



## **Worldwide Web's First Business Blog Directory**

### **Fast Becoming New Hub and Central Resource for Corporate Bloggers**

Minnetonka, MN, October 19, 2006 -- TMA E-Marketing's new iBlogBusiness Directory ([www.iblogbusiness.com](http://www.iblogbusiness.com)) is the world's first blog directory especially created for business and corporate bloggers. It is the Web's central resource for business and media professionals who need an easy way to find information relating to their industry and specific business topics. iBlogBusiness.com gives business people a new communications vehicle to deliver their message, find information on a specific topic and learn what is going on in the marketplace.

"Savvy business people know that blogs can go a long way to change perceptions, build relationships, generate new business, and enhance communication and marketing strategies," said Christian Del Monte, vice president of operations at TMA E-Marketing. "The new iBlog Business Directory takes the work out of finding business blogs through an easy-to-use format and comprehensive list of business categories," Del Monte continued.

iBlogBusiness Directory features a search engine friendly format optimized to allow for greater distribution of business blog content throughout the Web. Besides being a central resource for topical information and industry chatter, business people can expect greater exposure of their business communications. [iblogbusiness.com](http://iblogbusiness.com) now boasts 149 categories and posts are added regularly.

Blogs submitted to [iBlogBusiness.com](http://iblogbusiness.com) must meet strict editorial guidelines to ensure they are focused and relevant for business professionals. Free for all active Internet users and business blog publishers, the site also features RSS syndication, lists author names, and has a public mission to provide the Web with the largest central location of business and corporate-operated blogs that share unique views within similar industries.



“Although there are literally thousands of directories and search engines on the Web, iBlogBusiness’ unique business model is attracting business-only publishers and frequent readers , says Mike Sansone of Converstations, who coaches business leaders on using blogs to build relationships. “Not only is this directory a great way to reach a specific audience, but it can be a resource for researching businesses for networking and collaboration”, Sansone elaborated.

Blogs, short for weblogs, can offer commentary on a particular subject such as technology, entertainment, and the marketplace. A typical blog contains text, images and links to other blogs, web pages, and other media. Blogs and blog directories are becoming increasingly popular because they offer time savings by consolidating information in a central location that people can access. The new iBlogBusiness directory was designed to take the work out of finding business blogs through an easy-to-use-format and comprehensive (and growing) list of business categories.

TMA E-Marketing is one of the largest Internet marketing companies in the upper Midwest offering a broad spectrum of Internet marketing services to meet clients’ needs. TMA E-Marketing’s services include: search engine marketing, online public relations, international search engine marketing, blogs, podcasting, and Internet marketing consulting. For more information on the iBlogBusiness Directory ([www.iblogbusiness.com](http://www.iblogbusiness.com)) or any of the other Internet marketing services offered by TMA E-Marketing visit the website at [www.tmaemarketing.com](http://www.tmaemarketing.com) or call 1-866-312-2441.