



## **8 Easy Ways to Instantly Improve Your Blog**

- 1.** Assess your target audience and write to them directly. This will make it easier to form and communicate your opinions.
- 2.** Write less. It is OK to write 200-400 words or less. Bullet points are a good thing. Make your posts easy to scan. Short paragraphs are better than one very long paragraph. And yes, it is OK to have a one-sentence paragraph.
- 3.** Link to original sources. Transparency instills confidence and credibility
- 4.** Quote indirectly and link to other sites as sources. Again, Transparency instills confidence and credibility.
- 5.** Headline writing is an art, as well as a science. Direct headlines with key words help search engines find your work.
- 6.** Use social media sites — Twitter, Facebook, for example — to promote your blog. Facebook users may be more inclined to read updates shared through Facebook, and subsequently share it with others in their own respective networks. Twitter gives you access to a potentially larger network. This could get more immediate attention for your blog, as well as increase traffic.
- 7.** Be active in your own conversations. Respond to comments made to your posts. Interactivity builds readers and increases traffic.
- 8.** To get media attention, start small. Focus on other blogs (“you link to me and I’ll link to you” is a good strategy to increase traffic and readership) and trade publications. Then start working with local newspapers, regional and smaller magazines. Start an e-mail relationship with the local NPR station, a radio station or a local broadcast personality that is in the same genre as your blog. Start a conversation that gets you on air. Keep building your reputation until you can realistically get an audience with a larger publication.

*To learn how to implement these tips in detail, and get more help for your blog, contact the Blog Doctor!*

**For a consultation, e-mail: [blogdoc411@gldwhl.com](mailto:blogdoc411@gldwhl.com)**