

Build a Better Blog

Blogging can be a powerful way to promote your business. With an effective blog, you can demonstrate your expertise, bring people with similar interests together and provide readers with information they can use to improve their lives.

Here are 15 simple steps to build a better blog:

● **PROVIDE UNIQUE CONTENT.** Increase traffic by providing your visitors with innovative information. What problems are your readers trying to solve? Provide them with tools and resources needed to solve them.

● **PROVIDE ACCURATE CONTENT.** Always have your facts straight. You will lose credibility as an expert if you post inaccurate information.

● **PROVIDE WELL-WRITTEN CONTENT.** Poor spelling and grammar will diminish your perceived expertise and credibility. Proofread every post at least twice before publishing.

● **KEEP YOUR POSTS TO 250 WORDS OR LESS.** People want to receive useful information in a concise manner. It is easier and more effective to create a series of short posts than one long post.

● **TELL EVERYONE ABOUT YOUR BLOG.** This includes your clients, former clients, colleagues, friends and family members.

● **POST YOUR BLOG ADDRESS.** Put your blog address on your website, social media sites, business cards, letterhead, brochures, newsletters, articles, booklets, manuals, books and outgoing e-mails. If you are going to launch a new blog, consider distributing a press release.

● **UPDATE YOUR BLOG AT LEAST TWICE A WEEK.** If you haven't updated your

blog for a month, you really don't have a blog! Blogging is a contact sport—the only way to be successful is to participate frequently.

● **USE COMMENTS EFFECTIVELY.**

Respond to comments quickly and consistently (especially questions). Ask for reader comments in your blog posts and make comments on related blogs.

● **MAKE YOUR BLOG SEARCHABLE.**

Many people will visit the home page of your blog. Help them navigate your site with a topic index.

● **PROVIDE DOWNLOADABLE CONTENT.**

Add links to your blog that provide readers with tip sheets, newsletters, white papers, articles and other resources you have produced. This is a great way to provide useful information and promote your business.

● **PLACE YOUR BRAND PACKAGE ON ALL**

DOWNLOADABLE CONTENT. Make sure your business name, theme, logo and contact information appear on all of your downloadable content.

● **ANALYZE YOUR HIT PATTERNS.** Identify your most frequently read content and develop posts on those topics.

● **USE A BLOGROLL.** A blogroll is a list of links to blogs that you like and provides your readers with additional resources.

● **INVITE READERS TO SUBSCRIBE TO YOUR BLOG.** If readers find your blog useful, they may want to be informed about new posts. This is a way to make sure they receive all updated content in a timely fashion.

● **USE YOUR BLOG TO CREATE HIGHER LEVEL PUBLICATIONS.** Your blog can be a springboard for booklets, articles,



book chapters, manuals, e-books and books. You can do this by developing a series of posts around a specific, narrowly focused topic. This provides your readers with in-depth information and makes it easier for you to transform your blog posts into longer publications.



Tyrone A. Holmes, CPT, EdD, LPC, is an author, speaker, coach and competitive cyclist. He helps his clients build successful speaking, coaching

and consulting businesses as well as improve athletic performance. His latest book, Developing Training Plans for Cyclists and Triathletes, will be published this summer. Visit him at www.holmesfitness.com and his Fitness Corner blog at www.doctorholmes.wordpress.com.