

Awesome ideas for attracting more traffic to your blog

By [Charles Mburugu](#)

30 Oct 2015

A blog can be a very powerful tool for sharing information and promoting your business. However, simply knowing [how to create a blog](#) is not enough. No matter how great your content is, a blog is useless if no one reads it. You should therefore find ways of attracting traffic to your blog.



Image via Fxabay

Here are some tried and tested tips for attracting more visitors to your blog:

1. Participate in forums

One of the best ways of getting word out about your blog is by connecting with like-minded people. Look for forums which discuss topics which are relevant to your niche and join them. Take a few minutes every day to read comments left by others. Once in a while, offer useful advice or ask questions. Don't forget to include a link to your blog in your profile and signature. The more actively you participate, the higher the chances that someone will click on the link and land on your blog.

2. Optimise your blog

Most people look for information via search engines such as Bing, Yahoo or Google. [Optimising your blog](#) will enhance the chances of it appearing in organic search engine results. This will in turn result in more traffic. If your blog is hosted on the WordPress platform, you could install one of the many optimisation plugins available.

3. Write some guest posts

[Guest posting](#) basically means writing content for other people's blogs. In return for your content, most blog owners allow you to include a link back to your blog in the bio. The first thing you need to do is find blogs in your niche which accept guest posts.

Find the contact of the owner or webmaster and send them an email expressing your desire to write for their blog. If they respond positively, take time to write about a topic that has not been previously covered in their blog. Having guest posts published in different blogs can significantly increase the traffic to your own blog.

4. Leverage social media

It is obvious that social media should be part of your strategy for attracting more traffic to your blog. You need to have an active social media presence in major platforms such as Pinterest, Facebook, Twitter and Instagram. When signing up, make sure your usernames match your domain name.

For example, if your site is [nothinginhere.com](#), your [Twitter username](#) should be @nothinginhere. Don't forget to integrate your blog with all your social media accounts. Every time you publish a new post, post a link to it on social media. Finally, be sure to add social sharing buttons on your pages and posts.

5. Get your blog listed in discussion/bookmarking sites

There are numerous discussion/bookmarking sites out there that you should get your blog listed on. This includes [Reddit](#), [StumbleUpon](#), [Digg](#), [Dzone](#) and [BizSugar](#). Whenever you publish a new post on your blog, it will appear on these sites thus giving you more exposure. If your post is really great, it can easily go viral and result in tons of traffic to your blog.

6. Pay for ad space

If you are really serious about generating traffic to your blog, you should be willing to invest in paid advertising campaigns. For instance, paying for Google Ads means that your blog will appear high in search engine results automatically. Most social media platforms also allow you to advertise while targeting a specific demographic. This results in an instant spike in traffic to your blog.

ABOUT CHARLES MBURUGU

HubSpot-certified content writer/marketer for B2B, B2C and SaaS companies. He has worked with brands such as GetResponse, Neil Patel, Shopify, 99 Designs, Norton, Salesforce and Condor. Portfolio: <https://charlesmburugu.contently.com/> LinkedIn: <https://ke.linkedin.com/in/charlesmburugu>

- Six awesome SMS marketing tips for businesses - 20 Feb 2017
- Eight ways to avoid social media blunders - 2 Feb 2017
- Are you making these five logo design blunders? - 20 Dec 2016
- The importance of webinars for lead generation - 12 Dec 2016
- Five customer referral mistakes to avoid - 8 Dec 2016

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>