



Disclaimer: This is how I took my blog from 10 to 12 visits a week to over one hundred a week. Your results will vary.

Creating Content.

For your blog to be successful and get visitors you need to post fresh content three to five times a week.

Consistency is the key to getting return visitors. They know if you post every Week Day they will check in to see what you have to say.

Even if you can only write one or two posts a week at first, post on the same two days every week until you are posting more often.

Getting ideas for posts starts to get easier after you've been writing for a while, but how do you start?

The method I found can be used just as soon as you finish reading about it. Are you thinking, "Getting ideas and creating content is hard work, how can there be an easy system?"

Ready?

This is where I'm supposed to go into a long drawn out song and dance about how great this is, how great I think I am, and why you should drop every thing you ever learned and listen only to me. I wonder if that ever actually works? Doubt it.

The best thing I can tell you is, "It Works For Me."

Maybe it will work for you, it should.

The biggest stumbling block most bloggers face when creating content is research. Where do you go to gather a lot of information on your topic quickly?

[Go to Google Blog Search.](#)

What is your Blog about? Fitness? Type it in. Hit "Search Blogs"

You now have a listing of thousands of blog posts about fitness. Find ten that interest you. They should cover two or three main topics.

Read all ten posts through once. Make sure you read any comments that are posted.

Now, get something to write with, a pen and paper or open Notepad. Whatever you're comfortable with.

Read the post and comments again, this time taking notes. Write down what interests you, things you may want to look into more fully later.

As you start to write things down your mind will wander a little, ideas will start to come to you that you can write about. Write them down. Keep reading.

By the time you're done reading the posts a second time and taking your notes you're going to have enough information fresh in your mind to sit down with a friend and talk about what you've read.

That's how you write your post, like you're talking to a friend. *Because you are talking to a friend.* A new friend you haven't made yet. Over a few days and weeks maybe a whole bunch of new friends.

If you write your posts like you're talking to your friends. *If you put your personality in your writing.*

Writing a blog post really comes down to only two things:

1. Doing your research.
2. Telling your friends.

When you're telling your friends remember, you're not giving a lecture. Put a little you into it.

Make it into a story. Relate it to an experience you once had.

Show that you are a real person with real opinions. That will keep your visitors coming back day after day.

A side bonus with this method is you're tapping into what's current. What people are interested in and reading about **right now**.

Your content will always be fresh and leading edge, get started today.

Getting Visitors

Now that you've written your first post on your first blog, how do you get the word out?

Do you post it on Facebook? Sure, why not? Tweet about it? Yep.

Depending on how many Facebook Friends and Twitter Followers you have that might get you a couple of visits, maybe.

You want to get the word out to people who are interested in the type of post you just wrote. How?

Go back to one of the ten posts you read for your research.

Write a comment about the post. Write what you liked about the post. If you don't agree with part of it, tell why.

Give your honest opinion, but be polite. You're not looking to start a fight. You are just exchanging opinions.

Go to the next post. Write a good comment on it. You can comment on the posts of the other people that commented.

These are the people that will be interested in your post, and how you find them.

When I say "Write a comment." I mean a good comment, one you put some thought into.

A good comment is not, "Good post, I agree. Read my post on my blog. XXX"

That's comment Spam and it won't get anyone to click on your name.

How does making comments on other people's blogs get you visitors?

When you make a comment on a blog they ask for three pieces of information:

1. Your Name.
2. Your Email. It won't be published.
3. Your website, if you have one. That's your blog.

When your comment is approved it will show your name and if you included a website it will be a clickable link to your blog.

For your comment to be most effective you need to have a picture of yourself with your comment.

To do this you need a free account at Gravatar.com. Gravatar lets you associate a picture with an email address.

When you use that address to make a comment your picture will show up next to your name.

That's it, short, sweet and deceptively simple.

Make at least five to seven comments every day. The more quality comments you make the more visitors you will get.

Do Not Be Denied,
[Michael Cole](#)