

**Graham Jones**  
Internet Psychologist



# How to get your blog noticed

## How to get your blog noticed

Blogging is nothing more than creating a web page without using a design program or a web designer. If you can type into a form on a computer screen, you can blog. Doing so, using a blogging service, such as Blogger or WordPress, means you can create web pages and entire web sites quickly and easily.

Blogging started on 17th December 1997 after the term was coined by Jorn Barger, an American writer who called his logging of the Internet "weblogging". It was later shortened in 1999 to "blog" by the writer, Peter Merholz and the name has stuck.

According to the influential magazine, *Business Week*, blogging is essential for business. Indeed if your business doesn't have a blog you are "so 20th Century"...! Blogs provide you with the opportunity to update your web site regularly, making it fresh and appealing to your visitors - and to search engines. Blogs also mean you can update your website from anywhere, anytime - you just need access to the Internet.

Another important reason for blogging is cost - or lack of it. Updating a web site using traditional processes is not only time consuming, but it is also costly. You usually need to ask your web designer to do some work and each additional page you want to add could cost hundreds of pounds. With blogging, you don't need to use any third parties or book the services of experts. You can add the content yourself. This is a huge cost cutter. In fact you can make a profit from your blog!

In short you need to think of blogging as a convenient, easy to use and cost effective web site content management system. Let's recap on the reasons for blogging:

- It allows you to add content to your web site without special design or computer skills
- You can quickly add content to your web site
- You can add content without having to pay for specialist support
- Blogging can be done from anywhere you can access the web
- You can blog from any device that connects to the web
- Updating your web site using blogs enhances your position in search engine results

Furthermore blogging is more personal than traditional web pages. You can hold conversations with your readers because they can add to your blog. In other words, blogging allows dialogue, something traditional web pages do not provide.

And there is one other plus about blogging. You don't need a web site. Your blog can be hosted by one of the main blogging companies. You can set up a blog easily without having a domain name, a web site, or a hosting company.



## **YOUR BLOG NEEDS READERS**

Blogging only works if you have readers - an obvious point, perhaps, but something that is often overlooked by bloggers. They seem to just want to write their views and opinions, almost regardless of an audience. However, the most successful blogs are those which have a clear audience in mind. You should be able to define your audience and its demographics as tightly as possible. The more defined your target audience, the easier it will be to find readers - and retain them. So, if you haven't yet written down a clear description of your target reader - now is the time to do so.

## **ATTRACTING PEOPLE TO YOUR BLOG**

You will find it easy to attract readers if you write for a target audience AND you write regularly. Think of it this way: a national newspaper, such as *The Times* targets a different readership to *The Daily Mail*, for instance. Not only that, these newspapers come out every day. They aren't published when the editor feels like it - there is a regular pattern. The same is true for your favourite magazine, for examples; monthly publications arrive on the shelves on the same time each month.

In other words, readers get to know which publication they like and when it appears. If your blog has a target audience well defined, but they have no idea when your material will be published, you will lose readers. It doesn't matter if it's every day, twice a day, once a month or every other day - have a regular publishing pattern and stick to it.

## **PUBLICISING YOUR BLOG**

If you have set up a regular publishing schedule for your blog, you need to let people know it exists..! Having a well targeted blog that appears on a regular basis is all very well, but if no-one has heard of it you are wasting your time.

There are several things you need to do in order to publicise your blog. They fall into two distinct areas - automatic publicity and planned publicity.

## **AUTOMATIC BLOG PUBLICITY**

All blogging systems produce something called a "feed" which helps publicise your blog automatically. You may also hear this feed referred to as "RSS". What this does is send out an alert each time you publish something on your blog. All you have to do is set it up in the first place and then it will automatically publicise your blog from then on.

The first thing to do is to check your blogging software system and make sure that "feeds" or "RSS" is switched ON. It should be - but check. Also, look within your blogging system for the words "Publicise" or "Ping". Make sure that these elements are also switched on. Essentially, what these systems do is to send out a notification to the main blog search engines that you exist and each time you write a new blog entry, they re-alert these blog services.

The next step in automating your publicity is to set up an account with [Feedburner.com](http://Feedburner.com). This service provides you with several enhancements for your blog but has a range of useful publicity tools which you should make use of. Once you have signed up for an account go to the "Publicize" section and select "Pingshot". Switch on this tool and it will send out your RSS feed to several more blog services. Also, switch on the "Email subscriptions" tool; this will provide you with some code to add to your web site so that people

can subscribe by email to your blog. That way, they will get an email with each of your blog entries, to save them the bother of having to revisit your site each time.

The next option to choose is the "Headline Animator". This will give you some code that you add to your email program's signature. The headlines of your most recent blog entries will then automatically appear on every email you send out, thus providing you with further publicity.

#### **ADDITIONAL AUTOMATED PUBLICITY METHODS**

You should also use your RSS feed so that it gets re-published in a variety of different places. By re-publishing your RSS feed it alerts many more people to the existence of your blog.

There are several places where you can republish your blog, automatically, using your RSS feed. These include:

- Ecademy - click on the "Internet Services" link and then add your RSS feed.
- Facebook - edit your profile and add the RSS feature to your "Wall"
- Friendfeed - add your RSS feed via the Account section
- LinkedIn - use the BlogLink application to add your feed to your profile page.
- MySpace - use the RSS Reader Application to add your feed to your profile.
- Naymz.com - add a link to your profile using the "Recent Web Activity" section
- Plaxo.com - choose the "edit profile" option and add your RSS feed via the "websites" tab
- Socialmedian.com - log in and then use the "add site" option
- Twitter - use Twitterfeed.com to post your blog headlines to your Twitter account
- Windows Live.com - create an account and then use the Add Modules - Other, to insert your RSS feed

#### **PLANNED BLOG PUBLICITY**

Using "pings" and RSS feeds is only half the battle in getting your blog noticed. There are several other things you can do which will help attract readers. To do this you will need accounts with several online services including:

1. De.licio.us
2. Digg.com
3. Reddit.com
4. Socialmedian.com
5. Stumbleupon.com
6. Technorati.com

Once you have an account with these "social bookmarking" services you should then submit each blog entry you write. Every time you post a blog entry, use the "permalink" to that entry which the blog software will create and then submit that link as a bookmark to the above services. Other people will then be alerted to each blog entry you create.

A further way of publicising your blog is to get other people to link to it. You should regularly seek people who will provide a link back to your blog on their web site. The best way to do this is to use a program called "Internet Business Promoter" available from [arelis.co.uk](http://arelis.co.uk) which will help you find relevant sites that are likely places where your blog could be linked. Having found the sites, the program can then email the owners asking them to link to your blog. Doing this each week will grow the links to your blog which has a double benefit - more people become aware of your blog AND search engines like sites that have lots of links, so you get a search engine boost as well.

Every time you write a long blog entry - more than 400 words - you ought to republish that blog entry as an article in an article directory. This will carry the link back to your blog, giving you even more publicity. The main article directories to use are:

<http://ezinearticles.com>  
<http://goarticles.com>  
<http://www.articlecity.com>  
<http://www.ideamarketers.com>

You could also alert people to major blog postings by issuing press releases. To semi-automate this process use the program available from [www.sendoutpressreleases.co.uk](http://www.sendoutpressreleases.co.uk) which will submit your press releases to all the main distribution centres.

Another way of promoting your blog is to take part in online discussion forums and then use your blog link and your RSS feed link in your forum signature. You should only take part in forums that are related to your blog's subject, otherwise why would anyone visit you? There needs to be a connection between your blog subject and the subject of the forum. If you don't know of any forums on your subject, use the following services to find one:

<http://groups.google.com>  
<http://www.findyourforum.com>  
<http://www.findmyforum.com>  
<http://www.theforumsite.com>  
<http://www.ning.com>  
<http://www.boardtracker.com>  
<http://www.twing.com>

Finally, find other blogs and comment on blog posts that are relevant to your subject. Make sure you include a link to your blog or RSS feed in the comment you make. You can find suitable blogs by going to:

<http://blogsearch.google.com>

#### **OTHER PUBLICITY METHODS FOR BLOGS**

Don't neglect the other ways of publicising your blog - use standard business publicity methods. Put your blog address on business cards, on your literature and headed paper, mention it in any talks or presentations you give, add it to posters, flyers, leaflets and so on. Never let a chance for publicity slip by..!

**Graham Jones**  
Internet Psychologist



**Tel:** 0118 336 9710  
**Fax:** 0118 336 9711  
**Email:** [graham@grahamjones.co.uk](mailto:graham@grahamjones.co.uk)  
**Web:** [www.grahamjones.co.uk](http://www.grahamjones.co.uk)  
**Post:** Unit 38, 105 London Street,  
Reading RG1 4QD

Consultancy,  
workshops and  
support to help  
your business  
grow and profit  
from the effective  
use of the Internet

© 2009 Graham Jones

All Rights Reserved.

No part of this publication may be copied or stored in a retrieval system without the prior written permission of the copyright holder.

Published by Graham Jones  
Unit 38, 105 London Street, Reading RG1 4QD  
Tel: 0118 336 9710  
[www.grahamjones.co.uk](http://www.grahamjones.co.uk)