

Submit Your Blog, Attract New Visitors

When you submit your blog to any one of the many blog directories out there, you are essentially putting it up against hundreds of thousands of competitor blogs, many of whom have been online for years. Not every one of those blogs will be in your niche of course, but you can bet that some of those that are will pose some pretty stiff competition. You should therefore strive to develop a strong online presence for your blog, one that will make it attract a considerable degree of attention. Some of the most effective means to stand out when you submit your blog are outlined below.

Go for an air of professionalism. You have to be prepared for the possibility that some of the blogs that you will be up against are some of the best in the business, and you will need to make a strong showing when you submit your blog, in order to have a better chance of gaining notice. Now keep in mind that this doesn't necessarily mean that you will have to pour on the fancy graphics and Flash animation. In fact, you may be better served by a blog that uses graphics sparsely but creatively. It is important to keep in mind that blogs are primarily about quality text content, and although graphics are essential for design, they should be complementary to the text, and not the other way around this will help when you go to submit your blog.

Go after the big search engines. Of all the many search engines currently in operation, Google and Yahoo are the most widely used. It is therefore important to target these engines when you submit your blog. In addition, you may also want to submit your blog to any one of the many web directories that cater primarily to the blogging community. These web directories may just get your blog noticed by even more readers.

Establish links with other blogs. Effective link building is essential in your efforts to attract a wide reader base. Most blog owners actually neglect its essential aspect of blogging to their sites detriment. Establishing a link can be compared to getting your business card in the hands of potential clients, some of who may just choose your site over the others in your niche. Strange as it may seem, it is actually common practice to exchange links with other blogs in your chosen niche. You may be surprised at how open other blog owners would be to establishing links between your site and theirs. Links are links after all, and any exposure is a good thing, even if it comes from a "competitors" website.

About the Author

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