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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 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 then visiting a blog that has a humongous 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

<http://www.invision-graphics.com>

The Ten Cardinal Rules Of Blogging

By Jim Estill

It was easier when I was running EMJ, since I had built EMJ slowly over 25 years so people got to know me better as the company grew. At SYNEX, I have a whole new group of people who wondered about who I was. Blogging was one way to bridge this gap.

I am a life long learner. Doing SYNEX threw me into a huge and fast learning curve. Part of me wants to share and inspire people. Blogging was a natural way for me to do this.

>From this experience I came up with Jim Estill's Ten Rules of Blogging:

1. Have a theme. This helps attract readers. It provides a framework around which to blog. I chose Time Leadership as my theme. I have had a long interest in the use of time and published an audio book on time management. I am constantly looking for new time reducing ideas to add to my present material.
2. Blogging obligates you to do more blogging. It is just like writing a newspaper column. If you have a lot of people reading your blog, they expect to see new material. I blog about 5 or 6 days per week and occasionally skip a day, but not often. I now know the pressure writers on deadlines must feel.
3. Blogging is a two-way street. You must respond to the comments you will get. The larger the blog following, the more comments you will get.
4. Blogging takes time. One of my time rules is - if I add something to my schedule that takes time; I need to delete something that takes the same amount of time. For me, it takes about 15 to 20 minutes per day and I write quickly and keep it brief.
5. Be legal. Of course this is obvious but I mean more than just being legal -- be careful of giving away information that could be considered to be business confidential. There have been cases where people have lost their job because the company does not like what has been said in the blog.
6. Keep a file of blog ideas. I keep an electronic file and a paper one. This material gives me something to say when sometimes I am not as inspired to blog. It can also be something that prompts me on writing in my blog. I know I often find myself thinking in terms of what might make good blog material.

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7. Provide links from your blog. People who read blogs are used to being able to click on interesting topics and going right to the web page with the information. After all, this is the internet.

8. Only start blogging if you like to write. Even though I like to write, I do often find it to be a bit of a challenge.

9. Be authentic. I think the readers appreciate it. I think it would be hard to have a ghost writer do a blog. It would be difficult to appear real.

10. Be patient. Don't expect 10,000 readers in the first month. Readership grows over time. I follow my stats, and I notice my weekend readership is about half my readership during the week.

And now that I have written this article - am I less mysterious?

Jim Estill started his business from the trunk of his car and grew into to \$375 Million in sales before selling it to SYNEX. He is now CEO of SYNEX Canada a \$1 Billion computer wholesaler. he is a regular blogger at

<http://jimstill.blogspot.com>



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