

12 THINGS TO DO AFTER YOU'VE WRITTEN A NEW BLOG POST

You've just finished writing a great new post. But what should you do next? Check all that apply! In reality, the only people who know your post is there are you and your RSS subscribers. Rather than rely solely on search engines to pump up your organic volume, content publishers need to establish syndication connections and plan for some targeted promotion to ensure that each piece of content gets noticed by key influencers and your ideal customers.



1 KEYWORD OPTIMIZE YOUR POST



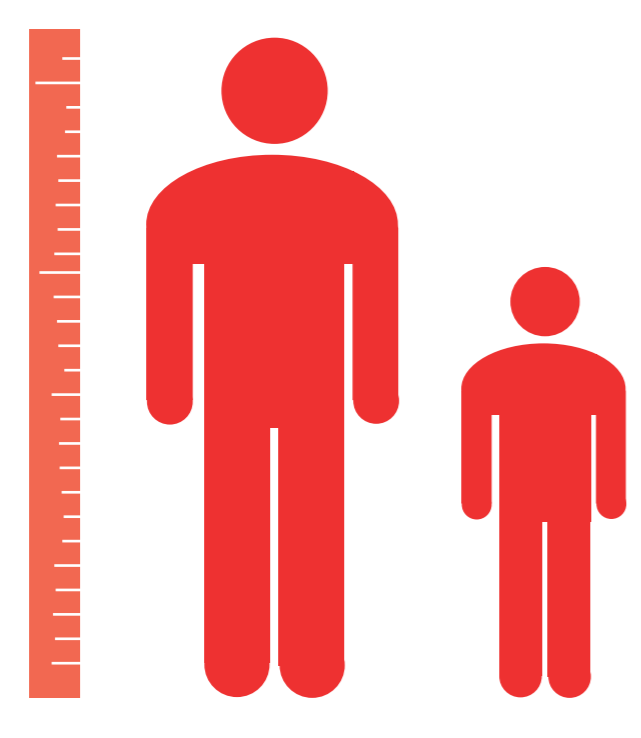
Scan through your content and pick out the main topics. Plug those terms into Google Adwords free keyword selection tool. Identify the most popular search terms in phrasing and wording, go back to your content and try to beef up your post title.

2 SYNDICATE YOUR CONTENT



One of the most powerful and misunderstood mechanisms of a blog is its RSS feed. This method allows you to automatically feed your blog's content to many different places, including many social networking sites.

3 SHORTEN YOUR POST'S URL



This step used to only apply to posting on Twitter, but with the addition of analytics on many of the URL shortening services (Bit.ly, Ow.ly, Cli.gs), posting a shortened URL on any of your social sites is a smart strategy.

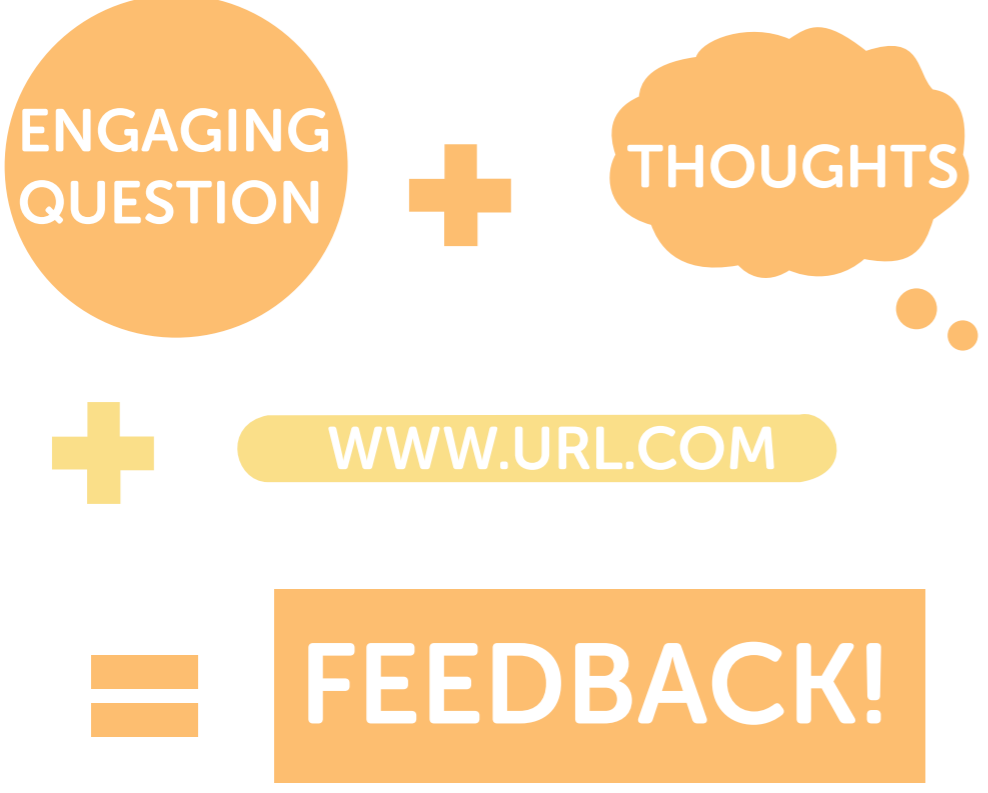
4 TAILOR YOUR STATUS UPDATES



You could just type your blog post's headline into all of your social site's status boxes, but this might not get you the most links. Tailoring your status or headline for each community could make a big difference. You may need to send multiple updates on different days and at different times to be successful.

5 POST TEASERS ON OTHER SITES

Most social networking sites and online forums let you promote content as long as it is relevant. A great strategy is to write a compelling headline or question as your forum title, then include some thoughtful commentary followed by your URL. Lastly ask readers to provide feedback on the forum to continue discussion.



6 BOOKMARK YOUR CONTENT

While this technique doesn't have the horsepower it used to, posting your content to popular social bookmarking sites (Reddit, Digg, or StumbleUpon) can still be a great source of traffic. The key is to become part of the community and give more than you get.



7 COMMENT ON OTHER BLOGS

Providing helpful, valuable comments on other blogs can be a great way to generate traffic, develop relationships, build a following and add backlinks.



8 SEEK AND ASSIST ON TWITTER

Geniune assistance is one of the best ways to build a community of loyal Twitter followers. Search for your blog topic and share your post with people who are asking for guidance.



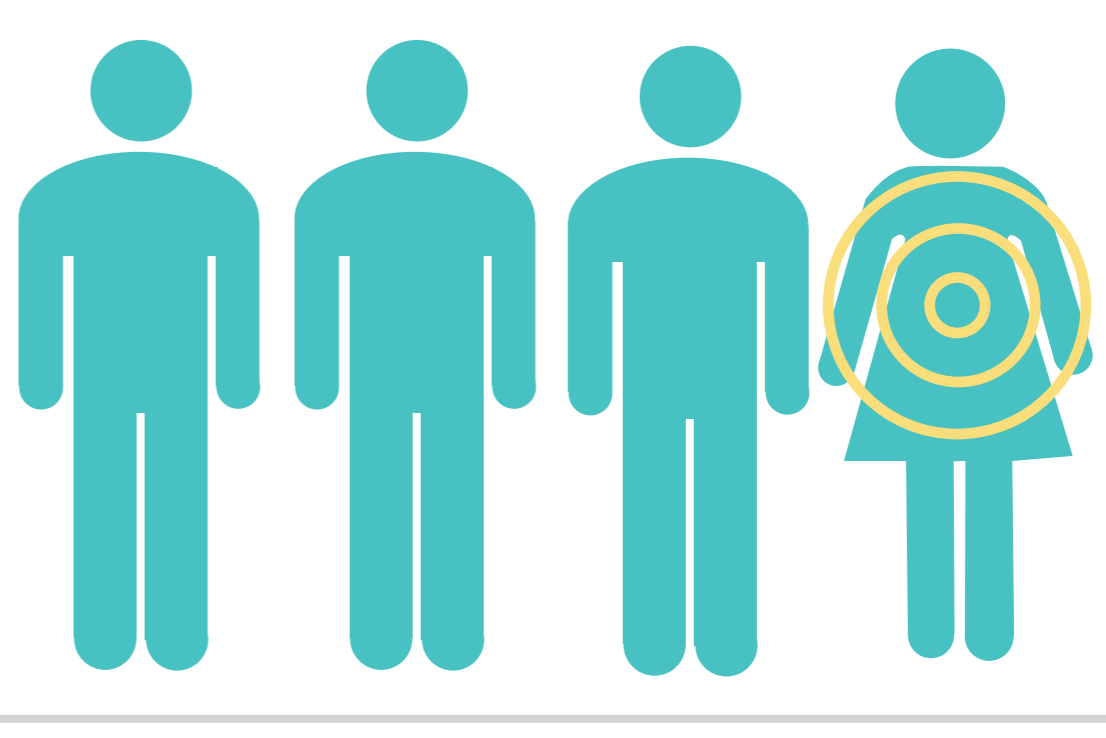
9 ADD TO EMAIL SIGNATURE

Another powerful little technique is to add your latest blog post headline to your email signature. Many email platforms now have nifty little apps (Wisestamp for Gmail) that will put your latest blog post headline into your email signature automatically.



10 SHARE YOUR BLOG POST WITH TARGET CUSTOMERS

You've just created a blog post that you know certain customers will find valuable. What are you waiting for? Send them an email with a shortened URL!



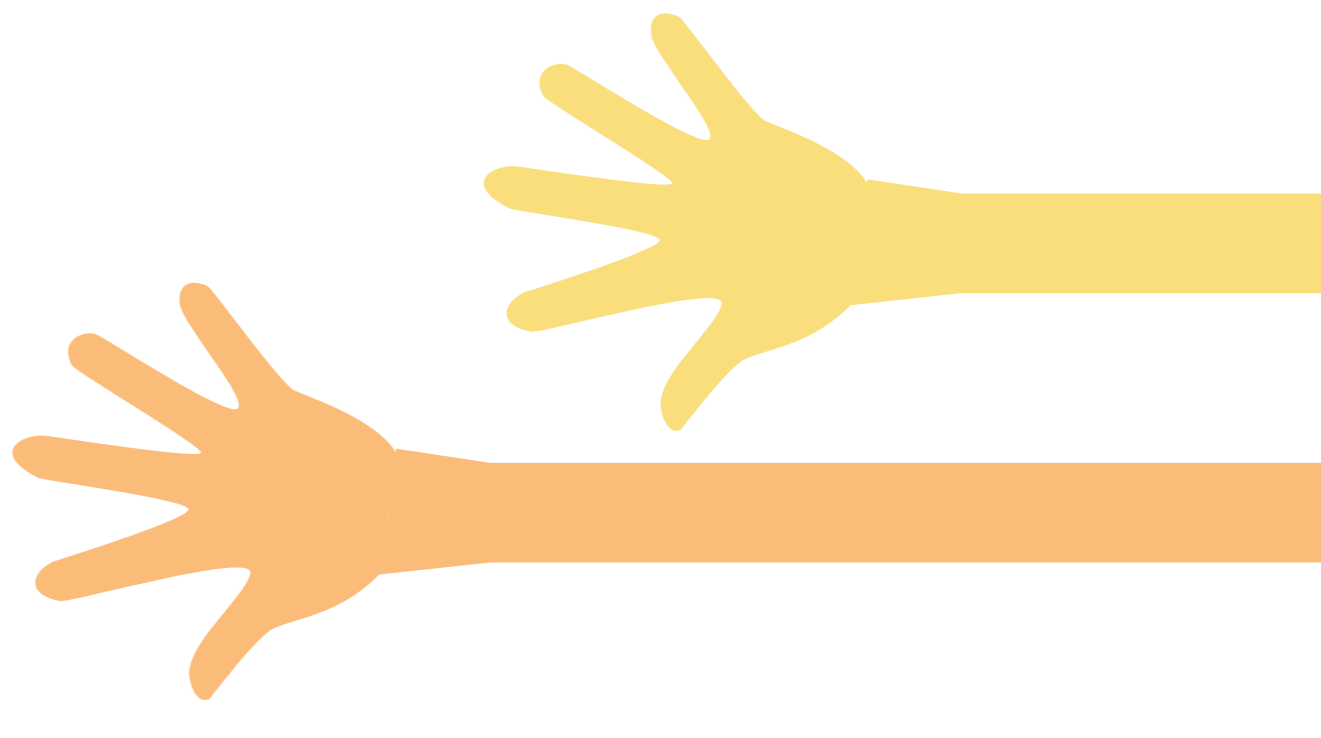
11 ADD YOUR BLOG POST TO YOUR NEXT NEWSLETTER

If you have an e-newsletter, you should be incorporating at least some of your blog content. Include a few post headlines or teasers and see which posts get the most clicks.

- BLOG HEADLINE #1 CLICKS 175
- BLOG HEADLINE #2 CLICKS 186
- BLOG HEADLINE #3 **WINNER!** CLICKS 354

12 ASK OTHER BLOGGERS TO MENTION YOUR POST

Building relationships with other bloggers in your space and asking them to blog about or link to your post can be a great way to expand your reach.



ONE LAST THING:



1. PRINT OUT
2. CHECK OFF YOUR TO-DOS
3. TAPE TO YOUR WALL