



LAUNCH YOUR BLOG

Step 3:

reaching others

STEP 3

Reaching others

Writing your content and publishing in your blog is usually not enough. Getting readers to find your content is an art, and takes time, but here I'm going to give you some tips on how to start getting things to move the right way.

Indexing your blog posts

Search engines (i.e Google, Bing and even Pinterest!) will never find your blog (and blog posts) unless you somehow let them know where it is. That can happen in one of two ways:

1. Either others who're already starting linking to your pages (these are called backlinks).
2. You specifically tell search engines to index your content.

Here I'm going to show you three different places where you can go to accomplish point #2.



Bing provides the Bing Webmaster Tools, which you can use to submit your Blog's URL. Afterwards, it'll give you insight into your blog, such as SEO problems, statistics on indexing and more. Although Bing is not exactly Google, they do share part of the Search Engine traffic and it is quite relevant for getting what is called "organic" traffic.



In the case of Google, you'll have to submit your links to Google Search Console. You'll need to have a sitemap file generated, but that shouldn't be a problem, since most blogging platforms do that for you automatically. Make sure you don't forget this one, since Google is arguably one of the most important Search Engines where you'll be to be indexed.



This one might come as a surprise for some of you and if it does, I'm glad to be the one taking the bandages off your eyes! Pinterest is one of the greatest sources of blog traffic currently out there. People don't just use it to look at pretty pictures. They use it to find a lot of blog-friendly content (usually how-to guides, top X lists, and so on).

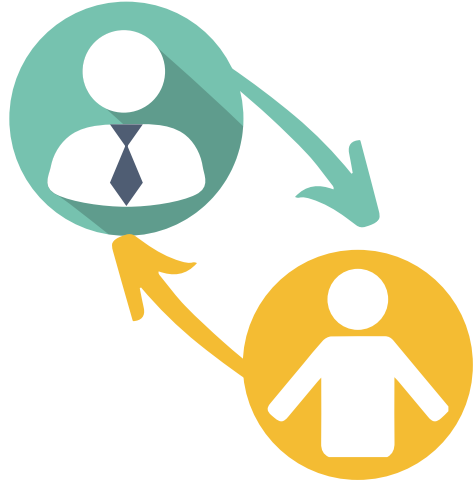
Having a strong presence in Pinterest.com is one of the first things you need to do in order to start getting readers reach your content.

Getting social

Having a social media presence can do wonders when it comes to getting readers to your content. Which means that a successful blogger (at least if you measure success in the sense of reader's per article) will not only have to write consistently but will also need to have a consistent presence in social media.

So make sure you try to follow this advice:

Keep things separate



Take your time to create social media profiles for your writing persona. If you're writing under your own identity (which is perfectly good and shouldn't be a problem), make sure you separate personal accounts from writing accounts.

Why? Because usually social platforms show you content based on your likes and your using patterns (which posts you like, and what kind of users you follow, to name just two examples).

If you start mixing personal follows (which can be friends and family that have nothing to do with your blog), then you'll be missing posts from users you need to interact with (i.e. your readers).

Target focused



Related to the previous point, you should make sure your social media accounts are target focused on your readers.

- Try to only follow accounts that are related to your niche
- Make sure the kind of posts you share are of interest to your readers
- Interact with your readers and the audience you're trying to get to read your content, find them, follow them, read what they post, like it, share it if it makes sense.
- Make sure they see you in their timelines *everyday*. **Be consistent.**

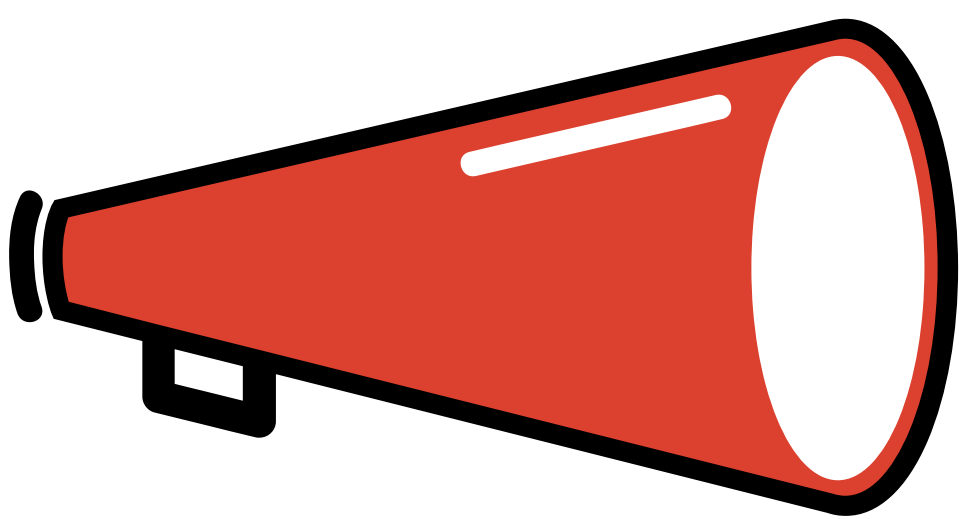
Market your social links



Make sure you're marketing your social links. In your blog have all your social links visible, that way readers can choose to follow you in their favorite social network.

Make sure you're advertising your Facebook page on your Instagram. Take care of letting your Twitter followers know you have a Facebook page every once in a while.

Getting the most out of your social presence is of utmost importance when trying to reach your readers and get them to come back to your blog.



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