



## 6 things to do to make your business blog count

Business blogging is gaining in importance and is considered as a great tool in getting traffic at your website. Are you doing the right things to make your blog count?



Business blogging is an important tool in promoting your business. Blogging helps to position you as a thought leader in your field and also gets in significant SEO juice to your website. Are you using it effectively?

Here are few vital techniques you can use to engage with your readers

**1. Get your blog on your domain:**

If you are serious about business blogging make sure that the blog is on your domain. This will help you with SEO ratings and will also get a fair bit of traffic to your domain.

**2. Choose topics & themes that will be relevant to your target audience.**

Choose topics & themes that your target audience will find interesting and engaging. Aim for some solid posts around these topics, based on your experience.

**3. Promote your blog**

Having created a blog, attract attention to it via social media shares and also post it to some of the top blog sites. This will give you a chance of higher visibility.

**4. Trackback and link to other blogs in your blog posts.**

A trackback is sort of like a blog conversation. When you post a new blog, link it to your old articles. That way you can revive traffic to your old posts and it seems like an ongoing and continuous conversation.

**5. Comment on other relevant blogs:**

Aim to comment on blogs focused on a similar niche topic to yours since the readers there will be more likely to be interested in your blog. Based on your comments, people might be interested to come and visit your blog as well.

There are many more things you can do. Finding readers is all about testing to see what works best for you and your audience.

