



HYBRIDSEM

Ultimate Blogging Survival Guide

Your guide to a successful blog. Find tips, tricks and motivation
for becoming an effective blogger.

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Growing Your Blog

If you are serious in playing a role within the aggressive empire of the blogging world you must understand that it is not an easy task to master. There are numerous elements to be looked at before submerging yourself into this field. These are elements that need to be looked at even before you start to envision your road to achieving your blogging goals. Creating a blog from its infancy and later realizing the strong blog authority that you have created, is an accomplishment any Blog Writer, **Search Engine Optimizer** or Search Engine Marketer can celebrate. I have collectively established the **ULTIMATE BLOGGING SURVIVAL GUIDE** to refer to when approaching the blogging population in order to receive better acceptance of your blog, traffic value and inbound link value.

1) **Start Socializing:** Meeting and socializing with the right people can produce many opportunities. Making connections is not an easy task to tackle. This is an area where you will spend a lot of time developing and cultivating. If you desire to build a blog about automotive vehicles, the best way for you to properly establish strong connections in this industry is to determine who the automotive blog leaders are. Find blog authors that are most influential and interesting within your industry and start socializing with them. Keep yourself informed on what is going on within the business and most significantly, pitch in to these power blogs on a weekly, if not daily basis. Find out when and where conventions are being held and get in the middle of the mix. If you make a name for yourself in real life, you have the ability to establish yourself in the web community. Most importantly by making connections you will attract "*Power Readers*" which can draw traffic and power to your posts.

2) **Find Your Target Audience:** Research your trade using [mybloglog](#) . Locate related [blogs](#) and observe what their community is talking about. Are your community members in search of something specific? What are their needs? Do readers react greater to hard truths, stats, fiction, wittiness or solid data? By observing the needs of your industry's community members, you will help yourself in measuring your readers and their reaction when constructing a fresh post.

3) **Define How You Communicate:** Supply your content with personality. Provide opinions, and make sure to follow a line of research prior to posting. Give your mind time to rest so you can think clearly and research as much information as you can and include that information when you create your post. Darren's post on "[how to think outside the box and develop great content](#)" is a great post about how to develop strong content for your blog. Your subject matter sets the tone. There is a growing number of bloggers each day adding to the noise of the blogosphere. What you say, how you say it and what you offer your readers will make or break your success. Through superior material you will be able to catch an outburst of visitors and inbound links not to mention a large amount of Public Relations for your cause.

4) **Consider the Big Picture:** As you strategically envision where your post will end up in twelve months or twenty-four, it will help you place reasonable objectives within a selective time frame. Framing your ambitions will assist your post expansion tremendously. You will eventually notice development and by meeting your objectives, you'll feel a great sense of accomplishment which will act as a great source of motivation. Some extended ideas are: create a branding for your blog, generating a trade name, establishing a weekly bulletin, getting your first spike in traffic, your first time being mentioned on a blog you really enjoy reading, accomplishing a lofty PageRank, or striking 1,000 RSS subscribers. These are all great goals to accomplish and your readers will notice the changes just as much as you will.

5) **Keep Readers Coming Back For More:** Maintaining the return of your guests can be tricky. For me, working together with my readers works the best. If I noticed that a reader arrived at my website through my post, I will make contact with them or I take the time to jot down a remark, express my thanks towards them for taking the time to read my post. If an individual has bookmarked me or has submitted a blog within a forum about me, I will write to them or reply by leaving a comment thanking them or further try to engage them. Using the power of link bait can also be a constructive means of retaining readers. Another method to help draw in return readers is to do posts in sequence i.e. "the auto industry in a nutshell part 1" then you can do part 2 later. If done properly you will draw readers to frequently visit your blog for your next post sequence and by doing so will help generate some great viral marketing.

6) **Ask for comments:** Asking for commentary is an additional type of marketing. In your post you can request comments, respond to remarks composed about your post and also respond to comments left on other exciting posts on popular blogs in your industry. You can also try to attempt producing polls within your post to help get readers to vote and give their opinion on stimulating or controversial topics in the industry. Remember that with polls its best to get on the BUZZ bandwagon immediately once something interesting has happened in your industry. In conclusion, form debate or even create a small storm of controversy within comments to help generate discussion and forward thinking.

7) **Ever heard of Title Bait?:** In essence, title bait is creating a title for your post that is eye catching, intriguing, exciting and related to your post. If you are creating a piece of content for Digg.com or another social media site you might want to consider using the type of "title bait" that would be appealing to that community i.e. "top 10 reasons why this white paper is awesome". Just remember to make your titles like an advertisement - eye catching, exciting and virally stimulating. Building quality content along with uniting effective title bait can produce a rush of visitors that will come to your website, just by establishing the right content and TITLE BAIT. A few title enticing resources are, [wolf-howl](#), [Copy Blogger](#) and [SEObook](#) .

8) **Using Social Media As Your Secret Weapon:** Acquire a [Feed Burner](#) account and begin to add RSS subscribers. Obtain a [digg](#), [stumbleupon](#), [newsvine](#) and [del.ici.ous](#) account and become enthusiastic and active members in these communities. A general rule of thumb is to not promote your own pages but if you become a real contributor to these services then you can get away with posting your own stuff a little bit easier. Darren Rowse from [Prologger.net](#) offers quality suggestions dealing with how to [cultivate a digg community](#). This is an entire editorial on its own so feel free to pay a visit to [pronetadvertising](#) and start learning about the Social Media Communities that can help you in your new blog cultivation and traffic needs. When you are able to leverage your quality content through the command of social media accounts then you will position yourself up for a cornucopia of visitors, incoming links and publicity for yourself as well as your agenda.

9) **Create Link Bait instead of Suck Bait:** Link bait is anything that entices people to link to your site be it via content development, tools, video games, reviews, surveys, stats and additional types of linking enticement. Using link bait will amplify your return readers and will establish a rapidly growing natural inbound link campaign to help boost rankings, visitors, branding, sales and trust rank in Google. Make it unique, appealing and engaging. A few helpful resources for link baiting are [SEO book](#) and also [Andy Hagens](#).

10) **Advertising Avenues via Internet Marketing:** If you plan on advertising a product or other merchandise you might want to consider using advertising systems like [AdWords](#) or [YSM](#). Do you have a small budget? Try [stumbleupon advertisements](#). Be careful when using stumbleupon ads because if your content stinks then the stumbleupon community will give you a “thumbs down” and possibly give you negative reviews. A great way around that is to always provide as big of a contribution to your community as possible. The best part of stumbleupon is that the traffic is targeted and defined for your niche.

11) **Invite Guest Bloggers and Conduct Interviews:** This is a great way for a new blog to start getting some attention. Find the people who are well known in your industry and request some interviews on some topics that are controversial in the industry right now. Usually people are willing to conduct interviews and 9 times out of 10 they will post about the interview on their site and link to the interview on yours helping you gain inbound links, traffic and exposure for your blog.

Harnessing Your RSS Subscriptions

An increasing number of individuals are starting to become EXTREMELY educated when dealing with the comprehension of blogs. With the materialization of RSS readers like FeedReader, Bloglines and Google Reader it's easy to obtain a number of feeds and place them in a single setting, making it ideal for scanning post titles to discover something you may show some interest in evaluating. Sorry to say, but numerous bloggers have yet to take complete reward of their RSS subscription aspect. They must realize that in order to have a higher return visitor rate, they must be will to work on their RSS subscriptions.

I have constructed a list of helpful tips on how to unlock the RSS subscription doors:

Make Your Feed Stand Out:

Most of the time a blog does not even advertise that they have an RSS feed. To help turn your readers into subscribers it is essential to make your RSS obvious not to mention HOW to subscribe to it. Try placing any feed promotion above the fold of the website. Make sure you differentiate between the blog, text, images and your feed.

Promote That Your Feed is Compatible With Popular RSS Readers:

Feed readers like Google Reader, Bloglines, Newsgator, Netvibes, Yahoo reader, My aol and other popular search feeds have images they use to promote their services. If you join feedburner.com, then once you view your RSS feed you can see all the images for these feed readers and place them on your site to help promote your RSS feed. If a visitor sees a familiar RSS reader it could entice them to add your feed to their reader.

Tell Your Readers what RSS is and How to Subscribe:

RSS feeds offer an interesting feature to the online community. Unfortunately, several online users are not educated on how to use RSS subscriptions or for that matter understand what they are. Enlightening them on the uses of RSS subscription can build a distinction which can have a great effect on your feed subscriptions. If a visitor has no clue what RSS is, how are they going to join your RSS subscription? To optimize this you would want to create a landing page for your RSS subscription and create an informative and converting page that educates and entices.

RSS Subscription Via Email:

Electronic mail subscriptions can be a great way to increase RSS subscribers as countless individuals do not exclusively use RSS readers like Google Reader. If you offer RSS by email it makes it effortless for a reader to join your feed as a subscriber as all they have to do is enter their email address. Over 95% of online users utilize email services so RSS via email can really push the growth of your RSS subscription at an enormous rate. Sign up for a [FeedBlitz](#) or [FeedBurner](#) account to help you advertise your feed by email.

Start Promoting Your Feed on Other Websites:

Try to promote your feeds in forums, blog posts, comments, and articles to help spread the word. The feed name and links will start saturating the web, helping you gain visitors and subscribers. Try doing guest blogging and contain your feed information within that post. Also there have been some remarkable services that have lent a hand to the progression of feed aggregation. Try [Text Link Ads Feedvertising](#) and [FeedBurner](#).

Use Your Network to Cross Promote:

Discover a blogger/site that is more or less correlated to yours BUT NOT a competitor and attempt to cross endorse each other's feeds on each of your blogs. This can assist with publicity and another way to increase your connection base. If this is properly placed it can be one of the most efficient ways for you to get yourself out there and transfer your readers to subscribers. Perhaps you can establish a deal where you both promote banners and or feed information on each of your home pages.

Use Auto Discovery:

Not a lot of individuals realize this, but there is a line of code that should exist in your source code in order to switch on automatic discovery of your RSS feed. This line of code is usually in a blog's index page, but if your blog is in a sub-folder of your website you must use the following line of html code on your home page. Here is an example of the code:

```
<link rel="alternate" type="applications/rss+xml" title="your rss title here" href="url of feed here"/>
```

Deliver FULL RSS Feeds For Your RSS Subscribers:

There is dispute on whether or not to show your complete feed when syndicating it. This should come down to the person's preference. Popular feed subscription websites like [techmeme.com](#) will republish your feeds but they they require full posting syndication to be able to republish this. For the utmost publicity of your posts you should think about presenting the full feed. Adversely, if are you interested in the click through traffic from your partial feed syndication then you will want to leave you feed syndication set to partial.

RSS Subscription Landing Page:

Generate a devoted landing page for your RSS subscription. This will help with SEO, your PPC campaigns and for general growth of your RSS subscription. I advise creating this page as an instructional page about RSS subscription. Make this a page connected to your website. Define what RSS is and also permit individuals to join your community through RSS.

Try an Advertising Campaign:

Give a PPC campaign a try for your RSS landing page. Utilize the first tier PPC engines like Google Adwords, Yahoo Search Marketing and MSN Ad Center and then try your second and third tier PPC search engines and center on low-cost keywords to keep the cost down. You can also attempt additional advertising markets like [StumbleUpon advertisements](#). Just be sure to monitor your stumble upon ads account because the last thing you want is to many thumbs down on your pages.

Use The RSS Image:

The RSS icon is well known so use it. This RSS icon is symbolic for feed subscription. Make sure you promote this icon in a noticeable region on your website for your visitors. The majority of feeds are unsuccessful for the reason that they are not promoting this image properly.

**Guest Blogging:**

Try to network your way into doing guest blogging and provide valuable content at the same time as content bait can be a great way to increase traffic. While keeping this in mind, make sure you promote your brand, your website and your RSS subscription when guest blogging. Taking advantage of other peoples traffic is a great way to increase your visitors, readers and subscribers, just be sure to contribute some great posts for your guest blogging.

Tell Your Readers You Want Them as RSS Subscribers:

If you have a really professional post, DO NOT BE SHY to inquire or publicize your feed. If your post is a large contribution to the public then why shouldn't somebody subscribe to your feed? There is a neat plugin called [wwsgd](#) which places a message on each post asking readers to subscribe to your feed and is time based on IP tracking per visit. Its a neat tool, check it out and give it a try. Just remember that promoting and advertising your feed is perfectly fine and you should do it to help generate subscribers.

Popular Wordpress Plugins for Your Blog

Popularity Contest:

Wanna see how popular your posts really are? Use Popularity Contest! Page views, feed views, comments and trackbacks are all conveniently tracked by Popularity Contest and it specifies a rating to each post which is measured by the most popular post. .

WP ContactForm:

Interested in having your visitors contact you easily without disclosing your own personal email address? The email form supplied by WP-ContactForm can do just that for you! WP-ContactForm provides you with the ease to add a contact form within any post or page throughout your WordPress site without the need of creating one of your own.

Subscribe to Comments:

Ever leave a comment on a post and wish you could be notified when that post is updated? The solution to this problem is Subscribe to Comments. This program automatically places a check box alongside your comment form which allows visitors to easily choose to receive updates via email as additional comments follow.

Related Posts:

When a visitor lands on your website, oftentimes its because they have a particular topic in mind that they are interested in. Related Posts helps your visitors find similar posts that you have written about regarding that particular subject, therefore, generating more interest and browsing within your blog.

Ultimate Tag Warrior:

Ultimate Tag Warrior is the latest development from Web 2.0. It allows you to tag your posts via ajax technology. Its also instrumental in helping Technorati index your posts in a much more efficient way, which in and of itself is reason enough to begin tagging your posts and generating more traffic to your website via Technorati.

Akismet:

WordPress blogs are suffering from a problem with spam. Spam comments start pouring in the minute your site is indexed in any particular search engine. The Akismet plug-in is firmly incorporated with WordPress which makes it effortless to manage your comments

SEO Title Tag:

This plugin allows you to create unique title tags for each post. This is extremely helpful for SEO and allows us much more control over our rankings.

MyAvatars:

My avatars is like the Gravatar Plugin but whats interesting about Myavatars is that it takes avatar photos from Mybloglog. This plugin is great for adding photos and displaying more information about people who are leaving you comments.

FlickrRSS:

This plugin was built to import photos. Although this plugin might not be suited for every single blog out there it is still one of the coolest. This plugin allows you to import your photos from Flickr into your blog in a nice sidebar widget. This is a great way to add some character to your site.

Democracy :

The Democracy Plugin is a great way to start incorporating polls into your posts. This plugin will allow you to add a post to your side bar or your post entries. Polls are great ways for you to create buzz for your site.

Feedburner Feed Replacement:

If you are interested in working on optimizing your rss feed then this plugin forwards all of your current links to your standard RSS feed to Feedburners. This also creates a randomized feed for Feedburner to pull.

Wp-notable:

Have you seen those social media links at the bottom of peoples blog posts? That is this Plugin. There are a slew of social media sites that are attached to this plugin and what appears is completely up to your desire. This Plugin is a great addition for social media marketing.

These plugins are a great place to start and I would recommend downloading and installing them all for your blog. Whats great about wordpress is that if you are looking for an add on for this CMS program then most likely someone has created that plugin for you already.

In conclusion, this Ultimate Blogging Survival Guide is a great jump off point for you to start really expanding your creativity and overall blogging experience. I composed the Ultimate Blogging Survival Guide to help educate new and old bloggers and also to encourage them to keep moving forward on the right path. I hope this has helped and if so, stay tuned for more white papers from Hybridsem.com.