

**With every piece of valuable content you write for the Web, you should put that much effort (maybe more) into marketing it.**

Just because you've written an incredible post on current legal trends doesn't mean people are going to read it. Your ideal readers might not even know it's there!

Brody Dorland's article, "12 Things to Do After You've Written a New Blog Post," discusses ways that you can push your content and get it seen by larger audiences. So if you aren't getting the blog traffic you want try taking this advice into consideration:

**SEO (Search Engine Optimization).** The first thing you should always do before publishing a new post is to make sure your post is search engine optimized. This means you are using the correct "keywords" for your industry, and you have filled out all meta descriptions, titles and keywords. There is an "all-in-one" SEO plugin you can add to your blog site that will make it easier for you to optimize your posts.

**Syndication, or RSS (Real Simple Syndication).** This allows people to subscribe and get your content sent to them weekly (or however often you publish). An RSS URL can also be plugged into your social networking sites or profiles, allowing content to be pushed out through those outlets as well. Just by hitting "publish" on your new blog post, an automatic "push" of that content will be sent to those sites, such as LinkedIn and Facebook. Pretty cool right? And it's a one-time deal. You don't have to worry about setting it up again!

**Shorten your post's URL.** By shortening your post's URL with programs like bit.ly, Ow.ly, and Cli.gs, you can get click stats, geographic and referring site data! The longer your link has been up, the more thorough the information will be. Plus, if your URL is shortened, it's easier to share on Twitter.

**Status Updates.** Send out your blog posts through status updates on your social media pages. This can be through Facebook, Twitter, LinkedIn or even industry specific sites. Programs such as SocialOomph make this task easier. SocialOomph allows you to load Tweets for a scheduled period of time. You can also use a program called Co-Tweet, which allows you to schedule Tweets daily. This helps out, especially when you are having a busy day and don't have time for status updates!

**Social Bookmarking.** Use sites such as Digg and Delicious to submit links and get your posts read. These sites are really easy to use and can be very beneficial. Just set up your account and submit your blog posts links.

**Comment on other blogs in your industry.** Don't spam, but it does pay to read what others are saying about your industry. Add valuable comments to their posts and people are likely to click on your name and start reading your blog posts.

**Email signature.** Add your blog URL in your email signature. This is easy and it allows you to market your blog to everyone that receives an email.

**Share your blog posts with target customers.** If you have a client that you know would be interested in your blog, or a specific post, send it to them. Email them a link and why you think it would be of value to them. They'll appreciate the personal touch.

**Enewsletter.** Once you have your blog up and running you should put together a monthly or weekly newsletter. This is really easy. Just get an newsletter template and highlight 4 or 5 posts with each newsletter you send out. Make sure you view your blog analytics to see which posts will do well in your newsletter.

**Ask other bloggers to mention your post.** Do you know other industry leaders that have a blog? Ask them to mention your blog site. Or you can also offer to write a guest post for them, and let them guest on yours. Most people appreciate this type of interaction and it increases the exposure for both of your blogs.