

## The Spectacular Tricks of Pinging

In this newsletter, we will explain what pinging is, how it helps your blog, and what the best pinging services are. After you've read this newsletter, you'll know exactly how to use pinging to make your blog popular. What is pinging?

When a blog is pinged, it essentially tells a web blog tracking system that the blog has been updated. Thus, pinging is the process of telling tracking services that a site has been updated.

So how does pinging work? Well, a ping service scans regularly blogs for updates. Whenever there is a new update for a particular blog, that is reported back to the pinging service's site. You can almost think of ping services being just like search engine spiders—both scan sites looking for information, and both report that information back to their specific site. The difference is, a ping service only reports back new blog posts. Why is pinging useful for my blog?

Pinging, in effect, tells people that there is a new blog posting available. Those who are loyal followers of your blog will see the ping and want to visit your blog. Those who haven't read your blog before will see the ping and perhaps think "hey, there's a new blog I haven't been to before, I think I'll check it out". Pinging helps to increase your traffic because it tells people when your blog is updated. Those who visit sites with pinging services will see this information in the form of a scroll on the left or right side, or top of the page. The scroll is usually in XML format and typically includes the title and URL of your blog, as well as the date and time of the update. OK, so now I know what pinging is. Who offers pinging?

The answer is, there are several pinging services available which you can use to have your blog pinged. We'll go over some of them right now.

Weblogs.com

Weblogs.com is probably the most well-known pinging service. Weblogs.com monitors sites for updates and then pings whenever there is an update to report. Virtually every blog software is available to use Weblogs. Yahoo's Blogs

Another popular pinging service. This one is offered by Yahoo and has a built-in integration with movable type and other tools. One cool thing about this service is that it offers the ability to give out updates via Instant Messaging services like AOL and ICQ. It is a direct pinging service, so those who sign up for subscriptions to your blog will be sent an email anytime your blog is updated. Blogrolling.com

Blogrolling allows its bloggers to manage their blogrolls(updates) through a web-based interface. Recently updated blogs are also highlighted on Blogrolling's web site. Data is automatically retrieved from other sites like blogger.com and weblogs.com every 5 minutes. Often times your blog is already being pinged by Blogrolling, so you might not have to sign up for it. Search on the site first for your URL before signing it up. Technorati Available at <http://rpc.technorati.com/rpc/ping>. Technorati is another service that pings blogs. It gets its data from a variety of places and is definitely a site you should go to for blog pinging. These are just 4 of the many different blog pinging services available. A quick search on Yahoo or Google will reveal many other possible blog pinging services to use for your blog. It is best to sign up for as many as you possibly can to ensure that your blog is well-pinged. A well-pinged blog will definitely help your blog attract more visitors. So sign up for as many as possible and watch your blog traffic increase. Pinging tells people when your blog is updated. It is an incredibly useful, and easy to sign up for service, so be sure to sign your blog up for pinging!

## About the Author

Terry Detty, 42, enjoys all aspects of internet marketing and getting out for a breath of fresh air occasionally. Online [email marketing](#), [time tracking software](#) and [repair my credit](#).

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