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When you set up Facebook and Twitter accounts, they should interact with your blog, helping to show your level of expertise. Your blog should always be educational and informative as this, once again, helps to rapidly build up your credibility.

When you set up a blog, you can use a number of great [website development](#) tools to help you expand it. Consider syndication, where your blog posts are sent to other blogs on the Internet, where the owners are looking for great, targeted content in your niche. Of the many [seo services](#) out there, this can be one of the most powerful techniques.

One fundamental thought you need to bear in mind is that people are always looking for social proof before they buy something online. As such, your main sales site should include as many great testimonials as you can. Sites such as Amazon.com have done this quite well because they fully focus on social proof. You can read any number of items of feedback related to every single item that they sell. They go further, by showing you what others actually purchased, they help to solidify your train of thought. When compiling your blog, do everything you can to interact with your readers. The commenting area in a blog is very important and if a thread starts, do everything that you can to keep it going, even if there is a small element of controversy contained within! The more visitors see how incredibly dynamic your blog is, the more likely they are to sign up for your RSS feed, to bookmark your pages and to visit more often.

You will find any number of bookmarking sites on the web. Here you'll come across virtual social networks, where like-minded individuals get together to share their interest in the subject or niche. Sometimes you can find bookmarking sites that are really targeted, such as technology, while others are more generic. It's always a good idea to investigate the best bookmarking sites for your niche and to join. As we have said before, regular maintenance and involvement is most beneficial. Your bookmarking accounts should be personalised, with photographs, biographies and you should aim to establish a friend network within.

Bookmarking is a powerful tool and you can certainly act to bookmark your own posts, but when others do this it is a lot more powerful. Maybe you can find club membership where others would bookmark your content, for you? Within search sites, you would, through a reciprocal deal, bookmark their content in return. If this seems like a lot of work, [virtual assistant services](#) are available that will bookmark content on your behalf. When you have something unusual or unique to talk about, bookmarking can really help spread the word. Your content has a chance of going viral and creating a wave of traffic to your sites. While on the subject of notification, you should remember that each new blog post should be "pinged," which is a semi automatic notification service, and helps to update the engines that your blog has new material, worthy of interest.

Michelle Dale is The Managing Director of Virtual Miss Friday, a state-of-the-art Executive Virtual Assistant Service which assists businesses and individuals with every aspect of their enterprising requirements. Do you want to explore these inspiring online business building success strategies? Contact VMF Now!

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