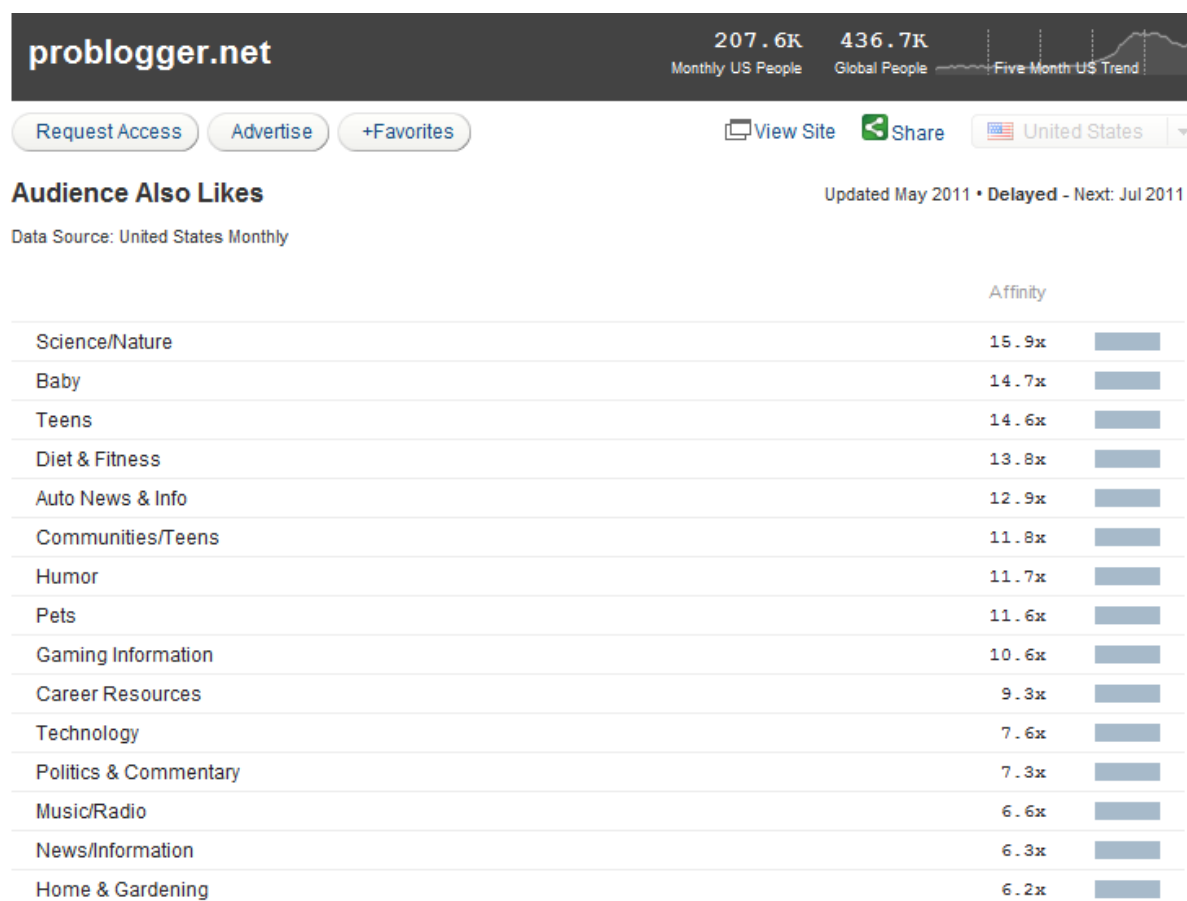
For example, an index of 100 indicates the target audience is equivalent to the demographic make-up of the total internet population. Any increase over 100 means that the property is “over indexed” and attracts a more concentrated group of a particular demographic group than in the general internet population.

Psychographics (data based on problogger.net)

In the field of marketing, psychographic variables are any attributes relating to personality, values, attitudes, interests, or lifestyles.

The following data profile shows other topics that the audience is likely to be interested to visit and the affinity indicates how much more likely than average.

An affinity of 10x means that your target audience is ten times likelier to be interested in the topics than the average internet user.



Frequently Asked Questions

- What is online blogging and how do people make money out of it?
- What blogging website had the least invasive ads for free-account users?
- How do I start blogging and make money at the same time?
- How much money can you earn by blogging on the internet?
- What is the best blogging website to use for making money?
- What is the best blogging website to use for personal?
- How is blogging good for business?
- How is blogging done to promote your website?
- How can I use blogging to increase traffic on my website?
- What is the best blogging platform for a podcast or a video blog?
- How do I create my own blogging website?
- How do you get traffic to your blogging site?
- What's the difference between Blogging and twittering?
- What are 5 the most popular blogging software applications on the web?
- What are some benefits of blogging?
- How to get idea about blogging?
- Is social bookmarking the same as blogging?
- How to do effective blogging?

- What's the difference between using a platform like Wordpress for blogging and between using Google's Blogger?
- How does adsense and blogging work to make money?
- What are the most popular blogging tools?
- How do you think blogging has changed the way people communicate?
- What makes a good business blogging website?
- How do I get blogging/Web skills?
- Do you need permission to use product photos when blogging?

Problems & Frustrations

- **No idea where to start & fear of competition**

I would love to start blogging about beauty ideas/tips/whatever but i have no idea where to start! it seems like there is so much competition out there that no one would watch or listen to what i have to say

- **Never started a blog before**

I have never done a blog before. I don't even know how to get the text in the post on my page.

- **Blog is not getting visibility**

I haven't received any comments (on my blog) and in fact I wonder if my blog is visible at all. I want to know how I can be effective as well as affective as a blogger, and be seen.

- **No traffic to blog**

I've noticed that though I am spending a lot of time in front of the computer blogging, I am still not getting any visitors

- **Don't know much about autoblogging**

I heard that auto blogging is good way to earn money but have no any experience about this matter .Can I use auto blogging to earn money ???

- **Not making any sales through blog for own product**

I have developed my own product, wrote good content for my product, started promotion but I don't make any sales when I blog about it.

- **Don't know how to increase web visitors to blog**

I created a blog about a week or so ago and I did ping it using different ping sites, yet when I review whether any visitors have seen my blog, I am seeing no visitors. Is there anyway I can increase the number of visitors. Is there anything else I can do to help my lack of visitor problem?

- **Experience negative comments and problems with haters**

Blogging issues... pathetic haters! How do you deal with Haters/Trolls?

- **Don't know how to make blog interesting and popular**

I don't have loads of friends, and my close mates don't really use those sites. I want to start up my own blog, so how can I make it interesting and popular? Well, not popular, but how do I get people to read it and 'follow' me? And are there any specifically interesting subjects that may help to get people interested and reading my blog?

- **Content in blog posts used by others without permission**

Plagiarism! I wrote some articles on my blog, now the ideas are being sold in a book - using specific terms and techniques that make it unmistakable about source or parallel

development. No one else has rights to these articles, and no one notified or asked me for permission. What are my options?

- **Don't know how to automate scheduled posting in Wordpress**

I'd like to pre-write 150 blog posts (Wordpress) and have them posted automatically, one at a time, every Mon., Wed., Fri at 8:30AM Eastern. However, I don't know how to automate it.

- **Getting a lot of spam comments and don't know how to handle it**

The more my new blog grows the more spam comments I'm getting through in an attempt to backlink... I have considered switching 'nofollow' on however I don't think that's fair to the majority who leave constructive comments on any blog post I do, how does everyone handle spam comments?

- **Don't know how to optimize blog for the search engines**

How can I improve my on blog SEO (my biggest knowledge gap/weakness)?

- **Problems deciding on niche to start a blog in**

There is one thing that is holding me back in starting my own blog. What niche can I start in? I ask myself the following questions: What value can I provide to others? What frustrations or problems can I alleviate? What do I know that others would pay money for? But I come back with nothing,

- **Not getting enough traffic to blog**

I have problems in getting enough traffic to my blog. The point is that I don't get enough traffic to be able to really do the things I need to do in order to make the money I want to make through my blog.

- **Don't know if he/she can make money through blogging**

I have been researching for months and haven't found any way to make any decent amount of money online. I don't know much about blogging and whether it can help me make money. Can someone help?

- **Cannot afford to pay for programs that teach people how to make money through blogging**

I wish to set up my blog and start monetizing it. But seriously, where do I start? I'm 19 years old, don't have a steady job yet, so I can't afford to pay for thousands of different programs that teach people how to do that. I am wondering, anyone able to guide me on where to start?

- **Search engines are not indexing my blog's web pages**

I am updating my blog often but how come the search engines don't cache it often and the inner pages are not getting indexed. Any suggestions?

- **Don't know how to establish rapport with other blog owners and readers in my niche**

I've been leaving comments on other people's blog that are in my niche, but haven't got much traffic back to my blog. I'm not leaving links to my blog, hoping that the readers will go out of their way and click on my name/profile which would lead them to my blog. But just to get the blog owner and the readers to notice me in my niche. If you can give me some advice on this, I would appreciate it.

- **Not getting much traffic to blog even though it is ranked for a keyword on search engines**

My blog ranks good for a particular brand/keyword. But I am still not getting much traffic.