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## 7 Tips to Building Your Blog's Readership

By Mike Seddon

Attracting traffic to a blog or a web site is challenging enough. So from the very beginning, when you start to see visitors coming to read your blog, be sure that they feel comfortable to stick around. And there are a number of ways you can help them to do just that.

Here are seven vital ingredients for building a successful blog with a loyal following.

### 1. Publish Regularly.

As your readers become familiar with the frequency of your posts, it will influence their visiting behavior. If your readers know that you post fresh content every day, they will probably come every day to read it. If they know you post on Mondays, Wednesdays and Fridays, that's when they will come.

### 2. Stay on Topic.

Stick to your niche. If your blog doesn't have a niche, give it one. Readers like blog's that are focused on a particular theme or topic. If you have no theme and just post about anything, then readers are less likely to become passionate about your blog and will probably move on to somewhere else.

### 3. Use Meaningful Titles in Posts.

This not only announces clearly what the post is about, but it will help people navigate your blog and also influence your ranking with search engines.

### 4. Interact With Your Readers.

Think of your blog like a conversation. You post. Readers comment. Be active and be positive as you interact and converse with your readers.

### 5. Highlight Your Best Posts.

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Don't let your best posts get lost in your archives. It's always a good idea to link to your best posts from a 'best posts' category on the main page.

### 6. Provide Good Navigation to Popular Pages

If you help people find the key pages within your blog, their visit will be a much more enjoyable experience.

### 7. Avoid Not Posting for Extended Periods.

If someone visits your blog and discovers that the last post was three weeks ago, they will probably be disappointed. If you don't post, people may give you the benefit of the doubt and come back on a few days to check, but you better believe they will lose interest quickly if you fall out of your regular

schedule and stop posting.

There you have it. Seven little tips that will make a big difference to your blog's readership. It's not rocket science. It's just using some common sense when posting and interacting with your readers.

Mike Seddon is a writer, entrepreneur, and webmaster. He is the author of the popular e-book, 'How to Build a Money Making Blog', available from

<http://www.MoneyForBlogging.com>

## **Blogging – Developing A Readership**

### **By Rose DesRochers**

You've finally created a blog and you've made your first post. Now how do you get people to actually read what you're blogging about?

Here are some tips on promoting your blog.

1) Quality Content – Interesting content will keep your readership returning. Update your blog regularly.

Googlebot, which is Google's web-crawling robot loves content. The more you update your blog, the more frequent the search engine spiders will return to it.

2) Take part in forums that are related to blogging. Ask other bloggers for their opinion on your blog and take their suggestions to heart.

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3) Publish an RSS/Atom/XML feed. If you're using Blogger, you can turn on RSS feed by clicking on

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settings in your dashboard and then clicking on site feed and make sure that your settings are set to yes.

4) Carefully choose your subject titles, taking into consideration what other internet users may be searching for.

Use keywords in your title. I suggest subscribing to Word Tracker. Their report of the most popular searches is published each Tuesday and distributed to over 30,000 subscribers.

Technorati.com, is a blog search engine that also lists the top search words. The more targeted your keywords are, the greater your return in search engines will be.

5) Involve yourself in commenting on other blogs. You can gain a loyal readership just by offering feedback to your fellow bloggers. The comment feature allows you to add a link back to your blog as well.

6) Be sure to include your blog address in forum signatures and in your email signature.

7) Submit your blog to directories.

Submit your blog's url to Technorati, Daypop, Blogdex and Popdex.

8) Write articles. Include a resource box in your article and submit it to article directories such as

<http://iSnare.com>

9) If you're using blogging software such as Blogger, there is an option to notify the central blog update services (such as

<http://weblogs.com>

) whenever you've made a new entry to your blog. Make sure that

this option is turned on! In blogger, click on publish in your dashboard and make sure that your settings are set to yes under notify weblogs. Alternatively, you can go to

<http://ping-o-matic.com>

and send out a

ping each time you update your blog. This lets everyone know that you've just updated your blog.

10) Link to other blogs. Use services like blogrolling, which is similar to linking. Blogrolling allows you to maintain an updated list of your favorite blogs. But, don't build a long blog roll of sites that you have no intention of returning to. There is nothing more annoying than visiting a blog that has a humongous

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blogroll.

Be patient, traffic doesn't happen overnight. The best way that I've found to increase traffic is by getting to know people. Spend what free time that you have, reading blogs, leaving feedback and building friendships. Try to leave comments on the blogs that you visit as often as you can. While you are waiting for the traffic to come, just enjoy blogging. You'll be improving your writing in the process.

Eventually you'll build a network of not just readers, but friends and loyal supporters. Blogging is not just about marketing; it's about creating lasting relationships.

Rose DesRochers is a published poet and freelance writer. Rose has been writing poetry for more than 20 years. She is also the founder of

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, a supportive online writing

community for men and women over 18. She is also the Assistant Administrator of

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