

# Tactics to Increase Blog Traffic

- ☐ Target Your Content to an Audience Likely to Share
- ☐ Participate in the Communities Where Your Audience Already Gathers
- ☐ Make Your Blog's Content SEO-Friendly
- ☐ Use Twitter, Facebook and Google+ to Share Your Posts & Find New Connections
- ☐ Install Analytics and Pay Attention to the Results
- ☐ Add Graphics, Photos and Illustrations (with link-back licensing)
- ☐ Conduct Keyword Research While Writing Your Posts
- ☐ Frequently Reference Your Own Posts and Those of Others
- ☐ Participate in Social Sharing Communities Like Reddit + StumbleUpon
- ☐ Guest Blog (and Accept the Guest Posts of Others)
- ☐ Incorporate Great Design Into Your Site
- ☐ Interact on Other Blogs' Comments
- ☐ Participate in Q+A Sites
- ☐ Enable Subscriptions via Feed + Email (and track them!)
- ☐ Attend and Host Events
- ☐ Use Your Email Connections (and Signature) to Promote Your Blog
- ☐ Survey Your Readers
- ☐ Add Value to a Popular Conversation
- ☐ Aggregate the Best of Your Niche
- ☐ Connect Your Web Profiles and Content to Your Blog
- ☐ Uncover the Links of Your Fellow Bloggers (and Nab 'em!)
- ☐ (Bonus) Be Consistent and Don't Give Up