

Use Google to Tweak Content. Review Google Analytics at least monthly this will show how much traffic each blog received in the past 30 days. Analyze blogs that are not receiving traffic and make some changes.

Be Active on Social Media. Once you've started producing blog articles, it's time to get active on the social media platforms where your audience hangs out. Make sure your profile is linked to your blog. The call to action needs to be explicit; tell them to "click here" or "read more."

Build Relationships. When it comes to promoting your blog, friends are much more likely to promote your blog article and vice versa. Find someone who is in a complimentary business that you can connect with and support. When they post content, you should like and share it before they even ask.

Attend In Real Life (IRL) Events. There's no better way to start relationship building than attending IRL (in real life) events. These events might be conferences, workshops, meetups or even one-on-one meetings. Be on the lookout for occasions to meet like-minded business people face-to-face.

Comment on Blogs & Social Media. If the goal is to push traffic to your site, leave a comment that contributes to the chat, without making it all about you. Offer something valuable, funny or insightful instead of only "Great post!".

Leave a Link to Your Site. Most blogs that allow the audience to leave a comment require registering your name and email address. Many give you the option of providing your URL. By using this feature, you don't have to use the main URL to your site, instead use an actual blog URL to a particular article that relates to the subject.

Your Email Signature. Link your site to your email signature. This process is a simple thing to do, and it highlights your site to every person you email.

Connect with Influencers. An Influencer within your space is someone who already has a following. Work to gain attention by commenting and sharing the influencer's content. Find others who have discussed the same or similar content and then figure out who has shared that content.

Look for Related Articles. Do a Google search and find other items that are very similar to your blog article. Contact the website owner to ask if they would like to include your content; if they do, you can then promote it to your readers. It's a win-win for both of you because both articles will be presented to each audience.

Guest Post. When guest posting on another blog, you get exposure to a different audience that might not otherwise stumble upon your site themselves. Also, if you land a guest post on a blog that gets high traffic, it's great for your SEO.

Try a Different Medium. Switch things up. If you regularly post your blog content only on your website, try a different format such as a live chat or a video. A different medium may mean a new audience, and therefore more traffic.

Make Sharing Easy for Readers. Use social sharing buttons. Different readers like to share to different profiles. By using a social sharing plugin on your site, you are allowing readers to share your content on the platform of their choice.

For more information, contact [Raleigh Inbound Marketing](#) at 919-766-2040.



