

8 Tips To Promoting Your Blog



By
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1. It all starts with content

- ▶ Your strength in blogging is in your content
 - Generating content that other bloggers, blog readers, and normal web surfers will stumble upon in a search & want to read and respond to
- ▶ Keeping the flow of content consistently updated
 - Set post number goals
 - ▶ One post a day for 365 days = lots of content
 - ▶ Two posts a day for 365 days = even more content
- ▶ New 80/20 rule for blogging
 - Focus on a specific content area or niche in your blog posts
 - Make at least 80% of it for a clear audience that is looking for a specific type of content
 - The remaining 20% of the content can stray from that niche
- ▶ If you have trouble getting topics to blog about check out what others are blogging about on:
 - Technorati
 - BlogPulse
 - Memeorandum
 - IceRocket



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2. Optimize your blog for search

Follow basic website SEO guidelines

- Title blocks on post pages
 - ▶ Post title : Site Name
- Title blocks on Category pages
 - ▶ Site Name : Category
- Create meta description in your blog templates
- Create meta keywords in your blog templates



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3. Submit your blog

- ▶ Continually add site to new blog search engines and web directory projects such as:

- DMOZ
- Google
- Yahoo
- MSN
- Technorati
- IceRocket



- ▶ By submitting your feed to new places on the web:
 - Expands your blogs reach on the web
 - Drops breadcrumbs to be found by others
- ▶ Resource for blog & RSS feed submissions...

<http://www.masternewmedia.org/rss/top55/>



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4. Interact within the blogosphere

- ▶ Link to other blogs when creating posts about similar topics
- ▶ Leave constructive comments on other peoples blog posts referencing your URL
- ▶ Leave trackbacks to other blog posts that you mention in your posts
 - If you leave a trackback to someone else it guarantees you at least one person will read your post
 - A trackbacks act as breadcrumbs to your content
- ▶ Email other bloggers to exchange links
- ▶ Email other bloggers to expand your social network



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5. Ping when you have updates

- ▶ A **Pingback** or **Trackback** is a method for authors to notification other sites when you create a new post
 - Used by main blog search engines to know to add your URL to their index
 - TypePad can be configured to automatically do this for you when you publish a post
 - [Technorati](#), [IceRocket](#), [Pingoat](#) and [Pingomatic](#) are good places to add to your ping list to being with
 - ▶ Tag your post with keywords using Technorati and IceRocket tags which are `<a href>` tags which include `rel="tag"`
 - ▶ Adding `rel="tag"` to any `<a href>` as follows will make it a tag:

```
<a href="http://www.blah.com" rel="tag">blah</a>
```



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6. Publicize Your Blog

Mention your blog in places other than just the blogosphere:

- Put your blog in your email signature so that every time someone gets an email from you they will possibly click on your URL
- When you link to other bloggers' posts you can place Trackbacks to their articles
- Also a blogroll can increase your traffic
- Tag blog content with Del.icio.us, Shadows, or Digg

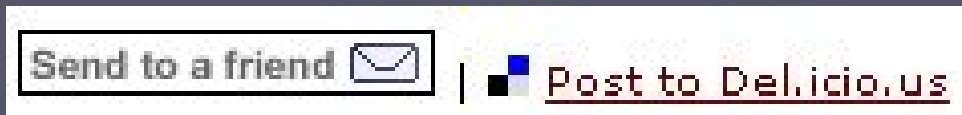


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7. Make it easy to share content

- ▶ Make it easy to send you content on to others via email
- ▶ Also make it easy to save your URL to favorites or other social bookmarking tools like:
 - Digg
 - Del.icio.us
 - Pluck's Shadows



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8. Syndicate your blog

- ▶ Using RSS Feeds is an excellent way to get your message out to readers
- ▶ [Feedburner](#) can create your RSS or Atom XML compliant format automatically
 - Offer publicity, metrics and optimization features
- ▶ Make sure your feed is set up for “auto discovery” so web crawlers find it by looking for a link tag like below:

```
<link rel="alternate" type="application/atom+xml" title="Atom" href="FEED URL" />  
<link rel="alternate" type="application/rss+xml" title="RSS" href="FEED URL" />
```

- ▶ Will help you get links back to your posts
- ▶ Offer an email update subscription to your blog by checking out [Bloglet](#), [FeedBlitz](#) or [Feedster](#)



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Questions?

- ▶ Contact **Frank Gruber** with specific blog promotion questions via his email available on: <http://www.somewhatfrank.com>

Resource Links

- ▶ <http://weblogs.about.com/od/marketingpromotingblogs/>
- ▶ <http://www.icerocket.com/c?p=tags>
- ▶ <http://technorati.com/help/tags.html>
- ▶ http://www.somewhatfrank.com/2005/07/promoting_a_blo.htm
- ▶ <http://www.masternewmedia.org/rss/top55/>
- ▶ <http://www.feedburner.com>
- ▶ <http://www.pluck.com>
- ▶ <http://www.pingoat.com>
- ▶ <http://www.del.icio.us>
- ▶ <http://www.feedster.com>
- ▶ <http://www.feedblitz.com>
- ▶ <http://www.blogpulse.com>
- ▶ <http://www.memeorandum.com>
- ▶ <http://en.wikipedia.org/wiki/Pingback>



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