

# The BLOG ECONOMY

## Blogging Statistics

**6.7** million people blog on blogging sites and

The leading blogging site in the US is Blogger, which has over **46 MILLION** unique visitors each month



**12** million people blog via social networks

**23%** of internet time is spent on blogs and social networks

**77%** of internet users read blogs

**53.3%** of bloggers are 21 to 39-year-olds

### THE MAJORITY OF BLOGGERS ARE WOMEN

## Why Blogging is Good for Your Business

Small businesses with blogs generate **126%** more leads

Interesting content is one of the top 3 reasons people follow brands on social media

**6%** of US consumers trust advice and information from blogs

**+97%** Companies that blog have 97% more inbound links

**+67%** B2B marketers using blogs generate 67% more leads

**+434%** Websites with blogs have 434% more indexed pages

**+97%** Websites with blogs have 97% more indexed links

**61%** of US consumers have made a purchase based on a blog post

**37%** of marketers believe blogs are the most important type of content marketing

**90%** of consumers find customer content useful

**60%** of consumers feel a company's positivity after reading the site

**82%** of consumers enjoy reading relevant content from brands

**70%** of consumers learn about a company through articles rather than ads

## The Five Types of Bloggers

**THE PART-TIME PROFESSIONAL**  
Uses blogging to supplement income

**THE HOBBYIST**  
Blogs for fun and doesn't earn an income  
Mostly blogs personal things  
80% spend less than three hours a week blogging

**THE FULL-TIME PROFESSIONAL**  
Blogs as a full-time job

**THE CORPORATE**  
Blogs as part of their full-time job or full time for an organization  
Makes up 8% of blogs

**Reasons for blogging**

- 70% SHARE EXPERTISE
- 65% GAIN PROFESSIONAL RECOGNITION
- 52% ATTRACT NEW CLIENTS
- 26%
- 20%
- 68%

**THE ENTREPRENEUR**  
Blogs for a company they own  
Makes up 13% of blogs

## The Evolution of Blogging

**1997**  
The term "blog" was coined in 1997, when John Barger called his site a "weblog"

**2001**  
Niche blogs such as Mashable and TechCrunch brought blogging to the mainstream in the 21st century

**NOW**  
Today, news blogs rival mainstream media

Social media has made blogging more interactive!

## How much do bloggers earn?

**14% OF BLOGGERS EARN A SALARY THROUGH BLOGGING**

**\$24,086**  
Average annual earnings

**\$33,577**  
Average annual earnings for corporate bloggers

**\$1,000/YR**  
Half of bloggers said their post rate less than \$25 per month and less than \$1,000 per year

## MOST COMMON WAYS TO GENERATE REVENUE

DISPLAY AD

AFFILIATE MARKETING LINK

SEARCH AD

## Ways to Earn Money Through Blogging

**ADVERTISING BANNERS**  
Advertisers pay for a banner to be displayed

**CPM ADVERTISING**  
Advertisers pay for each time an advertisement is seen

**AFFILIATE SALES**  
A portion of sales of recommended items goes to the blogger

**PAY PER CLICK**  
Advertisers pay for each click on their advertisement

## The Top 10 Highest Earning Blogs

**1 THE HUFFINGTON POST**

Owner: Arianna Huffington  
Monthly earnings: \$2,330,000

**2 MASHABLE**

Owner: Pete Cashmore  
Monthly earnings: \$860,000

**3 PEREZ HILTON**

Owner: Maria Larionova  
Monthly earnings: \$450,000

**4 TECHCRUNCH**

Owner: Michael Arrington  
Monthly earnings: \$400,000

**5 SMASHING MAGAZINE**

Owner: Wesley Friedman  
Monthly earnings: \$300,000

**6 TIMOTHY SYKES**

Owner: Timothy Sykes  
Monthly earnings: \$300,000

**7 GOTHAMIST**

Owner: Jake Dobkin  
Monthly earnings: \$270,000

**8 TUTS PLUS**

Owner: Collin Toveel  
Monthly earnings: \$170,000

**9 CAR ADVICE**

Owner: Albert Parkin  
Monthly earnings: \$170,000

**10 VENTURE BEAT**

Owner: Marc Marshall  
Monthly earnings: \$62,000

## Tips and Tricks

Get a good domain name

Use a cheap and reliable web hosting solution

Choose the advertising that is right for your blog

Use affiliate programs to sell others' products

Market your services to readers

Use your blog to develop existing customer relations

Write quality content

Use SEO techniques to attract visitors to your blog

Source: <http://www.ignite-spot.com>

ignite spot  
Outsourced Accounting