

## Promoting Your Blog by Serena Carpenter

1. Ask a blogger to review your blog before announcing your blog. Write a few posts to ensure that it is ready to go public.
2. Sign up for Feedburner to allow people to subscribe to your posts via RSS. People can read your subscriptions on Google Reader, Netvibes, My Yahoo, or Bloglines. You have to add the URL produced from Feedburner to your blog before people can subscribe. In basic WordPress, you have to copy and paste the URL in Widget, go to Edit > RSS Widget > Paste URL
3. Always provide an About/Contact section
4. If you know of organizations that will feature your blog, seek them out. You could ask to blog for a local online news publication.
5. It is more important to link to other bloggers, rather than organizations. List reputable bloggers on your blogroll and write about them and other bloggers occasionally.
6. Add your blog URL to any web page with your name on it (e.g., LinkedIn, Facebook, Faculty web page).
7. Facebook is not only about socializing, but also promoting. Post your posts on Facebook, MySpace, StumbleUpon and any other social networking site. Seek out a wider circle of friends, if you have not already.
8. If you have blogger friends who write about your topic. Let them know about you. They may write a post about you or they may add you to their blogroll. This will increase traffic and exposure to your blog.
9. You can cross-post to promote your blog and to reach a wider audience such as Open Salon.
10. Add your blog to Wikipedia under external links. Think about what key words people would use to find the topic that your blog is about.
11. Allow people to comment on your blog.
12. Comment on other blogger's posts related to your topic.
13. Sign up for an account on Technorati, BlogPulse and other blog search engines to add your blog to their directory.
14. Add posts to Digg
15. Sign up for Pingomatic to update multiple services and search engines when you post. Also, ping Technorati: <http://www.technorati.com/ping/>
16. Use your post to teach others about your topic and provide resources via links
17. Weekdays tend to attract more readers
18. Add your blog to other directories. Search out other organizations that feature aggregations of news feeds or directories related to your blog topic. For example, check out [cyberjournalist.net](http://cyberjournalist.net) or the Poynter Blog Network.
19. Add a web page Translator widget to your site such as Windows Live <http://www.windowslivetranslator.com/AddIn.aspx>
20. Use Sitemeter or Feedjit to measure traffic to your blog. Google Analytics provides additional data about your readers. The blogging application must allow the embedding of code for Google Analytics and Feedjit. Basic WordPress does not allow embedding of code unless you upgrade or get your own URL. However, you can usually add the Blog Stats, Top Clicks, or Top Posts widgets in WordPress to publicly measure traffic.