



## 8 Ways to Drive More Traffic to Your Blog

### If you just build it, they won't come

So, you've written your first blog post (or hopefully a terrific set of them). You've agonized over every word, edited each post 50 times, you posted them 4 weeks ago and no-one has read, shared or commented on any of them. What now?

Here are some simple ways to promote your blog (and your website), drive traffic to it and demonstrate your thought leadership, before and after launch. This is how to make sure your precious content is found and shared.



#### 1. Start with good content

- Start with **20-30 killer articles** on Day 1. Great content will attract targeted visitors and show off your true expertise.
- (If you didn't, it's not too late. Online media are quickly updated, so you can **add the other 20 now**. Don't just make 1 post and hope for miracles. They won't come unless there is lots of good content).

#### 2. Create more of it

How do you keep the up supply of good content? If you want to build thought leadership, you (or other contributors in your organisation or your copywriter) need to post regularly. Here are some tips to make it easy and manageable.

- Create **10 Tips To..** with content useful enough to be kept for reference.
- Create extensive **resource lists** for a specific topic and keep adding to it.
- Create a list of **Top 10 Myths** or Mistakes that are relevant to our industry (make them real).
- **Syndicate** your blog i.e. become a regular contributor to an industry website or publication.
- Publish **photos from events** and write a narrative (but don't publish embarrassing ones).
- Write engaging, useful, and interesting **interviews** from **events**.
- Write **counter-intuitive posts** i.e. 'The 10 Worst Security Ideas' or 'The 5 Quickest Ways to Get Caught in Spam Filters.'
- Write a **tutorial** about your product. Make it a community service, sharing useful information your competitors won't share, but don't reveal your IP.

- Post common **Q&As**, especially how your technology solves real problems. Apart from getting great traffic from people trying to solve problems, you'll build material for your customer support portal.
- Talk about a new **Product Release** but don't do this too often. Your blog is for useful information not for overt self-promotion.
- Share **reviews and feedback**, especially from real customers, like testimonials, problems or bugs. This will be useful information like Q&As but from someone else, so make sure you attribute it.

#### 3. Connect with the right people

- **Find the top 10 or so blogs** in your space, read them and get to know the authors, but don't spam them, pester them or ask them for help.
- **Interview a key blogger** and post it as a Q&A post. That blogger will probably link to your post and so will his readers, which will help your thought leadership.
- **Create a list of these blogs** and include a link, short description and screenshot of each. **Publish a post** each week from the list (with attribution).
- **Build an email list**. Help people to opt-in. 10 people who want to hear from you are better than 50 who don't, and unsubscribe when you email them.
- Submit your blog or website URL to **free directories** like **DMOZ**.
- Submit your blog or website URL to **paid directories especially those in your industry space** and
- Submit blog articles (with links back) to **them**.
- Create a page about your company in **Wikipedia** and in topic-specific wikis.
- Submit your address to **blog search sites** like Technorati, where people go for new content.



- Become a **sponsor** of a charity, contest or conference. They will all link back to you.
- Invite **event** attendees to read your blog and/or opt in to receive emails from you.

#### 4. Be active

- **Comment** on other blogs and forums. Become part of the conversation, but don't promote yourself, leave keywords instead of your name or engage in any other fake activity. Be genuine and honest.
- **Respond to your readers.** It's like checking your emails. Don't forget to do it and be responsive and appreciative to readers; they've taken their time to read and respond to your content
- **Be sociable.** Set a number of contacts to make per day (a phone call, email, responding to a post) and stick to it. Even if it's only 10, it will bear fruit.

#### 5. Use social media

- Include your blog's name in **tweets**, **LinkedIn** posts and other social media messages.
- **Auto-feed** new posts to your social media accounts and make sure you use very compelling headlines.
- Ask **employees** to add the blog URL to their signatures and business social media accounts. They can also retweet post they find interesting.

#### 6. Promote via your website

- Put a prominent **button** on each or relevant page or pages.
- Buy a **PPC** (Pay Per Click) campaign to drive traffic to your site. If they like what they read, they might subscribe to you blog too.

#### 7. Promote off line too

- Add your blog URL to **business cards**.
- Promote your blog at industry events.
- Get **print publications** to pick up your blog posts. That will come with thought leadership. Also, if you keep feeding them useful topical content, they'll come to you for comment when news breaks and they want expert comment.
- Use **word of mouth** to let customers and business partners know about your new blog.
- Include the blog URL in the **boilerplate** of press releases (online and offline).

#### 8. Get your settings right

With over 90% of the search engine market, it makes sense to follow Google's recommendations for settings. More than that, once set, you don't have to do a thing.

- **Connect to Google+** (Google's equivalent of Facebook with 250m users). Google+ will have a whole lot more for business than Facebook in future, so this makes sense.
- Enable **Email This Post** so people can forward your posts to friends. It might not impact your site stats, but it helps other to promote for you.
- **Turn on site feed.** When people subscribe, it's their choice and they're more likely to read your posts.
- Add your blog to Google **Blogger's listings**. It shows up in Nextblog, Recently Updated and other places.
- Set your blog to **Send Pings** and it will be included in various "recently updated" lists on the web as well as other blog-related services. ###

#### References

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