

NYC PR Firm Offers Tips on Blog Promotion

You've caught the blogging bug and think you have something to say. Even more, you think other people will care about what you have to say...They'll find you, right? The old, "Build it and they will come," philosophy...

Take from those of us (bloggers, I add) at the New York City Public Relations firm of Makovsky + Company, if you have a blog, you will need to people to visit it. And, it is more challenging than you think given that there are millions of blogs around. To make things even harder, blogs don't have simple URLs or web addresses like websites. The blog URL usually is the name of the website hosting your blog then the name of your blog which turns up to be a very long and unwieldy URL.

In addition to our competitors, this [New York City Public Relations firm](#) has devised a number of effective techniques to use to promote blogs written by our clients as well as those penned (or, is that keyboarded?) by our staffers. And, guess what? They're free...

Connect with other blogs: Blogs are a huge and growing community now. Google has made a whole category devoted to searching for information in blogs. Connect with other blogs to promote yours. Visit other popular blogs and participate in discussions and make comments. Remember, every time you participate, you leave a trail behind — a link to your own blog. Exchange links with other bloggers.

Expand your email signature: Simple, right? Told you it would be. Several of the staffers at our New York City Public Relations firm use the small sections at the bottom of their email — the signature — as a means to promote their blogs. Your name, address, phone and other contacts are there right. Add your blog address too. That's a free continuous advertising.

Leverage social networking sites: There is no denying the fact that social networking is spreading on the Internet like wildfire! Facebook and LinkedIn are just a few that have gained in popularity here at Makovsky + Company as well as other New York Public Relations firms. Social networking sites are populated with vast numbers of people who might want to see what you have to say. Every time you post a new blog, share it with social websites! Just open accounts in 5 to 10 social networking sites and post in parallel with your blog. Don't forget to link to your blog!

Using blog directories: Given the explosion of blogging, thousands of directories have been set up to help people find these blogs, social sites, forums, article directories and so on. Include your blog in blog directories. Pick directories that rank high (there are a number of services that do this such as Alexa).

Forums and online groups: Visit forums and online groups. You can easily connect with other people in forums and groups to invite them to your blog to view your thoughts and insights and they will gladly come. Quite a number of the staffers at the New York Public Relations firm Makovsky + Company are members of such groups and have gained followers to their blogs as a result.

A final thought...the better the quality of the content you have in your blog, the better your chances of getting people to like your blog and keep coming back. In addition, keep it fresh. Once you commit, you have to keep posting relevant and timely content which will keep your existing followers coming back as well as attract new ones.

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