

Use Pictures On Your Blog To Boost Traffic Starting Now!

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By Rudolf Freidlander

Studies show that readers are often much more interested in blogs that offer pictures. Blogs that

use pictures are shown to be accessed more often than plain text blogs. If you are looking for an interesting way to boost traffic to your site, you might want to think about including pictures. Adding pictures to your blog is typically not a hard task. Most blogging programs will have areas in which you can quickly and easily add pictures. Keep in mind that if you are involved in a program such as Google AdSense, pictures won't always correspond as well for your ads as text will however. Overall pictures provide readers with a better understanding of what you are trying to convey over your blog. If you are wondering why pictures boost traffic, consider these explanations.

Scanability

One surefire way to boost traffic on your blog is to create a blog with a high level of scanability. When your blog can be easily scanned for content, viewers are more likely to want to visit your blog again. Experts say that it takes almost 25% more energy for the eyes and brain to read words on a computer in contrast with reading them on paper. Therefore, although readers may not know it, they are likely to read much less on their computer screen. This is because it takes longer to read the words and uses up more energy.

Sixty percent of the people who read your blog will not read it word for word. They will simply scan through it looking for your main points. They almost always read the headlines and also look at the pictures. Pictures always help make your blog more easily scanned because they offer a break for the eyes and the brain. The eyes and brain will look at the picture in a different manner than they look at words on a blog. Offering the eyes and brain a "break" will allow your blog to be scanned easily. In turn, when it can be scanned easily, the readers will keep coming!

Keeping the Interest

One thing that bloggers tend to do is go on and on about one thing endlessly. It is important to limit each post to a small amount of words because if you don't, your reader will get bored. To avoid losing a reader's interest you can shorten posts and bring your main point to the forefront. You can also add

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pictures to your blog. Adding pictures is the perfect way to keep the interest of your readers. If you are talking about a lovely plant you have grown in your yard or an unusual looking dog you just adopted, consider adding a picture of it to your blog.

You would be surprised at how much more traffic you can bring to your site. People will be able to connect more with you about the subject you are posting about. They will be able to laugh with you at pictures you find funny and admire those that you treasure. You will be maintaining a "friendship" through your pictures with your readers.

If you want to add pictures to your blog, you might want to consider investing in a digital camera, if you don't already have one. This will make putting the pictures onto your computer a much easier task to begin with. After you master this task, read the "help" information on your blogging software to understand how you need to add the pictures to your blog. Pay special attention to any size requirements or suggestions. Some blogs will only allow a specific amount of space for graphics, so

you will need to be aware of that amount.

Adding pictures to your blog is a great way to allow your blog to be easily scanned and to keep the interest of your readers. When you do use pictures you will see your improvements easily. Your readers will return to see what you have to say and new visitors will be interested and entertained. By connecting with those who read your blog via pictures, you will be building lasting relationships with your readers. Just be careful about what types of pictures you add. You should not post someone on your blog without their permission so if you are posting a photo of someone you know, be sure to ask them first.

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Making Your Blog Stand Out And Look Professional

By James Calvin

If you are attempting to create a successful blog for personal or business reasons, you should know that looks do count. Many bloggers make the mistake of thinking that looks are not as important as content, since readers are essentially reading your blog for the words, not the way it looks. This is true to some degree. The fact is however that people will not take your words seriously if your blog looks less than attractive. To have a successful blog you have to have it all. You must have interesting content as well as a great look. If you want to update the look of your blog, consider these areas of importance.

Easy To Scan

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The way your blog reads on a page is an extremely important part of your blog's look. You should always remember to keep your blog posts short and to the point. If you are treating your blog as a personal diary, your posts may be a little longer than normal. But, if you are trying to get more traffic to your blog, then you really want to focus the attention with short posts that offer the main point easily. Most blog readers will only scan your posts, not read them word for word. So keep this in mind when you are writing. The shorter the post, the more likely they are to read the entire thing. If your blog is easy to scan because the posts are short and the breaks are clear, you will have a great looking blog.

Professional Edge

When designing or redesigning your blog, try to make it as professional looking as possible. Even if the blog is not for a business, the more professional it looks, the more seriously people will take it. Not everyone knows a lot about programming, so you may need to research a bit. If you have the extra funds, you might even want to get a professional to program it for you. No matter what you have to do, just keep a level of professionalism in your mind throughout the designing process.

Friendly Colors

Most people don't think twice about what colors they choose for their blog. The facts are that some colors come across better on the web than others. Blue and black are easy to see, so they are always great choices to use. Sea-green, beige, or purple are also great soothing colors to use for a blog. You should stay away from using colors like pink, yellow, or any neon varieties. They are extremely hard on the eyes when reading them online and can deter people from reading your blog. Keep these color tips in mind when you design your blog to get the best results available.

Appropriate Graphics

It has been noted that the use of pictures on your blog is a great way to boost traffic. Blogs that offer pictures that correlate with their content are fantastic. Readers love to connect with the content further through pictures. With most blogging software offering ways to easily add pictures, it should not be a problem for most publishers to add them right into the blog. If you do have trouble, consider checking the "help" area in your blogging software for more information. The information there should provide you with step by step instructions to help you get on your way.

Successful Layout

Most people who design blogs and websites will tell you that the layout does matter as well. The way a blog looks to the reader is important in terms of layout. The layout should be clear and defined. If the reader is confused by the layout, they will likely not stick around to explore. They will most likely go right on to the next blog available. If you are letting a professional design your blog, you will likely not need to worry much about the layout. However, if you are doing it yourself, take a look at other successful sites to get ideas about what works and what doesn't. Look at your site like a reader would to get the best advice you can. Lastly, simply test different layouts on your friends and family to see which ones they find the most suitable for your blog.

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