

16 Ways to Drive Traffic to Your Blog


1. Set up a Bloglet subscription form and invite everyone in your network to subscribe: family, friends, colleagues, clients, associates.
[Http://www.bloglet.com](http://www.bloglet.com)
2. Set up a feed on MyYahoo.com so your site gets regularly spidered by the Yahoo search engine
<http://www.my.yahoo.com>
3. Read and comment on other blog posts. Intelligent, useful comments with a link to your blog.
4. Use Ping-0-matic to ping blog directories: <http://www.pingomatic.com>
5. Submit your blog to search engines: <http://www.submitfire.com>
6. Submit your blog to **blog directories**
 - a. Create a form to track your submissions; this can take several hours when you first start so schedule an hour a day for submitting or hire a VA to do it for you.
7. Add a link to your blog in your email sig file
8. Put a links to your blog on every page of your website
9. If you publish a newsletter, make sure you have a link to your blog in every issue.
10. Include a link to your blog as a standard part of all outgoing correspondence such as autoresponders sequences, sales letters, reports, white papers, etc.
11. Print your blog URL on your business cards, brochures and flyers.
12. Make sure you have an RSS feed URL that people can subscribe to (Typepad includes this option)

The acronym RSS means Rich Site Summary, or some may consider its meaning as Really Simple Syndication. It is a document type that lists updates of websites or blogs available for syndication. These RSS documents (also known as 'feeds') may be

read using aggregators (news readers). RSS feeds may show headlines only or both headlines and summaries.

How News Aggregators / RSS Readers Work

<http://www.rss-specifications.com/rss-readers.htm>

- 1.) Websites summarize content in an RSS feed. (see [FeedForAll](#) a feed creation tool for help)
- 2.) Visitors download an [RSS readers](#) (aka news aggregator). There are generally two different types of RSS readers. The first kind of feed reader is a self contained program, the second kind of feed reader use a web browser. Many of the programs are free, but generally those that have a small fee are more robust.
- 3.) Visitors select the content and summaries they wish to view in a news aggregator or RSS reader. (news aggregator and rss reader are essentially interchangeable).
- 4.) Content is added to the news reader by entering the url or web address of the XML file. Sites that have an RSS feed available typically have an orange rss or xml graphic like this - . Clicking on the graphic will provide the url of the feed. Some RSS readers will auto-detect an xml file on a site indicating that a feed is available.
- 5.) Each time the feed is updated the content being viewed in the RSS reader indicates that there is new content. This insures that the customer has current information related to the topics they choose.
- 6.) Professionals estimate that RSS will soon rival email's popularity as a content delivery method.

13. Post often to keep attracting your subscribers to come back and refer you to others in their networks; include links to other blogs, articles and websites in your posts

14. Use Trackback links when you quote or refer to other blog posts.

What is TrackBack?

Essentially what this does is send a message from one server to another server letting it know you have posted a reference to their post. The beauty is that a link to your blog is now included on their site.

15. Write articles to post around the web in article directories. Include a link to your blog in the author info box

16. Make a commitment to blog everyday. 10 minutes a day can help increase your traffic as new content attracts search engine spiders. Put it on your calendar as a task every day at the same time.

Tip: Use a hit counter to track your visitor stats: how many unique visitors, how many page views, average length of visit. You can get a free hit counter at <http://www.sitemeter.com>

Ways to monetize your blog

1. Apply to Google AdSense: <https://www.google.com/adsense>
2. apply to Blogads: <http://www.blogads.com/>
3. Make book recommendations using your Amazon associate link
4. Promote your products and services in the context of your blog posts
5. Promote complementary affiliate programs