

101+ TIPS
for **BLOGGING MORE**
EFFICIENTLY, EFFECTIVELY,
and **PROFITABLY**

**secrets of
successful
blogging**

Ted Demopoulos
Demopoulos Associates

This is the ebook version of:

Secrets of Successful Blogging: 101+ Tips for Blogging more Effectively, Efficiently, and Effectively, version 1.2

If you want a hard copy, 40 pages, 5.8” x 3.8”, perfect to keep next to your keyboard, you can [get a copy at Amazon.com](#) (US \$7) or for a very limited time, a copy for only shipping and handling (\$3) – [click here](#): limited time offer – until I’m out.

If you like this ebook, please subscribe to my newsletter at [Blogging for Business](#) or [Effective Internet Presence](#).

I’ve added links, some minor updates, as well as a number of other resources to this electronic edition.

For info on me, Ted Demopoulos, read on or “[Google Me](#)”

There is also a 3 CD audio set available many places – Amazon is a good bet as they usually have it in stock. Or email me for a discounted version.

A couple of free resources – more resources in the appendix:

- [Effective Internet Presence: Now required for success in business and life](#) – free ebook. 25,000+ downloads can’t be wrong!
- [How to Pick a Shopping Cart System that Makes You Money](#)

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How To Use This Booklet

These tips are compiled from interviewing hundreds of bloggers while writing [*Blogging for Business*](#) and [*What No One Ever Tells You About Blogging and Podcasting*](#), as well as two plus years of blogging myself and helping many other bloggers.

They are based on experience, including a number of lessons I've learned the hard way!

Think of this collection of tips as a buffet of advice.

Some tips will immediately apply to you, others in the future, and some perhaps never. Just compiling these tips has been very useful to me!

Above all, remember that these are merely suggestions for using a relatively new medium.

Blogs are just a tool and there are no rules.

-Ted Demopoulos

Getting Started

Planning

Starting a business blog without any planning is like driving to work naked. Both might start out OK . . .

Decide why you are blogging. Not everyone needs a single concrete reason, but at least a direction and purpose. Your blog's direction and purpose may evolve over time.

Consider that your blog needs to be part of your business strategy, whether you work for a massive multi-national corporation or if you're a one person company. How does or can your blog fit into your strategy? Do not start a blog merely because "everyone else is doing it."

Write down your goals. Where do you want to go? You're never going to get there if there is no "there." Goals might include establishing thought leadership, engaging customers in dialog, and increasing awareness of your company and its offerings.

Decide what you are blogging on: your focus. You can't blog effectively on several unrelated topics in the same blog and expect to have many readers. If you want to blog on miscellaneous topics, start a personal blog in addition to your business blog.

Blog on something you are and will remain passionate about. People will sense your passion. Successful bloggers tend to be passionate bloggers.

Define your primary audience. Who do you expect and want to read your blog? What type of content will they like?

List your strengths and leverage them in your blogging. For example, do you closely follow cutting-edge current events in your topic or is in depth analysis of timeless issues your forte?

Read a lot of blogs and take notes. Pay attention to what you like and think will work well for you, and then be prepared to experiment.

Consider starting first with a "throw away" blog, a temporary blog on an topic unrelated to your business, perhaps on a hobby or leading up to a one time event. You can't imagine the amount of knowledge you will gain which will allow you to start your business blog from a position of strength and experience.

Give your blog a reasonable name. Although avant-garde names are popular now, they are not appropriate for most business blogs. Actually your blog doesn't even need a name; you can just use your name or organization's name in the header of the blog.

Get your own easy to remember domain name or use your company domain name for your blog. Most long time bloggers who didn't and instead use a URL like *myblog.typepad.com* or *myblog.blogspot.com* wish they had. If you move your blog to its own domain name, not everyone will follow you; you will lose readers.

What would you do differently if you had to start my blog over?

"Maybe, if I had to pick something, it would be directing to a domain I own (sethgodin.com) instead of sethgodin.typepad.com."

-Seth Godin, New York Times Best Selling Author

Don't call your blog a blog, e.g. "Ted Demopoulos' Blog." Some readers may be biased against the term "blog" and it will sound anachronistic someday. You may chose to pick a descriptive name or perhaps one for branding purposes.

Review your goals, blog focus, and where you are with respect to them every quarter. Put the review date on your calendar to insure you don't skip it. Tweaking goals and focus at review time is fine, but large-scale changes can lose readers.

My Two Favorite Blogging Platforms

[TypePad](#) (I use it):

Inexpensive ([click here for a free 30 day trial](#)), no software to download, install, update etc. I believe this is the best choice for most people.

[WordPress.org](#) (Free, sort of):

You need to buy Web hosting (I use [Bluehost](#)), a Domain Name (I use [Dotster](#)), download, install, and keep software updated.

WordPress.org is awesome, but not for most folks who aren't somewhat technical.

WordPress people will complain about this, as they have near religious fervor when it comes to WordPress -- come on folks, it's great but not that good.

I don't particularly like WordPress.com or Blogger.com for business blogs.

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Blog Design

A few minor changes can often change a good blog to a great blog

Include an "about me" page. Make it prominent. Make it truly about you, not some resume-like page.

Have contact information easily visible: an email and maybe even a phone number (almost no one will ever call). Your email can be displayed as a graphic to prevent spammers from harvesting it, and you can use a different address than your main address if you like. Visible contact information will make you seem more real.

Include a picture of yourself. Blogs are personal, even business blogs, and people who visit yours will want to know what you look like. It's also easier to build trust if your picture is visible.

Include a blogroll, a list of blogs that are similar or that you somehow endorse. Don't include too many blogs, but certainly blogs that are relevant to your topic and perhaps bloggers to whom you have established relationships. Many bloggers recommend the free and easy to use BlogRolling.com service.

Don't bury your classic hits, i.e. your most popular blog posts. Highlight them somehow, for example in a "most popular posts" section in the sidebar or a category called "Most Popular."

Allow comments. Don't plan on necessarily getting many, but your most fervent readers (i.e. fans) are the most likely to want to leave them. Although not absolutely essential, most blogs should have comments enabled or at least some feedback mechanism available.

Make sure your banner is not too large. No one should need to scroll to see your content. People decide to read or leave very quickly.

Make sure your blog is visually appealing, or at least NOT ugly. Avoid bright colors and stick to reasonable fonts like Times New Roman and Arial. Have someone with a good eye look at your blog, preferably a graphic designer.

Remove random junk from the sidebar that serves no purpose. Calendars are a prime offender. Empty space is not only allowable, but helps focus eyes on what is important.

Do not have music start automatically when someone visits your blog. Not only may your tastes differ radically from some readers, but also music unexpectedly starting is not appropriate in many professional settings.

Include a [Creative Commons license](#), which builds upon the "all rights reserved" concept of traditional copyright with a "some rights reserved" approach, offering a flexible range of protections and freedoms for your material. Note that everything you write is legally copyrighted by default.

Blogging Effectively and Efficiently

Blogging takes time and energy, but it can be done efficiently and certainly effectively

Blog as yourself. Whether you blog for your one person company or a Fortune 500 entity, you are an individual and it should show in your blogging – or don't plan on it being effective! People want to know you and your thoughts and opinions, not just about your product or business.

Bring value to your market and readers. With each post think "how does this add value?" You must provide information, not marketing messages -- the main reason people use the web is to access information.

Don't censor comments, yet exercise editorial control; a business blog is like a magazine and you are the editor. Allow dissenting opinions to open conversations and add value. Comments that don't help you or your readers can be removed without any ethical qualms, and unprofessional comments should be removed.

Respond to comments. You can either answer them with additional comments or with a new post as appropriate. Since at most one percent of readers will comment, commenters are special and it's worth making them feel so.

If someone has taken the time to comment or link to your blog, send them an email saying "Hi" and "Thanks." People will appreciate it and remember you and your blog.

Leverage existing content. Often existing content can be modified and recycled. I've recycled material from speeches, classes, books, client reports, emails, videos and much more. Reusing (and updating as necessary) good material is a win-win.

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Think about blogging as you work in your field. You may discover your thoughts and research can also be used for blog posts. After a while this will become second nature.

Track metrics with (free) services such as [StatCounter](#), [SiteMeter](#), [Google Analytics](#), and [FeedBurner](#). You'll learn which posts are most popular and what terms people are searching on to find you. Use this information to guide you in creating additional popular posts.

Post regularly and consistently so you have regular and consistent readers. You should post at least weekly and ideally several times a week. If you post erratically, you'll have erratic readers at best.

Write posts ahead of time when you'll be traveling, on vacation, or otherwise unavailable. Schedule them to be automatically posted in the future. Most blogging software has this functionality.

Voice your opinions! Don't stick to the middle ground and try to please everyone. It's impossible and you'll interest no one. People value honest opinions in the blogosphere.

Be a great conversationalist. Blogs are about conversations. Read lots of blogs and join conversations; leave comments and link to other's posts from yours.

"Blogs are about conversations and the best bloggers tend to be the great conversationalists."

- Stephen Turcotte, Backbone Media

Leave comments that add value. "I agree" and "me too" type comments are not very useful. If you leave great comments people will visit your blog to find out more about you.

Extend your relationships beyond blogs, for example social networking sites like LinkedIn.com and Gather.com, and online address book services like Plaxo. Be creative.

Writing

Write in a conversational tone. Marketese and business-speak do not work in blogs. Write as though you are speaking to a friend.

Say it out loud as if speaking to someone before writing it down. If you have trouble writing conversationally this may help immensely. As silly as it may sound, some people find holding a telephone handset to their head helps.

Improve your vocabulary. Great writers have great vocabularies. The best and most painless way to increase vocabulary is just to read a lot.

"Improve your vocabulary, A Painter is nothing without his palette of paints. A Writer is nothing without his words, and the more you know, the more you have to work with, and the better you can express yourself. The best way to build vocabulary is to read. I always have a book going, regardless of how busy I may be."

- John Brock, Writer, All over the Internet

Write like yourself, not anyone else. You might love Dan Brown or Stephen King but you can't write like them and they can't write like you. You have to find your voice, your individual style, and then you will write with much more confidence.

Play with the language. Making your prose accessible and even entertaining adds extra appeal to your blog. Grammatical correctness is not absolutely required nor even desired.

Don't blog about what should remain private! Use common sense. Blogging is like speaking in public, emphasis on public!

Link to work by other sources, and add your own thoughts. They can include other bloggers, traditional Web sites, and online newspaper articles.

Write original content at least some of the time! Although linking to established sources is valuable, original material makes your blog even more valuable.

Keep your posts relatively short, a few hundreds words max in general. Most blog readers expect and want concise posts. Longer writings can be broken into multiple parts and form a blog series.

Stick to one topic per post. Posts that ramble are hard to characterize and hence less likely to be linked to by other bloggers. Search engines will also have a hard time deciding what they are about and will be less likely to send them traffic.

Write great post titles; they are essentially headlines and hopefully entice people to read further. For example, "How to" headlines and lists such as "5 ways to . . ." often work well. Copyblogger.com has some particularly good advice on writing post titles/headlines, and you can learn a lot just by studying his!

Spell check and proofread your posts before publishing. Taking a few seconds to do this will catch most errors.

Read your blog post out loud before publishing. This old writers trick helps find grammatical errors, typos, and improve the flow of your writing.

Combat writers block by reading your old blog posts or surfing the net for new post ideas. Other techniques that often work include blogging somewhere different, perhaps a local coffee shop that has free wireless access, and Googling bizarre & random terms like "evil cheese," "hairless goats," or whatever pops into your mind – sometimes the results will be inspiring or at least amusing and the writers block will pass.

Don't try to make your writing perfect – writing never is. An occasionally typo or other error may make it through and is not a problem. Conversely, too many errors look unprofessional.

Save blog posts that don't seem quite right and work on them later. Although many posts may be written and published in a few minutes, some may require more time for contemplation and getting them right. Some posts may require you "sleep on them" before you can do them justice.

Always cite your sources and link to them! For example, if you're blogging on something you found due to someone else's post, give them credit. This makes your blog more valuable to readers and the sources you link to will frequently discover your blog.

Use free Google Alerts or similar services to learn about new relevant content on topics you blog about. You receive updates and links by email, and may find things to blog about.

Read specific blogs in your area using a feedreader like [MyYahoo!](#) or [Bloglines](#). They make reading lots of blogs extremely fast and easy as they display all new posts on one page.

Think before you hit publish! Almost the whole world will be able to see what you've written.

Writing, and blogging, is not for everyone. Some people just don't enjoy writing and never become even half-good at it! You can always podcast or videoblog.

Building Traffic

Publicizing

Write it and they will come will not work. Even if Madonna, Osama bin Laden, or Bill Gates started blogging they'd need to get the word out . . .

Email people and tell them when you start your blog. Guy Kawasaki emailed 10,000 people when he started blogging! Do not spam anyone, but let your friends, colleagues, and other contacts know.

Include your blog information in you email signature. Experiment with different text; some people may be more likely to visit a blog, while others may be more likely to click on something like "Ted's Thoughts and Opinions on XYZ."

Link prominently from your Web site to your blog. Don't make your blog hard to find! You may want a permanent link from your homepage and other appropriate pages.

List your blog anywhere you list your Web site. This includes written materials, for example business cards and letterhead, as well as online, and anywhere else, for example advertisements.

Enter carnivals, which are a “best of” list of posts on a certain topics that continuously move to new host blogs. Examples include Carnival of the Capitalists, Carnival of Entrepreneurship, Carnival of Marketing, and Carnival of Business.

List yourself as the author of your blog, for example, “Ted Demopoulos, author of Blogging for Business,” and include it in your bio.

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Search Engine Optimization (SEO)

Most Internet traffic is driven by the search engines. Some consideration for what they are looking for can create significant traffic. SEO techniques consist mainly of keyword and linking strategies.

Make sure you are using the language of your readers so they can find you via the search engines. Keyword selector tools like Overture Keyword Selector Tool, [Google AdWords:Keyword tool](#), and [WordTracker](#) can help choose keywords and phrases that users often search on. For example, currently "cell phone" is much more popular than "cellphone" and "health club" is much more popular than "gym."

Use popular keywords and phrases in your post titles, post text, and categories. Keywords can also be used as part of your blog name, blog URL, link text, image alternate text, blog's description tag and much more.

Track keywords and phrases people use to find you. Statistics packages such as [StatCounter](#), [SiteMeter](#), and [Google Analytics](#) can provide this information. Expect some surprises.

Make most posts about 200 words or longer. This gives enough context for search engines to help characterize the post and send traffic to it.

Register your blog with blog directories like [Eatonweb](#), [Globe of Blogs](#), and certainly [Technorati](#). It's free and relatively painless, and the links from the directories will help the search engines find your blog.

Exchange links with similar blogs. Send a personal email addressing the blogger by name, making it obvious you are familiar with their blog, and asking if they would like to exchange links. Expect to be ignored often, but also to be successful often.

Be patient. The search engines will eventually start sending you traffic. For example, if starting a blog on a brand new domain, the search engines may ignore you for a few months. This is sometimes called the "sandbox" or "Google sandbox."

Don't obsess over search engine optimization as many people do. Above all, create great content that users love. Search engines aim to emulate humans, and they are steadily getting better.

Additional tips to create traffic.

Use [Technorati](#) to monitor which blogs are linking to you. Leave a comment on the blog or email the blogger who linked to you. This makes them more likely to revisit your blog.

Add an email interface to your blog such as [FeedBlitz.com](#). This allows readers to sign up and automatically receive your blog posts as email. Some people are more familiar and comfortable with email and more likely to subscribe via email than to regularly read your blog any other way.

"Only 9-12% of people online understand and use RSS feeds thereby making email delivery of blog updates essential if you don't want to miss 80-90% of your potential audience."

-Phil Hollows, FeedBlitz.com

Get a short and easy to remember URL for your blog. If your blog already has a long URL, instead of moving it, buy a domain (it's inexpensive) and forward it to your blog. For example, I have TheTedRap.com forwarded to www.demop.com/thetedrap.

Place "add to" buttons so visitors can easily add your blog to popular feedreaders like [MyYahoo!](#), [Bloglines](#), [My MSN](#), and others to your sidebar. Making it easier to subscribe to your blog makes it more likely that people will, transforming more visitors into regular readers.

Invite expert guest bloggers to post on your blog. You might invite them for a post on a specific topic, or to post freely on your topic area for a period of time. For example, I generated a lot of traffic (and good will) when I asked for guest posts on the future of blogging and podcasting on [BloggingForBusinessBook.com](#).

Consider trying blog traffic exchanges like [Blog Explosion](#), [BlogSoldiers](#), and [BlogAdvance](#). They typically send you one visitor for every two blogs you visit, and more importantly let you "buy" visitors usually for one cent or less each. The traffic is relatively low quality, but some visitors may become long term readers.

Tell [Pingoat.com](#) when you update your blog. In Pingoat's words, it will notify "a number of services that keep track of weblogs and publish them. By pinging, you let the services know that your blog has been updated and hence, they crawl and index your site, publishing your blog contents, thus increasing your blog's popularity."

Include both popular and lesser-known blogs when linking from blogrolls and posts and when leaving comments. Lesser-known bloggers are more likely to notice and reciprocate. This also adds value to your readers, who probably already know about the more popular blogs.

Run contests on your blog and give away prizes to winners. Make sure the contests are easy so people are more likely to participate. This can increase the buzz around your blog and drive traffic.

Ask other bloggers for short email interviews and post them on your blog. They will be flattered and may link to you as well. Book authors are particularly good interview prospects.

Rewrite some of your blog posts as articles and have them posted on other sites on the Internet. Article directories like ezinearticles.com, goarticles.com, and articlebiz.com are good candidates. Include a "resource box" in each article, a few sentences at the end with a brief biography and contact details including a link to your blog.

Avoid "too good to be true" traffic generation techniques. Most use various short-lived tricks to fool the search engines, and you may find your blog blacklisted, and no longer get any search engine traffic.

Recognize that although high traffic levels are great, focused traffic – the right readers – is more important. There are plenty of highly successful blogs that have 25-50 readers a week and even less.

Supporting Your Business

Most business blogs' primary purpose is supporting an existing business or venture

Don't blog exclusively on your products and company! Instead occasionally weave them into your discussions. If your blog resembles an ongoing advertisement few people will be interested.

"If I could start all over again, I would not have created a web site (www.guykawasaki.com). I would have started with a blog and used my sidebar for all the 'brochure' functions of my site."

-Guy Kawasaki, Garage.com

Consider advertising your products and services in your blog's sidebar. This often makes far more sense than third party advertisements.

Position yourself, and your company by extension, as an expert in your field, by providing insight and opinions on issues of interest to your marketplace. You can build your expertise as you blog, and you can earn trust, and readers, just like the *Wall Street Journal* and *New York Times* have.

Put other employees and partners on display. Interview other passionate people who may not blog but whose thoughts and insights are relevant to your blog's theme.

Answer all contacts, including emails, comments, etc., promptly and professionally. More people contact you when you blog as you seem more approachable and people feel much more comfortable contacting you. If you respond appropriately, you will have more potential customers and partners.

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Review and recommend complementary products and services to your customers. Customers and potential customers often see this as valuable information and it helps build loyalty.

Read your competitors' and partners' blogs. Pay particular attention to any comments.

Remember that your competitors are probably reading any blogs you have as well. Confidential information is exactly that, and shouldn't be revealed on blogs, or blabbed about loudly at the pub near work either!

Explicitly Profiting

Blogs can be a business themselves, bringing in money from advertising and product sales. Blogs whose primary purpose is supporting an existing business or venture can similarly earn some extra cash. Here are some ideas . . .

Repackage your content to produce information products. Even if the same content is spread among 6 months of blog posts, many people will happily pay for an updated and organized copy, perhaps packaged as an ebook, online course, or audio product. Use reader's comments, questions, and the popularity of posts to help determine what direction to go -- you can even survey readers on what products they'd like.

"Why would anyone buy something that you've essentially published for free online? Due to the reverse-chronological order of blog posts, it's a really bad way to digest large chunks of information.

Having the same information in book, audio, or video format is much easier to deal with."

-Brian Clark, copyblogger.com

Accept immediate payment online for purchases. Almost no one will send you a check in the mail. Payment solutions include PayPal.com, good if you are selling one or a very few items, and KickStartCart.com as well as hundreds of other possible electronic shopping carts.

Ted's Shopping Cart has free resources on choosing a Shopping Cart, include an excerpt from one of my books and a [downloadable ebook \(www.TedsShoppingCart.com\)](http://www.TedsShoppingCart.com)).

Promote information products by offering free samples, for example tutorials, white papers, free chapters, teleseminars, etc. The rationale "if their free stuff is so good, then their paid stuff must be even better" works!

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Sell other people's information products if you don't have your own. Many products have "affiliate programs," which essentially mean you get paid a commission if you sell them. Make sure you like the products and they fit into the general theme of your blog.

Look for appropriate affiliate products and services at companies like [LinkShare](#) and [Commission Junction](#), which represent multiple merchants including some major ones like eBay, Sony, and Dell.

Try pay-per-click advertisements like [Google AdSense](#) and [Kanoodle BrightAds](#). They are easy to sign up for and you can run them on most blogs (check their terms of service first). They perform very well for some blogs if they have high traffic levels, but not well on others – you'll need to experiment.

Sell advertising space either by contacting potential advertisers directly or via blog advertising networks like [BlogAds](#) or [CrispAds](#).

Blog for a blog network. Some pay per post and some pay a percentage of advertising revenue. You probably won't get rich but it may cover your monthly mortgage payment.

Collect email addresses, for example by getting readers to sign up for a newsletter. Advertise products via your newsletter and other emails. Email advertising is still the most effective method of selling on the Internet.

Miscellaneous Tips

Blog as if it matters – because it does! Although your audience may be small initially, each individual reader may be extremely important to your business.

"I've had people who had never read my blog before decide to hire me for speaking and consulting gigs after looking at my blog."

-Ted Demopoulos

Consider using blogs for internal communications. Blogs can be behind firewalls or password protected. Sometimes a blog makes more sense than sending lots of group emails as all the postings are automatically archived and easily accessible.

One of the business advantages to blogging is social – network, network, network!

Know what your company thinks about blogging. If your company has a formal blogging policy make sure you are familiar with it. If your company is anti-blogging, like Apple Computer, you had better know.

You can use your blog however you'd like: remember that a blog is just a tool. These tips are simply suggestions based on collective experience. There are no rules, and you should ignore those who claim there are!

10 Blog Traffic Tips, by Yaro Starak

In every bloggers life comes a special day - the day they first launch a new blog. Now unless you went out and purchased someone else's blog chances are your blog launched with only one very loyal reader - you. Maybe a few days later you received a few hits when you told your sister, father, girlfriend and best friend about your new blog but that's about as far you went when it comes to finding readers. Here are the top 10 techniques new bloggers can use to find readers.

These are tips specifically for new bloggers, those people who have next-to-no audience at the moment and want to get the ball rolling.

It helps if you work on this list from top to bottom as each technique builds on the previous step to help you create momentum. Eventually once you establish enough momentum you gain what is called "traction", which is a large enough audience base (about 500 readers a day is good) that you no longer have to work too hard on finding new readers. Instead your current loyal readers do the work for you through word of mouth.

Top 10 Tips

10. Write at least five major "pillar" articles. A pillar article is usually a tutorial style article aimed to teach your audience something. Generally they are longer than 500 words and have lots of very practical tips or advice. This article you are currently reading could be considered a pillar article since it is very practical and a good "how-to" lesson. This style of article has long term appeal, stays current (it isn't news or time dependent) and offers real value and insight. The more pillars you have on your blog the better.

9. Write one new blog post per day minimum. Not every post has to be a pillar, but you should work on getting those five pillars done at the same time as you keep your blog fresh with a daily news or short article style post. The important thing here is to demonstrate to first time visitors that your blog is updated all the time so they feel that if they come back tomorrow they will likely find something new. This causes them to bookmark your site or subscribe to your blog feed.

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You don't have to produce one post per day all the time but it is important you do when your blog is brand new. Once you get traction you still need to keep the fresh content coming but your loyal audience will be more forgiving if you slow down to a few per week instead. The first few months are critical so the more content you can produce at this time the better.

8. Use a proper domain name. If you are serious about blogging be serious about what you call your blog. In order for people to easily spread the word about your blog you need an easily rememberable domain name. People often talk about blogs they like when they are speaking to friends in the real world (that's the offline world, you remember that place right?) so you need to make it easy for them to spread the word and pass on your URL. Try and get a .com if you can and focus on small easy to remember domains rather than worry about having the correct keywords (of course if you can get great keywords and easy to remember then you've done a good job!).

7. Start commenting on other blogs. Once you have your pillar articles and your daily fresh smaller articles your blog is ready to be exposed to the world. One of the best ways to find the right type of reader for your blog is to comment on other people's blogs. You should aim to comment on blogs focused on a similar niche topic to yours since the readers there will be more likely to be interested in your blog.

Most blog commenting systems allow you to have your name/title linked to your blog when you leave a comment. This is how people find your blog. If you are a prolific commentor and always have something valuable to say then people will be interested to read more of your work and hence click through to visit your blog.

6. Trackback and link to other blogs in your blog posts. A trackback is sort of like a blog conversation. When you write a new article to your blog and it links or references another blogger's article you can do a trackback to their entry. What this does is leave a truncated summary of your blog post on their blog entry - it's sort of like your blog telling someone else's blog that you wrote an article mentioning them. Trackbacks often appear like comments.

This is a good technique because like leaving comments a trackback leaves a link from another blog back to yours for readers to follow, but it also does something very important - it gets the attention of another blogger. The other blogger will come and read your post eager to see what you wrote about them. They may then become a loyal reader of yours or at least monitor you and if you are lucky some time down the road they may do a post linking to your blog bringing in more new readers.

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5. Encourage comments on your own blog. One of the most powerful ways to convince someone to become a loyal reader is to show there are other loyal readers already following your work. If they see people commenting on your blog then they infer that your content must be good since you have readers so they should stick around and see what all the fuss is about. To encourage comments you can simply pose a question in a blog post. Be sure to always respond to comments as well so you can keep the conversation going.

4. Submit your latest pillar article to a blog carnival. A blog carnival is a post in a blog that summarizes a collection of articles from many different blogs on a specific topic. The idea is to collect some of the best content on a topic in a given week. Often many other blogs link back to a carnival host and as such the people that have articles featured in the carnival enjoy a spike in new readers.

To find the right blog carnival for your blog, do a search at <http://blogcarnival.com/>.

3. Submit your blog to blogtopsites.com. To be honest this tip is not going to bring in a flood of new readers but it's so easy to do and only takes five minutes so it's worth the effort. Go to Blog Top Sites, find the appropriate category for your blog and submit it. You have to copy and paste a couple of lines of code on to your blog so you can rank and then sit back and watch the traffic come in. You will probably only get 1-10 incoming readers per day with this technique but over time it can build up as you climb the rankings. It all helps!

2. Submit your articles to EzineArticles.com. This is another tip that doesn't bring in hundreds of new visitors immediately (although it can if you keep doing it) but it's worthwhile because you simply leverage what you already have - your pillar articles. Once a week or so take one of your pillar articles and submit it to Ezine Articles. Your article then becomes available to other people who can republish your article on their website or in their newsletter.

How you benefit is through what is called your "Resource Box". You create your own resource box which is like a signature file where you include one to two sentences and link back to your website (or blog in this case). Anyone who publishes your article has to include your resource box so you get incoming links. If someone with a large newsletter publishes your article you can get a lot of new readers at once.

1. Write more pillar articles. Everything you do above will help you to find blog readers however all of the techniques I've listed only work when you have strong pillars in place. Without them if you do everything above you may bring in readers but they won't stay or bother to come back. Aim for one solid pillar article per week and by the end of the year you will have a database of over 50 fantastic feature articles that will work hard for you to bring in more and more readers.

This article was by Yaro Starak, a professional blogger and my blog mentor. He is the leader of the [Blog Mastermind mentoring program](#) designed to teach bloggers how to earn a full time income blogging part time. To get more information about Blog Mastermind click this link:

[Blog Mastermind mentoring program](#) (endorsed by Ted, Yaro really knows his stuff and teaches it well. His successful mentees prove that!)

Recommended Internet Resources – I use most of these:

Web site Hosting:

Bluehost.com is the one I use. I've used other services, but find Bluehost to be reliable and inexpensive.

HostGator is also highly recommended. Many of my friends and clients use HostGator.

Web site development tools:

I use Microsoft Expression Web – it's OK, and not too complicated.

Many professional Web site developers swear by Adobe Dreamweaver – it's more expensive, complicated, and kill for most people (although it's pretty cool!)

Domain name registration:

I use Dotster. They are inexpensive and good.

I've used others in the past and switched. They also provide decent Web site hosting.

GoDaddy is also a very popular domain registrar some of my friends and clients use. I also use them for some of my domains, although I don't care for their Web site hosting.

Blogging Software:

There are many good choices.

[TypePad](#) -- I use them and recommend them. A hosted service which means no software to install. Inexpensive, and a free 14-day trial is available.

[WordPress.org](#) -- free, but you need your own domain, domain hosting, and you must install and maintain the software. Many people love WordPress with near religious fervor.

[Blogger](#) -- from Google. I use Blogger but do not recommend it. It's OK.

Squidoo:

[Squidoo](#) is free, what's not to like? You can start a "Lens" on any topic you like, including yourself. A Lens is a simple and easy to build Web page.

Shopping Carts:

There is a dizzying array of shopping carts, and many of them are just fine. I have two recommendations, but first go to www.TedsShoppingCart.com for more info:

[KickStartCart](#): I use KickStartStart which actually is a complete emarketing solution. If you are eventually going to sell more than a very few products or want more capabilities (and I could write about these for dozens of pages), KickStartCart is an awesome choice, and it comes with a 30 day risk free demo.

[PayPal](#): PayPal comes with a simple free shopping cart which is fine if you are only going to sell one or a very few items. However just like the bored teenage girl working at the local department store, PayPal only collects money; it doesn't help you sell.

About The Author

Ted Demopoulos is the author of [*What No One Ever Tells You About Blogging and Podcasting*](#) and co-author of [*Blogging for Business*](#). Every year he helps thousands of people more effectively use the Internet to promote their businesses through his [speaking](#), consulting, mentor program, and writing.

He has been on the Internet seemingly forever and has made every mistake possible. He encourages others to make their own mistakes, not repeat his.

Ted started his career as a technical guy, but is now as comfortable with solopreneurs or in the boardroom as he is with propeller heads or sales and marketing people.

Ted lives in Durham, New Hampshire, with his wife Margaret, son Jamie, daughters Amelia and Stacie, and dog Tyler. They tolerate him fairly well. In his spare time he mainly plays with his kids, but also pursues saltwater flyfishing, biking, ham radio and is passionate about great food and wine.

Ted blogs at: www.BloggingForBusinessBook.com and can also be found at www.demop.com, www.EffectiveInternetPresence.com, and www.ConsultWithTed.com among other places.

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