

1. Make Your Blog Posts Work For Your Website.

Search Engine Optimised [SEO] Blog posts are a great tool to use in attracting more visitors to your website.

The posts may have all or nothing to do with what you are selling [they usually do] but blogging is a great way to keep the search engines coming back to your website to see what the changes are all about.

Ideally your blog should be about the product or service you are selling. If the Blog post includes your website keywords and phrases it is an excellent way to respond to search engine enquiries.

Include Links To Your Website Within Your Blog Posts.

The key to having an interesting well read blog is that you also include links back to your website within the blog posts. It really is the selling you do when you're not selling. The more interesting you make your blog posts, the easier it will be to link back to your website, which would then hopefully conclude with a sale, or at least a potential future client.

Match Your Blog Posts Keywords With the SEO Content on Your Website.

If you have a website selling sailing clothing, your blog should be about sailing or boats. It would be so easy to add in the type of equipment you are selling and link the word or phrase back to the actual items on your website.

If you are selling luggage then blog posts about travel would be the obvious thing to do. Again it would be very easy to link to your website merchandise using the keywords and phrases already on your website.

So, your blog posts help to find your website in a couple of ways, but the common thread starts with the keywords already recognised by the search engines on your website. This can only improve your search engine rankings.

2. How to Save Money on Your Groceries.

We are all seeking to live a little more frugally nowadays. Costs of living, particularly our utilities like gas, electricity and water have made all our purse strings tighten up.

Although the major supermarkets have had a very public competition reducing prices, the cost of food is an area where we can make a difference to what is 'left in the bank'.

Join Up To Your Grocery Store Rewards Scheme.

There are a number of ways to save money on your groceries, not the least of which is receiving the email communications from all the supermarkets. You will find there are many specials to be had from their weekly communications of catalogues and other offerings.

Make sure you enrol as a member of the supermarket rewards schemes, where you will receive emails alluding to savings available on the items you regularly purchase. As a rewards scheme member, supermarkets are able to keep track of every item you purchase and they will send you emails weekly to alert you to special offers on many of those items.

'Manager Specials' Save Money on Your Groceries.

It is a good idea to shop at the same supermarket on every day of the week over a period of time and learn if there are 'manager specials' made available, and at what time of day this happens. Many supermarkets have a couple of areas through the store where items going out of the supermarket ranges are stocked at marked down prices.

There will also be damaged stock, such as cans and out of shape packaging, nothing wrong with the contents, just not as appealing to the eye as a new can or package. These items will certainly help you save money on your groceries.

Be There For the Daily Grocery Store Specials.

Most supermarkets also have daily specials on 'almost out of date' fresh merchandise, like bakery, meat, vegetables and dairy. Sometimes you just have to be lucky when these special prices are available, but if you visit often enough, you will get accustomed to the times, and places where these occur.

