



How to Get Others to Read Your Blog

Getting others to read your blog will be no trouble if you post something of interest. You might think that if it's of interest to you, it will be of interest to others, but this is not always so. But you can make it so by your 'voice'. You may have a serious voice or a humorous one, but whatever you have, don't try to fake it. Fakeness comes over with a bang and will drive people away from your blog in droves.

What will interest people is if you give good advice and build on it, rather than diving from topic to topic like a drunken bee dive-bombing flowers. If you are passionate about your topic and can give good advice, people will be interested in reading what you have to say.

Getting people to subscribe to your blog will ensure that it is read regularly. The simplest way to do this is to ask them! And then make it very easy for them to do so. That is, you need to have your RSS feed and email option in a place on the page that is obvious. If it is in tiny text right at the bottom of your page, most people may not even see it. If it's not easy to use, people will give up rather than go through the hassle of trying to figure it out.

That's why it is a good idea to have an email option. Lots of people are not RSS feed literate yet and may not understand how to add that to their computer. If you limit the steps for subscribing to just one or two and certainly limit the amount of information required, then it will be easier and people will be happier to subscribe.

You need to have a clear call to action to get subscribers. But first have good content. Then you can say something like "If you enjoyed this post, subscribe for free updates." And let them know the options available such as RSS and/or email.

You can even offer them a free report, mini course or ebook for in return for subscribing. Wordpress has a feedvertising plugin that you can link to your free gift download.

Other ways to get traffic to your blog to be a guest blogger at someone else's blog and then mention yours. Do a podcast on your topic and put it into iTunes or other directories. And network by helping other people in similar but non-competing topics. If you do all of these things, then you'll end up with lots of traffic, all interested in your topic and wanting to read what you have to say.



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